

Find Your Professional Voice

A one-page worksheet for students and new estheticians

Give yourself fifteen minutes and a pen. Write the way you talk, and don't tidy it up.

1 Say It Out Loud

Explain one skin topic to a friend who knows nothing about skin. Record it on your phone and listen back. Write down two things you said that sounded the most like you.

2 Write Your No-List

Which words make you wince? What would you say in their place?

Words I won't use

What I'd say instead

3 Name What You Keep Coming Back To

The skin topic I could talk about all day:

What I'd like clients to tell their friends about me:

4 Choose Your Three Words

How do you want someone to feel after talking with you? (Skip "professional" and "friendly." Everyone picks those.)

The out-loud test: Read anything you've written, or anything AI drafted for you, out loud. Would you say it to a client standing in front of you? If not, change the words until you would.

YOUR VOICE, READY TO PASTE

Fill in the blanks from the steps above, then type this into any AI tool before you ask it to write for you:

*"Write in my voice. I want readers to feel _____, _____ and _____. I never use the words _____.
I talk a lot about _____. Here is how I explain things out loud: (add what you wrote in step 1)."*

Professional insight, translated for real life.



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