8

The salon

**Property Of Eight LLC**

**Stylist Manual**

**35 years in the making…pieced together through passion, experience and the absorption and borrowing of knowledge.**

A Company is defined by its Culture through each individual in every way everyday. Through the actions of these individuals that make up the team as a whole that customers interact with, the Company’s Culture is translated. This translation is in the way an impression is made when a client is greeted, spoken to and assisted, as well as the personal image of each person they come in contact with. This experience is from the music played, to the way a consultation is done, and to the way their hair is shampooed. It is all encompassing.  In short, Company Culture defines Customer Experience.

**Culture** - A set of shared attitudes, beliefs, values, goals and practices that characterize a company.

**Our Mission** - To be the best salon in the country by exceeding our customer’s expectations each and every time. We will offer our clients an uplifting and invigorating environment in which they can experience and feel the their best. We are committed to maintaining the highest level of customer service backed by a culture of inspiration, deeply rooted in education, passionately in pursuit of being our best every day, providing our clients with the best cut, color and experience possible.

**Our Vision**- To always remember -"You don't get a second chance to make a first impression."

Our vision is for our salon to be the first salon people think of, when making a recommendation to their friends, and as the *only* salon where they would go to get their haircut and colored.

We have set out to create an environment that is alluring, exciting, and fun, filled with creative designers of unmatched talent with a supporting staff of peerless professionals, providing clients with the best possible service while giving them the best cut and color they could get anywhere. Simply put, our goal is to make our customers feel as good as they possibly can about themselves, while at the salon and when they walk out the door.

**Image**is everything… you don’t get a second chance to make a first impression**.**

It is said, the last thing a fish will discover is water, so it is for an individual, the last thing they will discover is one's self. How you portray yourself to the world is the way in which you are perceived. From the way you dress, to the colors you choose to wear, to the way you wear your hair. The way you walk, and even the way you talk. From the pitch and tonality of your voice, to the words you choose to use them in and the rhythm of your speech. The way you make eye contact and the way you smile. All of these things encompass your image.

Your image is a direct reflection of who you are. Whether you are conscious of it or not, your reputation is the image that you have perfected. Perception is reality. Make sure that this perception of you is not an accident but rather… who you have chosen to be and whom you choose to be every minute of every day.



**Dress Code**

• All garments should be Black, White or Gray

• No Sweatshirts or hoodies

• No everyday Tennis Shoes

• Garments should not be faded or wrinkled

• No regular T-shirts or spaghetti straps

• Maintain a level of consistency no matter what you are wearing

• A smile should be part of your outfit and appearance

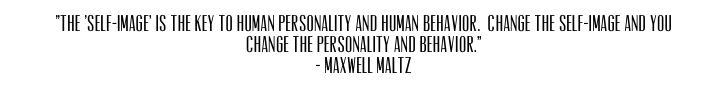
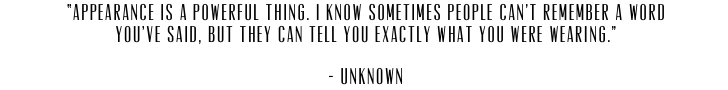
• Hair and makeup should be above par, we are all role models

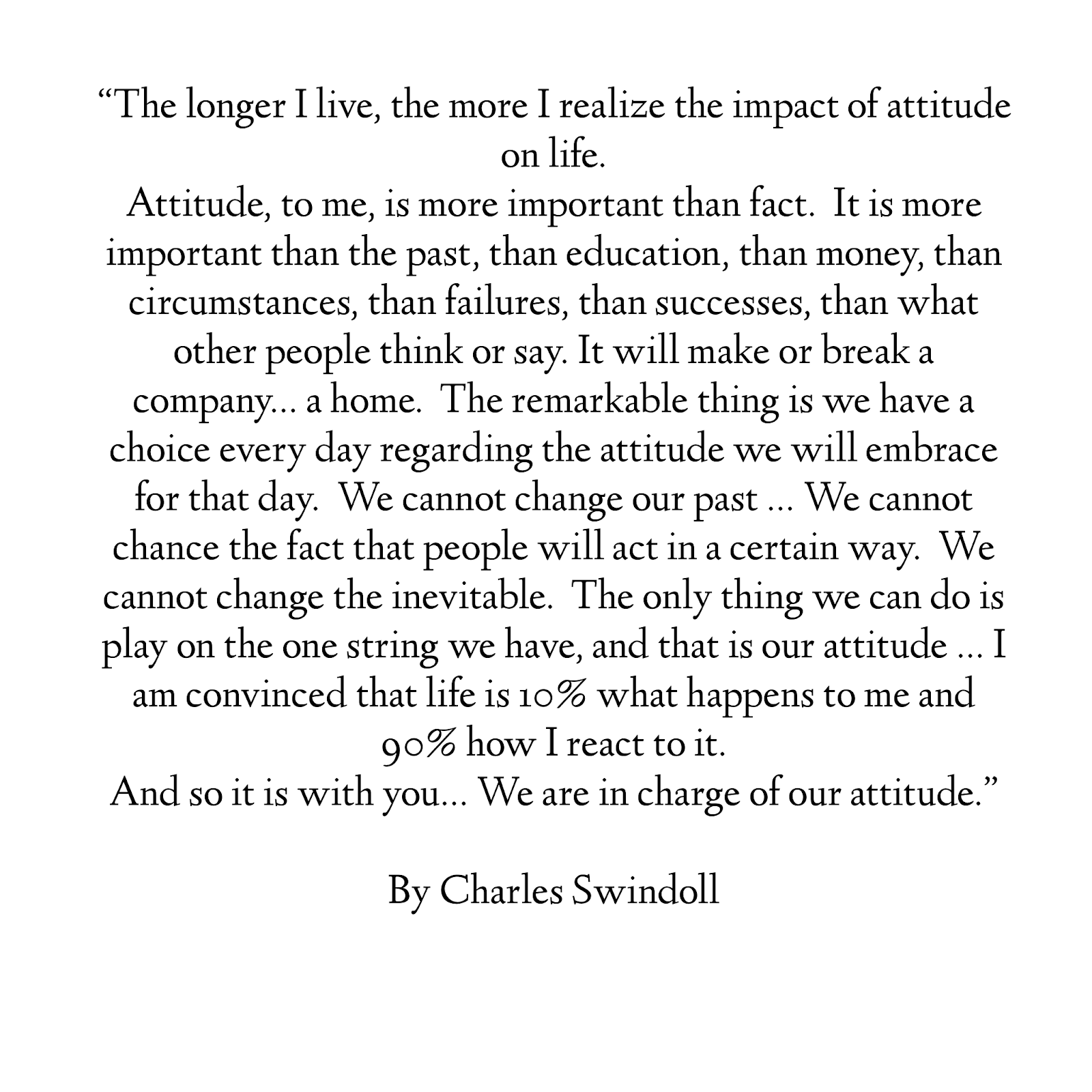
• Dress to impress, exceed, and shine

• Image directly affects a person's first impression of you

• A good attitude is the most attractive thing you can wear

• Stature, self-respect, and the way you carry yourself, is a direct representation of 8 and your teammates





**Therefore, WE are in charge of our lives!**

**Perception is Reality**

Philosophy and psychology reinforce this belief. At 8, it is the fiber of our culture because perceived value is ultimately what a client is attracted to and willing to pay for.

*The Law of Value:*

*Your true worth is determined by how much more you give in value than you take in payment*.

**Salon Standards**

These standards weave the fabric that binds our culture together. They strengthen and support our image, business, craft and art. The purpose of these standards is to create an atmosphere of supportive camaraderie and freedom of creative expression.

**IMAGE**

Always dress and act every day as if you were going on a first date or interview.

**ATTITUDE**

It is a must that you strive to be positive and uplifting at all times. It is a selfish act to be negative. It brings others down and goes against who and what we are about at 8.

**RESPECT**

You must treat everyone in the salon, clients and co-workers alike, with respect at all times. Negative talk toward co-workers and/or clients will not be tolerated in any way, and is immediate grounds for dismissal.

**COMMUNICATION**

Respect each other by communicating with one another in an open and direct manner at all times.  If there is an issue with a coworker, go directly to that individual and deal with it in a positive and constructive manner.

**HONESTY & TRANSPARENCY**

These two build the foundation of our culture and can make each interaction a positive one.  Be up front and honest in everything you do. People can sense when you aren’t being either. We want to build an uncompromised sense of trust with one another.

**RESPONSIBILITY**

You are only as good as your word. Be responsible at all times by keeping your word and doing what you say you are going to do.

*The Law of Authenticity:*

*The most valuable gift you have to offer is yourself.*

**SUCCESS**

The accomplishment of Aim or Purpose. In order to create success behind the chair or in a salon setting you must find ways to serve more people, (Clients).

*The Law of Compensation:*

*Your income is determined by HOW many people you serve, and Importantly HOW well you serve them*

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**ACCOUNTABILITY**

Always be accountable with your actions. If you make a mistake, be the first to admit it. If a client is unhappy don’t become the victim. Always be a solution oriented person and remember, in the words of John Lennon, “There are no problems, only solutions.”

**REPUTATION**  
It takes a long time to build and create an amazing reputation and only seconds to lose it. Remember you are always on a stage. The way you act at work should be consistent with how you act in all places. You are always making an impression on others and you will be judged on how you act, what you say and do. Be at your best at all times. You never know who your next client will be.

**CONSISTENCY**

Consistency is the father of skill. Do what you do, in every way, consistently, each and every day. Consistency is the key that unlocks the door to success.

**REPETITION**

Repetition is the mother of skill. Consistent acts, done repeatedly to the best of your ability, create excellence in all that you do.

**EXPERIENCE:**

Always be interested, not interesting.  Customer experience is about them, not you.  It’s about how they feel and how their needs are fulfilled while in the salon. Their overall experience will determine whether they will return to you, and recommend their friends to you or the salon.

**EXCEED EXPECTATIONS**

Always strive to exceed any and all expectations of who you believe you are, and who others believe you to be, or believe you capable of becoming. Exceed your coworkers expectations by raising the bar high at all times and giving them a higher standard to work towards. Above all, always exceed your client’s expectations in every way you possibly can. Take the initiative to think one step ahead of your client. Pay attention to the details of their experience while in the salon and in your chair. (Offer water tea or coffee, always being aware of honoring their time, pay attention to body language, maintain cleanliness with color and organization of your station, sanitation efforts, remember previous conversations and experiences). If your work is less than perfect ALWAYS be accountable for it and make it right, don't be the victim. Remember they are wearing your art everyday.

**TEAM WORK**

We succeed as a whole and fail as individuals. Your words and actions are not only a reflection of who you are, but more importantly, who we are as a team. One individual can create a bad impression for the entire team. It is important to think of your teammates and clients first, placing their needs before your own. We choose to spend time together, therefore, choosing to be selfless, giving, compassionate and supportive at all times. Remembering that everything we do behind the chair reflects the team as a whole.

**PROFESSIONALISM**

Clients come to you because you are a professional and you get paid to do what you do. OUR Client’s are the lifeblood of our salon. Never take them for granted and always treat them as if it is their very first visit each and every time.Without them we are nothing.

*Law of Influence:*

*Your influence is determined by how abundantly you place others' interests before your own.*

**GIVING**

To present voluntarily and without expecting anything in return. You can deliver experience, knowledge, and time to your clients and team.

**AWARENESS**

Always be aware of how you impact others around you. Keep in mind, at all times, that any cause you put into motion, has an effect or outcome of some kind. Be aware of your emotions and feelings and how they translate into your words and actions when interacting with coworkers and clients. Your thoughts create your feelings and your feelings create your actions or inactions. You have the ability to make someone’s day! Why not make it the best day possible for them and create a positive and unforgettable experience for them? Give in thought, attention (by being present), care, focus, value, time and energy to others.

**FOCUS**

Keep your eye on the ball at all times; meaning make sure each choice you make every day, with everything you do, always keeps you in line with your personal mission statement and gets you one step closer to achieving your goals. What you put your focus on is what you will get! Abundance creates more abundance and scarcity creates more scarcity. Choose your thoughts wisely and your actions will follow.

**INTEGRITY and CHARACTER**

Do the right things for the right reasons and the right things will happen.

Doing the right thing always; even when no one is watching, that is true integrity.

*The Law of Receptivity:*

*The key to effective giving is to stay open to receiving.*

**Creating a Mission Statement**

Why?

In creating a mission statement you define your current and future business by creating a benchmark that will guide all of your decisions and keep you on track, so that you can achieve your goals.

When you look at a map, you have to know where you are, and where it is you want to go, before you can figure out how you're going to get there.

Any good mission statement has the following qualities:

* It acts as a benchmark and guide
* It maintains the scope of your business
* It communicates value and clear intention
* It creates a strong belief in what you are doing

**The 4 steps to creating a mission statement:**

**Step 1**: Figure out where you are currently in your career and where it is that you ultimately want to be through the 3 heading below;

* *Financial goals* - Where am I now financially and where is it that I ultimately want to be?
* *Operational goals -* How many clients do I have now and how many clients do I ultimately want for a clientele and how will I create that level of success for myself?
* *Personal goals* - How am I perceived by others now and how is it that I ultimately want to be perceived by others?

**Step 2:** Define your Customer Value Proposition (CVP)

* Service - What is the current experience you provide your client? What is the kind of experience you would ultimately want to provide for them?
* Value - Are the service(s) provided worth what you are charging, or what you would be willing to pay for? If not, what can you do to be sure you are giving your customers far more than what they are expecting to receive?

**Step 3**: Answer the following questions before creating a mission statement:

* Who are you and why do you exist?
* Why do you do what you do? What is your reason for wanting to be a hairstylist and what do you want to be remembered for?
* Who is your customer?  Who needs to be satisfied in order for you to achieve your results and goals?
* What do you think is your perceived value? What does and what will your customer value?  What is it that will satisfy your client’s needs, wants, and desires each and every visit to 8?  How will you build and become your own unique brand as the individual that you are?
* What do you want for results based on your actions with customers? How do you want to change lives, people's behaviors, circumstances, health, hopes etc.?
* What does your big picture look like in the future?  Who is your future self? Where do you want to be and how do you intend to get there?

**Step 4:** Create a Mission Statement

A mission statement is an integral part of creating a successful business and future by defining who it is that you are, and where it is that you want to go. It also acts as a powerful benchmark for evaluating whether or not you are on the right path every day in every way, with each interaction, with every individual that comes in contact with you.

**“There will be setbacks and failures.  Winners are inspired by failure.  Losers are afraid of and discouraged by failure. In the wake of failure, winners want to do more, to be more, to do a better job next time.  When faced with failure, losers become overwhelmed by the fear of greater failure.  The greatest failure is not to try.  There are always plenty of reasons to give up.  Think of reasons not to give up, to stay strong, to stay focused and to persevere.  Once you set a goal, keep your eye on your goal and NEVER GIVE UP!”**

**“I missed more than nine thousand shots.  I lost more than 300 games.  26 times I was trusted with the game winning shot and I missed each time.  Throughout my life and career I’ve failed, and failed, and failed again… and that’s why I succeeded.  I never gave up.”**

**Setting Goals**

What's in it for me?

Setting goals that you strive to accomplish on a consistent basis, allows you to create your own destiny and is a key to life-long success and fulfillment.

Setting goals, fundamentally, is the science of success and the art of fulfillment.  A clear and specific set of goals, give you a road map to live by. Thoughts are dreams *until* they are materialized on paper into a vision and a plan of action.  As you think, so you are; where you consistently focus your thoughts, is where you wind up and what you create for your life. Once scheduled into goals, your dreams become reality.

When setting goals, know that the best diamonds are created under the most intense and constant heat and pressure.  Challenge yourself to go beyond your comfort zone in every way possible at all times.  Push yourself past the veil of fears you’ve created for yourself.  Have the courage to be who you are and claim that person through your goals.

Creating a plan of action that will challenge you by focusing your thoughts, actions, and sense of awareness consistently towards a desired outcome is the key to crafting and creating the life you ultimately want.

**Personal Development**

Anything that involves bringing out your BEST SELF!

* Gratitude Journal
* Creating healthy habits
* Affirmations
* Exercise
* Getting in shape
* Inspirational reading, watching videos on industry
* Continuing to educate your skill set behind the chair
* Meditation
* Learning a new language
* Self introspection/life coaching classes
* Spiritual practice

**Professional/Career**

* How much do you want to earn?
* How much do you want to save?
* How much do you need for retirement?
* How many clients do you have, want, need?
* What is your average ticket price?
* How much would you like to charge for your services?

**Material Goods**

* Travel
* Property
* Car
* Tools for career
* Wardrobe
* Shoes, Handbags, Accessories etc.

Start creating your goals, and know that any Great set of Goals, must have the following set of qualities.

Identify **WHAT** it is you want to achieve.

Identifying **WHY** you want this goal is the entire being behind what you want. If your why isn’t strong enough, chances are you won’t find the motivation to keep pursuing your goal.

**HOW** you will achieve this goal is your roadmap, and the magic in creating your destiny . It sets your plan into motion. When you take action towards a goal your dreams become reality.

* Who and where are you now?
  + Personally
  + Professionally/Financially
  + Material (home, car, vacation, savings)
* What is it that youwant to achieve?
  + For your Personal Development Goals
  + In your Professional/Financial Goals
  + For your Material Goals
* Why do you want what you want?
  + For your Personal Development Goals
  + In your Professional/Financial Goals
  + For your Material Goals
* How will you achieve these goals?
  + Personal Development Goals
  + Professional/Financial Goals
  + Material Goals

**Now create a map to achieving your goals, remember to set the bar higher than what you believe you are able to achieve. Otherwise you’re not really reaching your potential.**

Finding your reason***WHY*** you want what you want, gives you the true understanding and purpose needed for achieving your goals.  Clear intentions and how you feel while visualizing your goals, defines precisely how you will create themYou must see clearly and feel passionately, that which you want to be and achieve.

Define and refine your desires by getting absolutely clear on ***WHY*** you want what you want. Once you have absolute clarity and can see your goals clearly in your imagination, you open yourself up to what is possible and how to achieve what’s in your minds eye.

Once you set up a clear path to achieving your goals, then find a way to push forward, take it step by step.  Never stop growing and never stop learning. Interchange the word failure for **LEARN** as you pursue your goals. Do not let failure mean anything other than you found another way to learn and keep moving forward. Remember to not get caught in the trap of the law of familiarity of success which leads to complacency. Don’t forget what it was that made you successful. All the things you did on a daily basis that made you who you are and the success that you created. Never lose sight of the next goal and become complacent. Stay focused, be positive, be determined, and be passionate at all times and continue to grow…it’s contagious.

**GOALS,** you will need a set of:

* 3 - One year goals
* 3 - Three year goals
* 3 - Five year goals

**Personal Development Goals**

**Year One**

Where are you now?

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Three**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Five**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Professional/Financial**

**Year one**

Where are you now?

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Three**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Five**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Material Goals**

**Year one**

Where are you now?

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Three**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**Year Five**

What do you want to achieve?

Why do you want to achieve this goal?

How are you going to achieve this goal?

**CONSULTATIONS**

**OBJECTIVE** - **To create an individual style for our customers that is best suited for them based on their face shape, bone structure, skin tone and lifestyle.**

The single most important part of your hair service begins with your consultation. This is the starting point of your relationship with your client and the time where you are able to gather information about them, their hair, their likes/dislikes etc. Consultations are where mistakes are made, or where trust is gained and success occurs. Understanding what a client wants and explaining what is achievable is the most important part of your service. And don't forget, this step should happen at each appointment, not just the initial visit. One of the many reasons a client changes their stylist is because the stylist didn’t change their hair or provide them with new options. It’s also important with a regular client to take control of things that need to be addressed. For example if the hair color is faded, too light, too dark. If the cut is too heavy, or long. You as the professional need to point that out to them, not the other way around. This helps them see you as the professional and one that is knowledgeable and works with integrity.

Image is everything! You never get a second chance to make a first impression so show up everyday looking like someone you would be impressed to see. You are a professional so you should look like one. Keep in mind that almost every person makes up their mind in 5 seconds of meeting you whether or not they “like” you, “don't like” you or if they are “indifferent” about you. When building a clientele you want as many likes as possible.

First impressions: (These go a long way when you meet a new client…)

* Smile, make eye contact
* Sit down and face the client
* Have a positive attitude
* Have genuine interest
* Be sincere confident
* Have a professional appearance and environment

**5 Steps to a Successful Consultation**

**Listen and observe**

* You have two ears and one mouth so that you may listen twice as much as you talk! During this step you should listen to your client’s needs, wants and parameters. This step will give you a chance to identify what their past experiences have been and what style or maintenance would best suit them in their lifestyle. This is a great time to pay attention to their current cut and color to see how it is positively or negatively affecting them.
* Ask questions like what do you love or not love about your hair right now? Do some investigating to figure out their lifestyle and how it plays into the amount of maintenance they prefer. How much time do they spend on their hair in the morning? How often do they pull it up? When was the last time they had their hair done? How did they hear about you?
* If this is a regular client that has been in to see you, you should utilize this time to see how they liked their hairstyle/color and what you may need to change/tweak or keep the same depending on what suits their needs. If you are working on a style “in progress”, then you should reiterate to them what the initial plan is for their hair and also address what stage you’re at.
* Body language is very important, so you should always be facing your client, be interested in what they are saying and try not talk to them through the mirror. Most people like eye to eye contact.
* Utilize this time to get an idea of their face shape, skin tone, eye color and bone structure of the face and head. The more you train your eye to look for the different characteristics the easier it will be to quickly diagnose and tailor the best style and color for that individual.

**Analyze and identify the face shape, skin tone, and bone structure**

In order to identify an individual's face shape, skin tone, bone structure, eye color or lower eye, all the hair should be pulled away from the client’s face and neck. You can do this in the mirror by standing behind your client. The idea behind this method is to help you understand which areas should be enhanced or refined in order to achieve optimal balance.

**Identifying the lower eye**

* Everyone has a lower eye. Your job is to find which one it is. The lower eye designates the softer side of the face, meanind softer cheek bone, eyebrow bone, and jawline.
* The side of the face with the lower eye is also the side with the lower ear and lower shoulder. Looking at these areas will help you determine if you are on the right track in finding the correct side.
* Parting a person's hair over the lower eye is one of the most dramatic “small” changes you can make. When parting over the lower eye you soften lines and shadows that have the potential to harden and age an individual’s face. This can create the illusion of balance and symmetry within the face shape.
* Fun Fact: Usually, if the client’s lower eye is on the right side, then their left foot will be bigger than their right foot and vice versa if their lower eye is on the left.

**There are Seven Different Face Shapes**:

Oval

Rectangle

Round

Heart

Pear

Square

Diamond

**Characteristics of Face Shapes**

* **Oval** - The most ideal face shape due to the fact that the upper, middle and lower third of the face are generally equal. Length is 1.5 times the width. The cheekbones are not usually that defined and the jawline is soft. Overall the shape is very symmetrical.
* **Rectangle** – The length is usually 2 times the width, so the overall look is long and narrow. The widths at the upper and middle thirds are usually equal. The cheekbones are minimally defined. The dominant third is typically the lower with a defined jawline.
* **Round** – This is the softest face shape. There is very little definition within the bone structure. Cheekbones are soft. The upper third is usually wide and the chin is under defined.
* **Heart** – The width is at the forehead and cheekbones with the upper third of the face shape being most dominant. The heart is narrow through the jawline and has a soft, yet defined chin; this face shape may also be referred to as an inverted triangle.
* **Pear** – The width and length are most apparent in the jawline and just under the cheekbone area with the lower third of the face being the most dominant. The upper third is narrow, and the bone structure overall is usually undefined, except for the prominent jawline. Opposite of the heart by resembling a triangle.
* **Square** – This face shape is usually as long as it is wide and is the hardest of all face shapes. The length and width in each third are very equal or very close. The jawline is strong and the cheekbones are not very defined.
* **Diamond** – The cheekbones are the most prominent feature with the middle third being the most dominant. The upper and lower thirds are narrow in comparison to the middle third.

**Identify and familiarize yourself with the upper, middle and lower thirds. As you begin to analyze there are some things to look for to help you identify the correct face shape.**

* The upper third is measured from the hairline to the inside of the brow.
* The middle third is measured from the inside of the brow to the tip of the nose.
* The lower third is measured from the tip of the nose to the chin.
* The key is to identify which third is longest and shortest and which stands out the most.

**Look at the Overall Length and Width of the Face:**

* Is the face long and narrow?
* Is the face as wide as it is long?
* Does the face have symmetry overall?
* Is the face predominantly wide in any particular third?
* Are there any narrow parts that stand out to you?
* What is the overall impression of the jawline?
* Is the jawline, forehead or cheekbones dominant by either length or shape?
* Do the eyes seem to set high or are they in the middle of the face? Are the eyes deep set in the eye socket? Are the eyes set wide or narrow?
* Ideally the eyes should be the focal point of whatever style you choose based on all the above. This creates balance and symmetry.

**Bone Structure and Skull Shape**

* Whether someone has a soft or hard bone structure will determine what type of line will look best on that particular person.
* You can determine a person’s bone structure simply by looking at their jawline and cheek bones to see how defined or undefined they are.
* If a client has an extremely hard bone structure then creating soft lines in the haircut will bring balance and softness to the face and it will also take away from lines and shadows.
* If a person has a softer bone structure then more defined lines and angles can be used to help create definition in the face.
* You will determine the outcome of your lines in a haircut by the tension and elevation on a straight line. The overall shape of the haircut having more or less definition is determined by the angle and projection in which you cut the layers.
* Remember, everyone is different and there will always be exceptions to the rule or a time when a dramatic look works well on a certain person, so keep this in mind.
* Your goal is to enhance the way a person looks. By refining their least attractive features you automatically bring attention to their best features, and vice versa.

**Men’s cutting or very short female haircuts**

* For Men’s cutting and very short cutting on women or a time you utilize the technique, scissors over comb, you will want to take note of the skull shape. This is crucial to a great and balanced haircut. You will want to take into consideration:
  + Parietal Ridge
  + Occipital Bone
  + Mastoid Presence (behind the ears)
  + Growth patterns
  + The hairline all the way around (nape and recessions)
  + Are there any scars present
  + Ears

**Neck and Shoulders**

* Is the neck long, short, wide or skinny?
* Are the shoulders broad or does one pop up higher than the other?

**Determining Skin Tone**

* Determining your client’s skin tone is important in providing a color service that extends beyond simply covering their gray hair or just touching up their new growth. It is the difference between a great color that flows seamlessly and brings out the beauty of one's skin and eyes. Versus a color that clashes by either washing the client out or bringing attention to undertones that need to be corrected by the right base color.
* You will need to first determine the tone in the skin (warm or cool), and then establish the degree of depth to determine the most wearable levels for an individual.
* Look on the underside of the forearm and the triangle of the neck. These areas have been least affected by the sun and will give you a better read. Be sure to consider spray tans during your consultation.

**Characteristics of Warm Skin Tone**

* Warm skin tones generally have yellow or red undertones in the skin.
* Eye color is usually hazel, green, or brown, with flecks that are warm.
* Veins in the arm generally have a green appearance.
* They usually wear gold jewelry better than silver but they can wear both.
* May have had copper, caramel, golden blonde/brown or strawberry blond hair as a child.
* Can wear white better than a cool skin toned person.
* Warm olive skin shows a great amount of yellow in their undertone.

**Characteristics of Cool Skin Tone**

* Generally have pink undertones in the skin.
* In cool olive skin you may see green as an undertone.
* Eye color is usually blue, gray, deep brown or black.
* Veins in the arm have a bluish appearance.
* They usually wear silver jewelry better than gold.
* May have had hair color that was ash with no warmth as a child.
* Tend to wear ivory/beige better than white.

**Choosing the Correct Tone**

* The undertone of a person’s skin will determine the target color tone.
* You have to be flexible when determining what tone should be in your client’s hair color. This is because you will have variations and different degrees of warm and cool.
* As a general rule, complementing skin tone by creating similar tones in your formula, you will minimize flaws and enhance the overall look. Again this is a general rule since we know a fair cool skin tone wears a red magnificently.
* The idea is to work with the skin tone and not to contrast it too much. There may be a time when contrasting the skin tone to a degree is necessary in order to soften. There may also be a time where you choose a tone that is exactly the same as the client’s skin tone. This is very individual and there are no exact rules that will work every time for every person. The more you train your eye and practice the better you will become at knowing your boundaries. Your goal is to soften the undertones in the skin and enhance the eye color.
* Always be sure to pay close attention to how much or how little makeup a person wears; this may also affect the tone you will choose to use. If someone visits the tanning bed or loves the sun this can also affect the choice made as to which color will look best.

**Degree of Depth in Skin**

* Levels play a very important role in the degree of depth in one’s skin.
* If someone has very fair skin they may not look as good in a level 2 as they would in a level 5 or lighter however fair/cool skin tones can wear the widest ranges of tones and levels.
* The same can be said for those with darker skin color. They may look better in levels 5 and lower versus levels 6 and higher. There again we know many women with deep skin tones that can pull off platinum hair. It’s all about creating the tones that work for that individual.
* When working with lighter levels, you must absolutely nail the correct tone. Whereas in darker levels there is a little bit more room to play.
* Be sure to not match a client's color level with their skin as this will give you a very undefined look.
* Again, there are always exceptions to any rule so be creative and master the art of color for each individual client.

**Clarify**

* During this step you will need to give feedback to the things they have previously shared with you. It's best when giving feedback and recommendations that you use the same verbiage as the client used so they felt heard. This is also the step in which you should suggest a style that would best be suited for them based on your knowledge of their face shape, bone structure, skin tone and eye color. Use pictures from your phone to clarify what your words mean versus their words so that you are sure to be on the same page.
* The idea is to marry their needs and desires with what will look best. Always be sure to acknowledge their ideas so they feel a part of the final style, after all it is their hair.
* Remember that there is always more than one style that will work for an individual, so keep an open mind and provide more than one suggestion for your client. For example you don't want to limit them by saying they can only wear a certain length because of their jawline.
* It is imperative to explain why you are suggesting a particular look. Always be able to give the reason why, because giving a suggestion without backing it up with a reason takes away the significance of what you are trying to achieve.
* If there is a service that should be added or changed which may affect the cost now is the time to discuss with your client.

**Approval and Permission**

* This step is to ensure that the client is comfortable with the overall style and color that you have suggested and that they are ready to proceed with the service.
* You can simply ask them if they are comfortable with what you have discussed and how you have personalized their requests for the particular look and individual style that you are prescribing specifically for them.

**Execute**

* Now that you have covered each step, and have thoroughly talked through and agreed upon the style that you have prescribed for your client, you are now ready to proceed with the service(s) discussed and exceed her/his expectations in every way!

**Hairstylist Business 101**

There are 3 ways in which every business makes money.

* Client base
  + How many clients do you serve?
* Frequency
  + How many times a year do your clients come in?
* Price
  + How much do you charge for your services?

A simple formula to finding out your client base:

* How many clients do you see in a day? Ex. 4 clients
* How many days per week do you work? Ex. 5 days per week
* How often does each client come in per year? (Avg. 8 times per year)
* If you see 20 clients per week for 52 weeks a year your client base would equal 130

**Average Ticket Price (ATP) per Client:**

Take 4-5 services you provide to your clients, add them up, then divide by the number of services you provide.

Example:

$50 - Haircut

$50 - Single Process

$125 - Partial Foil

$150 - Full Foil

Total amount - $375 divided by 4 services = an ATP of $93.75

When you take your ATP, Client base, and the Frequency of which they come in; Multiply them and you’ll have your projected annual total in services.

Example: ATP $93.75

CB 130

x Frequency 8

= $97,500.00 (projected service total for the year)

Now, see what happens if you can add 10% more clients to your client base…

(Example) Present CB 130 + 13 = 143 CB

Now, see what happens if you add $5-$10, around 10% more to each service…

Example: Present ATP $93.75

$55 - Haircut

$55 - Color

$135 - Partial Foil

$160 -Full Foil

Total amount - $405 divided by 4 services = $101.25 ATP

Even with just raising those 2 things and keeping the frequency the same; here is what you are projected to do…

Example:

ATP $101.25

CB 143

x Frequency 8

= $115,830.00 (projected service totals for the year)

And all you had to do was retain the clients you already had, attract another 13 clients, and raise your prices by $5-$10 dollars! The frequency of visits stayed the same.

Play around with your numbers and see what is possible. You may surprise yourself, and hopefully simplify how you need to get to the next level in your career.

You have to know where you are so you can get to where you want to go. This tool helps you understand where you are presently so that you can understand how to get to the next step of your career.

**Figuring out Your Client Base Formula**

How many days a week do you work? x’s

How many clients/services can you do per a day? x’s

On average, how often do your clients come in each year? x’s

Client Base **= \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Figuring out Your Average Ticket Price (ATP)

You can add up all your services or just pick your 4-6 most regular services.

|  |  |  |
| --- | --- | --- |
| Haircut | $ |  |
| Singe Process | $ |  |
| Partial Foil/Balayage | $ |  |
| Full Foil/Balayage | $ |  |
|  | $ |  |
|  | $ |  |
|  | $ |  |
| Total service dollars | = |  |
| Divided by the number of services listed is your ATP | = |  |

| Client base |  |  |
| --- | --- | --- |
| ATP |  |  |
| X Frequency |  |  |

= Your projected total service dollars for the year.

NOTES:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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