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His Own Successful Spa

by Amanda Fornecker

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Enrique Ramirez educated himself by attending some of the best Spa schools in the country. But after 10 years in the spa industry, he needed more. "I decided that working in a conventional spa can become like a factory and personal attention is forgotten," Ramirez explains. As a result, he decided to open his own spa: face to face nyc - day spa.

Ramirez got his start studying [Massage Therapy](#) at the Swedish Institute (New York, NY), and then attended the Christine Valmy School of Esthetics where he became a licensed skincare esthetician. For both career specialties, a medical background was necessary, which is why he took classes in chemistry, anatomy and physiology, and pathology and medical terminology. Spa school was equally important for this aspiring massage therapist and esthetician.

"Both schools have a good reputation and are well-respected in the spa field. Having either degree opens up many doors," he says. "Great educators and tough classes made a good formula to get me started."

So how did Ramirez get his start upon earning his degrees? As a massage therapist, Ramirez began working at the Beach Hair Salon. "When I started my massage career a decade ago, massage therapy was still in the 'dark ages.' It would have been very hard for me to start my own practice. It's always harder for a male massage therapist in this field," he explains. For this reason he landed a job as an esthetician at Bliss Spa. "This made it easier to earn a living while I remained focused on starting my own business."

The hardest part of his job is supervising a staff, says Ramirez. He hires individuals based on experience (spa schools, etc.), personality, and a killer smile, he says. He's been able to work out managing his employees as time passed and realizes that his business would only be as successful as the happiness of his staff. "Happy employees give an extra spice to your successful business recipe," he says.

Specializing in deep tissue massage and men's skin care, Ramirez is always on the go. A typical day in the life of this spa owner? "My clients keep me extremely busy, so most of my days start very early and end late at night. If I'm lucky, I'll get six hours of sleep," he explains. "Every day I see

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clients and respond to emails (I have an inquiry section on my website where people write to me with questions related to beauty or personal care and I like to answer them myself). I make a point to hit the gym in the morning and take my dog Louis, for a walk. He helps me relax and stay grounded."

Important for those aspiring to become estheticians or open their own spa, is experiencing the field firsthand. Ramirez first learned of his interest in esthetics while assisting a dermatologist in his hometown of Chicago.

"Through her I learned how almost everyone was searching for the fountain of youth," he says. That really interested him, along with the other skills he learned while working there. Hands-on experience will boost your potential, while enabling you to develop skills that will help advance your career -- and discover if it's really the right career for you.

"Find out if it's your true calling," Ramirez urges. "The spa business has to start from within."

Ramirez says he gets a thrill from seeing his clients feel good about themselves and knowing he has played a role in their happiness. He also loves that he works for himself and encourages others who dream of this to do the same.?

"Having your own business is both stressful and fun, but it is far better than having a boss breathing down your back," he says. "If you have that I-want-to-start-my-own-business 'itch,' do it! Otherwise, you'll hate yourself later in life. If you fail, just fluff up your hair, check your teeth in the mirror, and keep going. No harm done!"

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Amanda Fornecker is a staff writer at The CollegeBound Network. Learn more about [finding a school that's right for you](#).

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