



My Experience with *Reinvention*

by Donna Risos



We women are so self critical. Many times before new ventures we come to the erroneous conclusion of having to know everything about everything before we undertake anything. I've felt that way,

so you over prep, over think, and over plan before you step forward, believing you have to know it all, taking out the spontaneity and fun. We fret about the ins and outs of our new business thinking we're ill prepared and concerned with not having the right experience in our chosen new field.

Isn't it time we laugh at our behavior? We've been on the planet for how many years? . . .and we've amassed extraordinary skills and they are all transferable to new situations. Maybe it's time we relax and enjoy the ride.

For the last 25 years I was a dental administrator building a practice in Brooklyn for someone else, during the transition from private practices to HMO-PPO's. I developed the dental staff as well as the support staff and this small enterprise grew to over a million dollar practice. Then I decided I needed a change, went back to college for a certificate program in electrolysis and with great trepidation opened my own practice Jersey

Shore Electrolysis in Toms River N.J. I had my college certificate, my in field apprenticeship, my international certification and the new licensure in the state of N.J. and still felt shaky. Then I got that this was no different than building the dental practice except now I was doing it for myself.



Then...

This realization was a huge relief and I started to have fun. I noticed that others in my field had a problem with client consultations and disseminating information. For me this came as easy as breathing.

After all I spent 25 years with dental clients doing case presentations so they would have a clear understanding regarding their options. As in dentistry, electrologists are very concerned with standards of infection control as established by the CDC. To me this also was second nature. I spent my years in dentistry following current sterilization practices using an ultrasonic enzymatic solution followed by autoclave sterilization.

In dentistry patients entered

with anxiety and fear. Because most people are not that familiar with electrolysis they also have fear and anxiety. I used the same techniques I acquired in dentistry plus a few of my own to calm them.

Initially they enter an environment of soothing music and aroma therapy. I provide a clean, safe and beautiful environment for them to let the tensions of the day go and relax into the permanent removal of their nemesis--hair!

In Brooklyn the dental practice was in a prime location opposite Coney Island Hospital and easily accessible. So I looked for a location in Toms River that matched it and found my office in a medical building on Lakehurst Road and Hospital Drive next to Community Medical Center. In

both fields vision is of paramount importance. The medical/dental community uses scientifically advanced fiber-optic telescopes. I brought this equipment into my business enabling me to be very proficient at hair removal.

Over the past several years some of the things I've enjoyed doing were interior design, listening and learning about music, aroma-therapy and communication. All of my "fun things" I included in my business, which delights my clients as well as myself. Here we have a win-win situation. I've learned enthusiasm, dedication, hard work and being skilled at what you do are the keys to success. I've let the unreasonable concerns drop and opted for more fun. You too can use your life experiences and skills to create a new vision.



Now...