

Wellness Spa Coordinator Workbook

A step-by-step guide
to working effectively in the
wellness spa industry.

BY HER ZEN NETWORK



Hello and Welcome!

We are so excited you can join us in this program!

Whether you wish to work in the wellness industry as a Wellness Spa Concierge, Wellness Coach, Mind/Body Practitioner or you wish to enhance your already established practice, our accredited, on-demand course will help launch your career in the healing industry, while boosting the mind/body & spirit well-being of yourself & your clients.

Let's get started!

WELLNESS SPAS

The Perfect Self-Care Experience



What is a Wellness Spa?

Around the world, day spas are attracting the attention of weary travelers, the overworked and anyone else in need of pampering. These getaway hot spots are usually nestled among mountainous, remote areas that are surrounded with rural serenity. Day spas often combine the luxurious spa experience with a full-service hotel and resort. These spaces offer healing, rejuvenation, beauty & rest.



Why do people visit Wellness Spas?

The majority of individuals choose to visit a day spa because they are looking for an escape from their otherwise hectic life, some time away from the job or just a vacation that includes some well-deserved pampering. No matter the exact reason, day spas are the perfect way to pamper your problems away. These luxurious treatments are continuing to gain in popularity, as is evident with the many resorts that have been built around their focus. In many areas, these resorts are a leading source of revenue for the community and the businesses around it.



Key tips for being a great Spa Coordinator/Concierge

- ✓ Engaged client/guest service has to be lived by the person providing it.
 - ✓ You must see guests & clients as individuals deserving of your care and respect.
-

Types of Spas & their Offerings

1. Day spas often combine the luxurious spa experience with a full-service hotel and resort. Spring-fed mineral baths, natural hot springs, a soothing Jacuzzi experience and mud baths are just a few of the amenities offered at wellness spas. For those who aren't familiar with hot springs, these natural occurrences are often thought to have magical healing powers in their ability to sooth and comfort achy muscles, joints and provide an overall feeling of wellness.
2. For the day spa guest who wants to receive the full spa experience, a beauty and facial salon are available in most facilities. From manicures to pedicures and a complete line of skin treatments, both men and women can take advantage of these spectacular luxuries. Day spas aren't just for adults, however, as there is always plenty for the children to enjoy. Among the activities include arcades, snacks and other fun activities that every youngster will like.



The Role a Spa Concierge

As a Spa Concierge, you are the first person a client interacts with, & will set the tone for the rest of their experience at your facility.

Below are the important tasks you will be required to do, while engaging with clients:

1. Creating spa online presence
Explaining the Treatment Menu
Booking Process
Guest experience analysis
Payment at check-in or check-out
2. Continuity in guest experience
Front desk to close the sale at check-out
Building a long-lasting relationship
Optimizing guest's feedback & review
3. Keeping the spa clean & professional is an important part of being a spa coordinator. Implementing the additional teachings of feng-shui, aromatherapy & eco-therapy approaches, to make the spa warm & welcoming for your guests & clients.



Be authentic & welcoming to connect with your clients & guests, & they will remember you & come back again!

- ERICA LANAE

EXERCISE #1

Spa Menu Sample

Here is an example of a few of the treatments you will find in most luxury & wellness spas.

MASSAGE & BODYWORK

- Swedish Massage
- Deep Tissue/Sports Massage
- Trigger Point Therapy
- Hot Stone Massage
- Pregnancy Massage



ESTHETICS/SKINCARE

- Hydrating Facial
- Glycolic Skin Peel Facial
- Anti-Ageing Facial
- Waxing Services
- Microdermabrasion Facial

EXERCISE #2

Preparing for Your New Career

What are the main reasons that you feel called towards a career as a Spa Concierge/Coordinator? Enter your answers below:

1. What part of your personality makes you a great Spa Concierge?

2. What type of Spa are you interested to work in? ie: retreats, day spas, fitness spas, travel & tourism etc.

3. How can you bring more peace & joy into the world as a Spa Concierge?



Thank you!

Her Zen guides women identifying individuals in the path of wholeness in career & health, by providing education, & community around Wellness Spa education & women's holistic living. We meet you where you're at, working towards the goal of success, abundance, health, joy & freedom. Helping you live radiant & fulfilled is our mission!

We offer this practice through online programs, consulting services & enlightening articles.



Desire a Career in The Wellness Spa Industry?

Get in Touch!

We look forward to learning more about you!

www.herzennetwork.com

admin@herzennetwork.com
