Creating Your Social Strategy
Choosing a Social Media Network that Works Best for You and Your Clients

Client Privacy and Social Sharing

Florida Board of Cosmetology News

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Fixing Social Marketing Fails

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Calendar of Shows and Events

For the Salon Owner and Beauty Professional Only
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Client Privacy and Social Sharing

In this day and age, it’s hard not to be exposed to the wonderful ways social media can help you market your business. You may be just starting to dabble in social media marketing, or you may consider yourself a genius at it. But what you may not have considered yet are the effects social media can have on client privacy.

Social media marketing is not just about you, your name and salon; it’s about your clients. People want to know what your work looks like, who frequents your space and what to expect. For this reason, it makes sense to share photos of your clients.

But not every client wants a photo. Salons (or houses, if you do house calls) are not just social environments; they are safe havens. People come to recharge, reset, look better and feel better. As such, client privacy is sacred. Many clients do NOT want people to know where they go to get their hair done, or what they do to their hair.

This is especially true of celebrities and high-profile clients, but it’s also true of people who are insecure with how they look or who don’t like being on social media. You can usually tell who these clients are by talking to them. They’re the ones who get quiet and standoffish as soon as you whip out your cell phone camera.

These clients can be frustrating when you’re trying to boost your social media presence, especially if you want everyone to know you work on them. But in my experience, it’s more valuable to keep such clients happy and to maintain their confidentiality than it is to “use” them to attract more business.

If you have built a long-term, trusting relationship with a client, it’s perfectly reasonable to ask if they mind sharing their hair for you on social media. I always ask my clients to take a photo with me after their session, and explain that I will post it on my Facebook or Instagram feed. Most of my clients oblige, but if they shy away (“Ugh, Marco, I have no makeup on!”), I simply ask if they will mind taking their own photo later and sending it to me. I get fabulous photos, and the client is much happier this way.

The other thing I like to do is, if a client sends me an email or a message raving about the services she received, I will ask her to write a quick review for me on social media.

Remember, social media just amplifies what we already do in life. Getting a client to share a photo and mention you on social media is like getting a mega-referral. But if they don’t want to do it, it’s not about you. It’s about them. You can still ask for a traditional word-of-mouth referral in order to expand your business and respect client privacy. When you come from a place of trust, everyone wins in the end.

Marco Pelusi is globally recognized as a leading haircolor authority, platform artist and educator, celebrity haircolorist and consultant. Pelusi created the Marco Collagen Color Guard HairCare System, the collagen system developed for color and chemically treated hair. Marco is available for one-on-one intensive color training at his studio. For information, visit www.marcopelusi.com, follow him at www.twitter.com/marco_pelusi and www.facebook.com/marcopelusistudio.
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In Florida, the Department of Business and Professional Regulation’s (DBPR) Board of Cosmetology is responsible for licensing and regulating cosmetology salons and individuals performing cosmetology services. The Board of Cosmetology regulates cosmetologists, nail specialists, facial specialists, full specialists, hair braiders, hair wrappers, body wrappers and cosmetology salons. In order to maintain a current and active state-issued license, cosmetologists and specialists must meet certain requirements for education, continued training and proper certification.

In the interest of public health, safety and welfare, important sanitation and safety standards are required of Florida’s cosmetology salons. DBPR monitors compliance with these requirements through routine biennial inspections of licensed establishments. To ensure that safety and sanitation standards are met, cosmetology services are required to take place in a licensed cosmetology salon, with the exception of hair braiding, hair wrapping and body wrapping.

Unlicensed activity occurs when an individual or salon offers to perform or performs services that require a state license and the individual or salon does not hold the required license. Unlicensed activity can threaten the livelihood of law-abiding, state-licensed professionals and may also pose personal or financial harm to consumers. Unlicensed cosmetologists can present numerous risks to the health and safety of consumers. The Board of Cosmetology has designated the following violations related to unlicensed activity:

- Operating a cosmetology salon without a license
- Practicing cosmetology or a specialty while not being licensed
- Presenting another individual’s license as your own
- Impersonating any other license holder
- Using or attempting to use a revoked license

Licensees should also be aware of the following violations designated by the Board of Cosmetology related to operating without a current and active license:

- Transferring ownership or changing location of a salon without approval of DBPR
- Operating a cosmetology salon with an expired or delinquent license
Florida Board News continued...

- Permitting a person to practice cosmetology or a specialty without a current and active license
- Engaging in the practice of cosmetology with an inactive or expired license

Florida law sets specific guidelines for obtaining professional licensure, and the people who have met these requirements are held to professional standards. Consumers can verify professional licenses with DBPR online at www.MyFloridaLicense.com, by calling (850) 487-1395, or by downloading the free DBPR Mobile app through the iTunes or Google Play app stores.

Floridians are asked to report any suspected unlicensed activity by email at ULA@myfloridalicense.com, calling the Unlicensed Activity Hotline at 1 (866) 532-1440, or submitting a complaint through the DBPR Mobile app.

More information about DBPR and the Board of Cosmetology is available online at www.MyFloridaLicense.com. Also, follow @FloridaDBPR on Twitter and Florida Department of Business and Professional Regulation on Facebook for updates about license cycles, events and other important news.
Start Thinking Like a Gen Z

With The Stylist dedicating an entire issue to Social Media Marketing, you know that it’s the most important segment of your marketing mix today.

Whether you own a full-service salon or service your clients from a single chair or suite, your clients — and certainly your future clients expect, if not demand, ongoing communication from you through various Social Media platforms. Which channel or channels you use depends on the client, including his or her age, lifestyle, interests and comfort with technology. In this article, let’s take a look into the future — Gen Z.

The newest social and technological platforms, creative content delivery systems and exciting new technologies like virtual reality headsets and self-driving cars are often first discovered at SXSW (South by Southwest, www.sxsw.com), which takes place annually in March in Austin, Texas.

At this unique convergence of music, film and interactive media festivals and conferences, you’re just as likely to see up-and-coming bands as you are President Obama, who was a keynote speaker this year. Major brands create experiences during SXSW.

This year, much of the conversation focused on how to reach consumers—specifically Generation Z, those born after 1995. “This is the first generation to be born in a post-internet world, truly device-in-hand,” says Christopher Wolf, an analyst in Goldman Sachs Research.

Gen Z is already shaping up to be influential within the beauty services and retail sectors. Their attitudes, expectations and behaviors are very different from previous generations. They value a more social, intuitive and authentic shopping experience that’s sharable than previous generations. In response, retailers are molding the new consumer experience to meet those trends and create happy, fun, fast and easy, borderless omni-channel shopping experiences.

Even if your current clients are Baby Boomers, Gen Xers or even Millennials, paying attention to the Social Media habits of Generation Z will give you insights into building a future and sustainable clientele. Here are insights shared during the SXSW panel, “Gen Z: The Most Influential Consumer.”

Their attention span is about 8 seconds, compared with 12 seconds for Millennials, says Anna Fieler, executive vice president of marketing at Popsugar (popsugar.com, the leader in digital commerce platforms, connecting consumers to 12 million style-centric products. Content includes food, fashion, technology and wellness). That means you need to become an expert at delivering information to them quickly, in very small bytes of information that are easy to share.

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Gen Z focuses on mobile first. They are twice as likely to shop on a mobile device as Millennials, adds Fieler. With mobile as their primary communication tool, you need to offer them a responsive website, online booking, a social media platform where they can ask you questions and search for beauty information between appointments and a place to research — if not purchase beauty products.

They consume media much differently than prior generations. They watch between two and four hours of YouTube and less than one hour of traditional television per day. They’re also a lot less likely to use Facebook than Millennials, according to Shireen Jiwan, chief brand experience officer at Lucky Brand, where she’s reviving this legacy brand with true storytelling, fresh cultural context and a new generation of channels. That means the television ads or Facebook tips you’ve used to connect with Baby Boomers or Gen Xers will never be seen by Generation Z, or Millennials, either, for that matter.

They think email is outdated and are three times likelier to open a chat message. They also value privacy, meaning the best way to reach them is via private forums, according to Jaclyn Ling, director of fashion and retail services at Kik, a chat-based network that connects people through chat via smartphones and is used by 40% of U.S. teens.

They love Snapchat and engaged with it heavily during SXSW, in spite of no on-site launches or initiatives to promote the platform, according to CNBC’ staff writer Michelle Castillo. This broadcast platform allows users to share social experiences — like those at SXSW, a sporting event or in the salon — one-to-one or one-to-many. They also love sharing similar content over Instagram.

They are authors of their own stories. “Generation Z are social authors, which really changes things for marketers. It’s not about one-way conversations any more; you can’t force them into engaging with the brand,” says Jiwan. In other words, you must attract them with authentic content and experiences created specifically for them.

When it comes to their top influencers, Gen Z favors Snapchat and YouTube stars, and other people who look like them. 63 percent say they prefer to see real people than celebs in their ads, adds Fieler. Keep this in mind, even if you’re connecting only through Facebook for now.

So where do you go from here? Pull out your smartphone or tablet and read more from these thought-leaders. Talk with your clients about where and how they want to interact with you online. And even if you don’t intend to use these platforms, download them and give them a try to see how your brand partners and competitors are using them.
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Make Social Media Part of Your Daily Routine

No one has to tell you twice that social media has changed the way beauty professionals conduct business. Everything from client building and marketing to referencing and consultations has been transformed because of selfies, hashtags and socially savvy hairdressers.

On the positive side, the pressure of social media has put many stylists on their toes, helping them recognize and research trends quicker and create better work knowing that it’s going to be immediately posted on the internet.

On the other side, if you haven’t joined in the social media game with your business you may be missing out on opportunities or worse, losing clients because you haven’t been keeping up with what goes on in their daily lives.

Think of it this way, if your clients are seeing other stylists create the type of work they want done, why wouldn’t they explore that option? You don’t want to be the stylist that shakes their head in regret as you see your beautiful work get in the car and drive away only to be seen in the rear view mirror.

Here are a few key pieces to making social media work in your favor to help you get more clients and keep them.

Create a business page on Instagram/Facebook. If you are going to use social media to market your work, the best practice is to make sure everything you’re sharing represents your brand and your business.

Make a Plan. This is especially true for people who aren’t as comfortable or used to regularly taking photos social media requires planning and a routine. Talk to the clients first that you feel would be open to it, and ask them if they would be okay with you taking photos of their hair both before and after. Make sure they are comfortable with saying no and politely move on when and if they do.

Take great photos. This is the most important part of using social media to build your business. The key is lighting and background. You don’t have to be a photographer with special equipment; any area with natural light is going to be your best option. Ideally, the source of the natural light will be behind you as you take the photo. If that’s not possible, make sure it’s coming in from either side and the camera isn’t facing the sun. Stand about two feet from your client and hold your phone up so you can see all of the hair. Make
sure to keep your camera straight and in focus.

Always double check with your client to make sure they are okay with the photo, being put on the Internet. This will alleviate any issues after-the-fact.

**Don’t over edit.** Your clients want to see your amazing work for what it is. A little editing can go a long way to bring out dimension and highlights but make sure it’s a true representation of your work.

**Share and tag.** Lucky for professionals in the beauty industry, many outlets like us at MiladyPro, encourage you to tag your post so we can see and share it as well. Also, you can tag the color line you used and anything else you find appropriate to get the maximum reach out of your post.

**Encourage your clients to share.** You’ll never know if you don’t ask. Make sure your clients know your social media name so that they can tag you in any post that goes out to their network. Also offer to tag them as well so they can share from your page.

No matter how you spin it, this is now a crucial part of your business. Your clients know it, your potential employers know it, and the only thing left to do is step up to the plate.

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Ricky’s NYC Opens Pro Center in Miami Beach, Florida

Ricky’s Pro Center is a one-stop supply shop open to all licensed professionals in the beauty industry. The Pro Center is a new concept from Ricky’s NYC, the iconic all-things-beauty New York retailer. Ricky’s has been in the business of beauty for twenty eight years, with twenty five locations in the New York area and two locations on Lincoln Road in South Beach, Miami.

As the go to place for many hairstylists and other beauty professionals looking for those unique and hard to find items, Ricky’s realized the demand for a supplier of professional-only brands. To fill this need, the company opened its first Pro Center inside their SoHo flagship store and became the place for professionals to shop and see what’s new.

The Pro Center is expanding to a new location inside Ricky’s, on the mezzanine level at 536 Lincoln Road in Miami Beach, Florida.

Industry professionals can shop major color lines such as Wella Koleston Perfect and Tigi Copyright Colour, pick up essentials like gloves, foil, and clips, and discover specialty items such as keratin treatments and balayage boards.

The Pro Center also hosts complimentary education sessions in collaboration with all the major beauty lines and discounts on appliances.

To register as a Pro Center member you must be a licensed cosmetologist, barber, nail technician, esthetician or salon owner For more information www.rickysprocenter.com
Social Media Is About People

“The only place success comes before work is in the dictionary.” — Vidal Sassoon

There are endless opportunities to enhance our professional growth and expand our horizons. Yet with these new avenues there are also requirements to assure our success.

With the advent of social media we have the ability to reach millions of people. Some industry professionals have passed the one hundred million mark in their number of followers. At every major industry gathering there is an area reserved for bloggers. Mastery of posting in social media has created the ability for newly graduated professionals to grow their businesses in such a short period of time that took previous generations much longer to achieve by personal referrals.

There are even college degree programs available in social media. That is how powerful this plays now in our everyday personal and professional lives. While digital advancements can enhance growth they will never fully replace what we do; let’s see your laptop perform a blowout.

With the arrival of the 24-hour news cycle and the endless interest that the web has created one of the biggest demands is for “content.” Content is fire; social media is the gasoline. We don’t need to spend time talking about how they work but use social media to establish and build relationships.

These new sources require continual input and there are countless ways to deliver the content instantaneously. One of the realities is that each of the social media platforms requires different approaches to deliver the message or content. While you may be able to reach and touch millions with your message, you still have to have something to say. Just be human and tell your story. It’s no lon-

continued on next page
ger about the stuff you have to sell but about the stories you tell.

The digital age has also impacted how we deliver education. E learning now allows the student instant access to desired information on immediate demand. The traditional classroom where information was relayed is now available on line and can be accessed at will. This also allows the student to work at their own pace. Distance learning is now a reality. This creates a more personalized learning environment allowing for better overall success. This also allows the classroom to be used for team learning and the teacher to become more a facilitator and mentor, rather than a content deliverer. This requires the instructors to embrace their new roles and requires them to be able to deliver more hands on skill development. In some schools passing rates doubled when they made the transition to E learning from the traditional education methods.

By freeing up classroom time more attention can be given to processes, protocols and procedures. This allows students to gain confidence as they develop new skill sets and competencies. Given the hands-on nature of our industry the challenge will always be to balance knowledge with skills. Different areas of our knowledge and skills requirements demand different ratios of content and competency.

For example anatomy is largely all educational content. On the other hand hair cutting is 20 percent knowledge and 80 percent practical skill or competency. You can watch a haircut performed on line, but until you develop the skills of performing the haircut you haven’t mastered the process.

Social media has also accelerated the creative growth of our industry with online platforms like “Hairbrained” and “Bangstyle.” Artists can showcase their work and creativity. Youtube allows us to share techniques and even evaluate new tools and products. Yelp allows us to see what our guests think and rate their experiences.

With all that the digital age has to offer, there still are some aspects it will never replace and we will need to be mindful that these skills are just as important as what the E world provides. Our technical and creative ability will always be required to produce the level of quality the client expects. Our first impression and consultation skills require good foundations for the right service solutions and end results, as well as our ability to bond with our client to maintain their loyalty and trust.

Our knowledge, experience and expertise to be the ultimate expert will always be needed to assure continued growth and success. While digital offerings are great new tools in our industry, it’s still the beauty professionals that perform the services and that’s irreplaceable.

Jerry Tyler’s column Blue Highways is his “Road Less Traveled” perspective on the solutions and challenges facing the beauty industry. With over 35 years in the salon industry as an industry leader, educator and artist. He is currently Educational Director for 729 Beauty and the former Board president of the California Board of Barbering and Cosmetology.
The telephone book had its day, and today it ain’t. When you’re in the mood for live music, when you want a new car, when you need to replace your iPod, where do you look?

It’s not surprising that Google has become a household word. It’s a noun, a verb, and I won’t be surprised when we find a way to use it as an adjective. (“She is google smart!” Yeah?) Google is a deep-rooted part of our culture.

If your salon has a beautiful neon sign on a busy street corner while potential clients are searching Google for local hairstylists, no one knows and no one cares about your thousand-dollar sign. Window shopping happens online.

According to Profitworks Small Business Services Inc., “If you don’t have a website, you are only selling to 7 percent of your market. That is right; you are reducing the potential size of your business by 93 percent.”* It is clear, businesses in 2016 need to have an online presence.

Because window shopping is happening online, the homepage of your website is crucial. Equate a potential client landing on your homepage to the potential client who glances in your salon window. What do you want the potential client’s first impression of your salon to be — neat, clean, organized, trendy, classic, hip? Do they feel invited to come inside?

If they don’t have the time to come inside that very minute, make sure they know exactly how to contact you later. This is why salons post their phone number and website on their front windows. Post your phone number and physical address on your website’s homepage — the “front window” of your business to internet surfers. If you want clients, don’t make them work to get in touch with you.

If a potential client decides to enter your website (lucky you!), they’re looking for information. Make sure they can find what they want. If you’re wondering what information they’re looking to find on your website, think about what information you’re looking for when you visit a website for a business in the service industry.

Hours of operation are obviously important, as well as “by appointment only” or “walk-ins welcome.” Services offered, pricing, and pictures of your work are also necessary.

It seems many hair professionals are hesitant to list their pricing, but I encourage those stylists to put themselves in the shoes of a potential client. A potential client wants to know if they can afford your expertise. If your prices aren’t listed, you’re lucky if they ask; most times they will just move on to a styl-
“This opportunity changed my life. I love coming to work knowing I am responsible for me.”
— Melissa, Who Did Your Nails?
Sheridan Plaza, Hollywood

“I control my own prices, hours and services, and my clients have really come to enjoy the privacy. Thanks Salonz!”
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ist they’re confident they can afford.

Even if they do book an appointment with you, you don’t want a one-time client who experiences sticker shock, feels extremely uncomfortable, and never returns. You don’t have to lock yourself into a price list; there are multiple determining factors for service price, but at least a general ballpark is appreciated.

Then show your work. This helps a potential client to respect and feel comfortable with your expertise before they even sit in your chair. When I visit a restaurant’s website, I like to see some pictures of the food to decide if it’s what I’m craving and to whet my appetite. Show your clients what you’re capable of and get them excited.

Any time you have a great experience visiting a business’s website, take note of what made that experience great. Personally, I love when I can book my doctor or dentist appointments right online at any time of night or day without even picking up a phone. Do you offer online booking?

Also, when I have an upcoming dentist appointment, I often google how long I’ll have to wait after the appointment before I can eat. Do you have follow-up instructions for chemical services easily accessible on your website? If I’m visiting a new doctor I appreciate when I can fill out the intake paperwork online so I don’t have to worry about arriving early for my appointment.

Does your salon or spa have new client forms that can be accessed online? Furthermore, when I’m thinking about visiting any business for the first time I search the web for what other people are saying about it. Share client testimonials on your website for virtual word-of-mouth marketing. All ways that your website can make potential clients feel more at ease coming to your brick-and-mortar business should be implemented.

Then do everything possible to direct traffic to your website. Link your social media accounts to your professional website. List your business and link to your website on local online directories. A blog is an excellent way to help your website climb the search engine rankings and drive traffic. Swap links with other local businesses’ websites. Run social media contests in which your clients share a link to your website to their social media followings. The goal is to have your online presence be popular enough to drive clients to your brick-and-mortar establishment.

Don’t miss out on 93 percent of potential clients by not having a website. A social media presence is very important but a business website sets you apart from the crowd as a professional.

A website gives you online street cred and can/should be a client-generating gold mine. Do you even own a phone book, bro? Your clients don’t either.

Ali Davidson is the Director of Membership for Associated Hair Professionals (AHP), which provides advanced education, business resources, marketing materials, career support, and liability insurance to hairstylists and barbers. For more information visit www.insuringstyle.com or email ali@insuringstyle.com
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Don’t Discount Yourself Out of Business

We all know them. We all have them. Those discount-addicted clients that constantly ask us for price cuts, freebies, and any deal they can get their hands on.

Any time we come up with a promotion they are first in line and take full advantage. And when the discounts stop and prices return to normal, they do nothing but whine and complain about how expensive our services are. Are you visualizing a client like this at your own business?

The question is how do we deal with these discount hunters? We don’t want to lose their businesses but is it worth our time and energy to constantly fight them at every turn?

Here are some quick tips to help you professionally address their concerns and get them back on the full price track.

**Step 1:** If you work with a team of people, whether employees or coworkers, make sure you all discuss your approach for these types of clients. It’s important to make sure that anyone in the salon has the no-how and authority to discuss pricing with clients.

There’s nothing more infuriating to a client than getting the typical, “I’m not authorized to make those decisions….blah blah blah.” It’s important to empower your entire team so that each team member is able to fully understand the goal of the business and how to handle difficult client situations when they arise.

**Step 2:** When your client asks you for a discount, probe for more information because that information is one of the greatest tools a person can have. And having more information than less means your actions and decisions will be more likely to achieve the desired outcome.

Don’t be afraid to ask your client why they want a discount. Why do they think you’re overpriced? What’s their basis for comparison? Clients don’t always want a discount just to save money. Sometimes it’s because they’ve recently come across something that sparks their interest.

Clients want to make sure they are going to the best place for the best price but that doesn’t mean the prices have to be low. It just means they want to ensure they are getting the most value for their money. That’s why it’s important to probe and discuss when clients bring up your prices. It gives you the opportunity to figure out what is really bothering them and give them some resolve.

Here’s an example of a typical conversation with a discount-seeking client and how you can get the information you need to make the right call:

*Client:* “What happened to that discount you were giving me last time? Now I have to pay more

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for the same service?”

You: “Yes, our promotion actually expired (last week, yesterday, five years ago but I’ve been undercharging you ever since, etc.). We may have more promotions in the future, but currently our prices are as listed on our menu.”

Client: “Well your prices are super expensive.”

You: That’s interesting. Do you mind if I ask what you’re comparing me against? Did you see better pricing for similar services somewhere else?”

Client: “Well the place down the street does gel manicures for $10.”

You: “I can completely understand how that might seem like a great deal. You may not be aware but there are quite a few differences between our/my services here and that other location. I am fully licensed, I regularly attend classes to improve my skills, I use only professional grade products, and I use proper application and removal techniques to ensure you are able to continue to enjoy your regular manicures without damaging your natural nails.”

“Salons that charge low prices like that often have to because they don’t have the same level of quality of products or services and they are not able to guarantee a consistent result. My pricing is specifically set to make sure I am able to cover the cost of my high quality products as well as my time and expertise. If I were to lower my prices I would have to start cutting corners just like those other salons and I wouldn’t be able to give my clients the quality they deserve.”

Client: “Oh I didn’t know that. Okay well I guess I’ll book again for next time.”

You: “Great! I can’t wait to beautify your nails again when I see you in two weeks!”

Step 3: Don’t overdo it. It can be so tempting to give your services away for pennies on the dollar in the hopes of getting one more new client. We are so eager to fill out our schedule books that sometimes we slash our prices by huge percentages and we extend promotions much longer than we should.

It’s a very vicious cycle. The client gets wined and dined by the low prices in the beginning, but everything comes to a screeching halt when they’re asked to go back to paying full price. If anything, starting a relationship with a new client through a discount makes it harder to convince them to pay full price on their next visit.

It’s not unheard of to have success with new customer coupons and promotional prices, but it isn’t the healthiest way to start with clientele. If you’re going to promote your business through discounts then make sure it’s strategic. Only offer clients a discount if they in turn are adding value for you (i.e. referral discounts). That way both parties are invested and rewarded.

Step 4: Be prepared to say goodbye. You may be in a situation where you’re building your client base and you need every dollar you can get, but as your business grows you need to continually reassess your client list. Are your clients benefiting your

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business? Are there some clients that you might need to let go of?

Having a no aggravation policy is important to operating a healthy business. If you’ve got a client that constantly aggravates you and upsets your business through aggressive requests for discounted services, maybe it’s time to let that person go and find a new client that will value you more.

This is especially the case as you mature in your career. The more advanced your skills become and the more demand there is for your services, the more leverage you will have in being able to charge more and being able to pick and choose who you really want to work on. Yes, we are service providers, but that doesn’t mean we have to grovel for the opportunity to provide a service. At the end of the day we are a business and businesses need to make a profit if they’re going to keep doing business.

Here’s a challenge for you. Try these techniques in your business and see if it helps you conquer those pesky discount shoppers. Take ownership of your business and you will feel more confident and empowered in the pricing you charge and the business decisions you make. Don’t sell yourself short or you may end up losing more than just a client.

Elizabeth Morris is a salon owner, nail technician, certified educator, and beauty industry podcaster specializing in business management, financial planning, education, and motivation for beauty professionals. She discusses relevant industry questions and concerns and interviews other professionals on her podcast The Nail Hub. (www.thenailhub.com)
Choosing a Social Media Network that Works Best for You and Your Clients

“Almost overnight, the Internet’s gone from a technical wonder to a business must.” – Bill Schrader, businessman

Since social media is so time-intensive, it is important to have a firm grip on your client base before jumping in. If they are baby boomers over 65, social media may not be your best choice; these folks prefer a phone call, print advertising or direct mail.

If your clients are under 30 (or you want to attract that age group), Pinterest is your best bet so let’s talk about that. It is a very useful business tool that is picture based. You create pin boards and pin pictures but you must be sensitive about posting client pictures so you need to have their permission. With this program you follow other Pinners and attempt to build a following. Be sure you set up properly on Pinterest since there are both personal use accounts and business accounts. There is no fee for either but it would not be proper etiquette to promote products or services on a personal page.

College age clients tend to use Instagram or Twitter. Where two years ago Twitter was dominant, Instagram is now equally used. Both programs guide you through the set up process and need to have regular check-ins and posting to be effective. Some salons collect client Twitter information and post their last minute specials or openings. Be sure to check with your clients before investing your time in Twitter or Instagram to see how widely it is used. If it is only a small fraction of your customers, you may not want to spend a lot

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Clients in their mid-20s to mid-50s tend to be more Facebook users. You don’t have to have a Facebook personal profile, to create a business Facebook page, called simply “page” by Facebook. If you do have a personal page, there is an option to add a business page. In the thin blue bar across the top of your Facebook page, click on the little down pointing arrow on the far right. This will give you options to create a page.

Once you added a page, your webmaster can put the FB icon on your website and link the two together. With “pages” you don’t have friends, you have likes. You want people to like your page because then what you post will show up on their timeline.

You post on your business page the same as you do on your personal page. When you post something, share it with all of your friends so you start spreading the word about your business. You can also advertise on Facebook as well as sell products. Take your time and make sure you understand the marketing and fees or there could be an expensive surprise.

Facebook has many more business uses than Pinterest, Instagram or Twitter. Here are just some of its key uses:

- Keep in touch with followers – where you are, what you’re doing.
- Promote products and services.
- Create contests to engage with your followers and attract new ones.
- Promote online or in clinic events.
- Hold discussions with followers on your page.
- Share photos/videos on your page.
- Create, join and participate in groups.

If you use more than one form of social media, and/or have a website, it’s best to use the same name on all of them. This helps brand you and gives all potential customers the same vision of your business. Select your name carefully. Once you create a business name, it can’t be edited or changed.

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You have two important images on your Facebook page. One is a banner that runs the width of the page, the other is a head shot. The head shot might be a picture of you or something that identifies your business. The banner could be the same heading you use on your website, or it might be a shot of the inside or exterior of your clinic. Upload photos and include a virtual tour of your workplace. Make them feel at home before they ever contact you.

Before you start spreading the word about your Facebook business page, get some good content on it. This page isn’t about friends and buddies. It’s about building your business. Think about what message you want to share, what people need to know and focus on what you can do for them. Make it about the customer. Focusing on how you can help them builds trust. That trust is the essential key for the customer to reach out and contact you or make a purchase.

Google + is another great way to promote your business. It can be very similar in appearance and content to what you put on Facebook. Their business-building page will guide you through the steps. Facebook can reach locals but it also has a broader scope. Google+ can target your local market. Google+ links right in with using Google AdWords to help you build your business. As with Facebook, you want to make sure you understand the marketing you are doing and all associated costs.

LinkedIn is another useful business-building tool but it is oriented to professional networking alliances rather than building your client base. Never the less, networking can be powerful in helping you achieve your goals.

Each one of these social media tools can eat up time. It is important to set goals and boundaries for time you spend on them. If you set them up but do not post, you will lose all the effectiveness.

Social media itself is free. Cost is in the time spent. Look at some successful businesses to learn the best ways to make yours effective.

John Jantsch, author of *7 Steps to Small Business Marketing Success* (available at www.ducttapemarketing.com) says this about the web and use of social media:

“The Web and digital interactivity now represent the center of the marketing universe. Most marketing decisions must start and end there.”

So evaluate the best business tools for your target clients and gather them up. It’s time to head to the web. If this all sounds rather daunting, consider hiring a professional copywriter to help you or do it for you. Make sure they have experience in our industry to maximize your results.

Judith Culp has worked in the beauty/spa industry for over 30 years wearing many different hats. She is an AWAI trained copywriter and is available to assist you to build your business. Visit: www.jculpcreativecopy.com or email: judith@jculpcreativecopy.com.
Fixing Social Marketing Fails

by Elizabeth Kraus

What could be more exciting than having a free marketing tool powerful enough to bring new clients in the door? And what could be more frustrating than going weeks, months or even years without getting that marketing channel to work?

The truth is, very few salons are getting the results they want from social marketing for one simple reason: there’s no actual strategy in their social marketing strategy. Here are six common social marketing fails and the strategies to fix them.

Lack of Local Followers — Even the most brilliant social marketing campaigns will fail if you don’t have a sufficient number of local followers. To increase the number of followers your social profiles can potentially reach: Add social icons to your website; Email clients with a campaign specifically asking them to follow you on social media; Use giveaways (e.g., people who follow your social profile and share your updates with their network are qualified to win a salon gift card); Ask clients to check in online when they arrive for an appointment (if they haven’t followed your page before, they can do so now).

Lack of Social Network Reach — Even if you have a lot of local followers, your salon’s updates will only have limited reach unless your followers like, comment on and share your posts. Social algorithms are geared to limit the reach of posts unless they prove their worth through follower responses. Contests and giveaways are one way to incentivize engagement, posting great content that is actually worth sharing is another.

Are you sharing content on your social networks that actually engages and interests your followers? It’s worth noting that engaging content – content your followers will respond to with likes, comments and shares – are probably not going to be updates that promote your salon or your services outright.

Lack of Direction — Whether you are new to social marketing or your profiles have been online for years, if you don’t know what you want to get out of your social marketing efforts, your results are likely lackluster. The idea of setting specific social marketing goals and measures might not sound very exciting until you can trace new clients, event attendance, retail product sales and other business-building results directly back to campaigns you ran on social networks.

Lack of Best Practices — All social platforms have their own set of best practices and guidelines. Failing to understand the primary strengths of each platform as well as the rules (written and
unwritten) that its members expect brands to follow can severely limit your success or even land your profile in the penalty box. For each social network where your brand is represented with a profile page, you should know: Size and standards for background images and profile photos; for instance, some networks prohibit putting a website URL or phone number onto a background image; What type of content to share; for instance, content brands share on LinkedIn may be completely dissimilar to some of the content they share on Facebook, which will be completely dissimilar to the way they share images and content on image-centric sites like Instagram and Pinterest, and so on; Optimum size and shape, and standards for images shared within the news feed or as sponsored posts; for instance, while you can share a photo with lots of text on your Facebook profile in general, if you want to sponsor a particular post or run an ad, your image can be no more than 25 percent text.

The more detailed your specific approach to each network becomes; the more likely you are to achieve the goals and get the results you want from your social marketing efforts. A lot of platforms fall under the general category of “social networks” but that does not mean that the tactics you will use on one will be the same as those used on any of the others.

**Lack of Search Optimization** — Social networks can be an effective referral source for new clients, especially when your own clients follow and share your updates and send their friends and colleagues your way. You might not be aware that your salon’s social updates can also appear in search results on Google, Bing and other search engines.

Optimizing your social updates for search by including keywords and phrases that real people might use when looking for a business like yours can extend the utility of social marketing even further. Let’s say you own a salon in Tacoma, Washington. Some of these types of keywords that can land your social media updates in search results are: Salons in Tacoma; Tacoma salons that carry (specific retail brand or product); Salons in Tacoma, WA that offer (specific type of service).

**Lack of Strategy Integration** — This brings us to a final social marketing fail, that of “doing” social marketing in a way that is isolated from your salon’s overall marketing strategy. Social marketing does not stand on its own; it is most effective and best used when campaigns are executed across all channels (website, email, SMS, in-salon, community networking, etc.)

Elizabeth Kraus is a freelance marketing consultant with more than 10 years’ experience in beauty industry marketing. You can purchase Clients Rule: The 2016 Marketing Calendar for Salon and Spa on Amazon.com as well as other calendars and books she has written for professionals in the beauty industry.
Why Are So Many Hair Salons Failing?

by Jon Gonzales

“If we are to find solutions to our challenges of salon ownership, we must clearly define our challenges.”

If there are three words that best describe the beauty profession and in particular, the challenges of owning a successful and profitable business, they are apathy, change, and turmoil.

Salon owners are facing many challenges and obstacles due to an uncertain economy and a changing and difficult business environment. While other professions have adapted to a changing and competitive economy, sadly in my opinion the beauty profession has not adapted to change.

Some challenges of owning a successful and profitable business are raising business costs, price and commission wars, and finding and keeping committed hairdressers, lack of business management skills, increased competition, lack of information, turnover, price wars, an educational system that is outdated, staff pirating and competition from other industries offering better benefits. The new generation of young hairdressers and salon owners are especially vulnerable during these difficult times.

So, who is at fault? Is it our profession, salon owner apathy, our beauty schools, government agencies, hairdressers or product companies? I’d say probably all of the above.

Salon owners face the following challenges on a daily basis in isolation and these challenges contribute to the failing of many salons:

- Poor salon owner business management skills — lack of business skills is one of the leading causes of salon failures.
- Salon owner apathy and denial — it is easier to stay in your comfort zone because it doesn’t require effort.
- Poor leadership and mentoring skills on the part of the salon owner — excellence starts at the top. Your ability to inspire and motivate your team to share your vision and business goals requires great leadership skills.
- Lack of unity among salon owners — as salon owners we have no voice that focuses on our business and educational needs. The Salon Owners Alliance Network for salon owners can meet these needs.
- A gap between employers and school owners — a better dialogue between our beauty schools and salon owners.
- Staff turnover — how can we expect to raise prices and maintain business growth and stability with a merry-go-round of business instability?
- Create an equal playing field — where everyone plays by the same rules.

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• Booth rental issues — this causes a lot of turnover and business uncertainty.
• Lack of an apprenticeship program — would help solve our labor challenges dramatically.
• A growing gap between hairdressers and salon owners — we need to open a better dialogue to better understand each other’s needs. We are all in this together.
• Unrealistic career and earning expectations — young hairdressers who want to run before they walk. Building a successful career in the beauty profession is a journey, not a sprint.
• Lack of honesty and a code of ethics among salon owners and hairdressers — we must stop recruitment wars among one another. There is enough business for everyone.

The list of challenges goes on and on. While other industries and professions are finding solutions and adapting to changes in the market place, sadly the beauty industry and salon owners and hairdressers in particular continue to struggle. Due to poor business management skills on the part of many salon owners; excellence does start at the top. Many of our hairdressers are just getting by, far too many are leaving the profession.

Most hairdressers and salon owners do not have meaningful health insurance, retirement plans or additional benefits compared to other professions. Most hairdressers and many salon owners are struggling to grow and build a profitable business, while many hairdressers walk on a financial tightrope living pay check to pay check.

The beauty industry is product driven and is not responding to the educational and business needs of the working hairdresser and salon owner. Everyone has their own self-interests. We need realistic educational content that also focuses on our educational and business needs. If we are to raise our standard of living, we must raise our standard of educational excellence.

As I travel throughout the United States and Canada, one of the top questions I’m asked by salon owners is, “how do I meet and overcome all of these challenges?” I feel that we need less glitter and hype within our industry and more substance in education and employee training in order to better meet job market and consumer demands. Without business education and employee training programs, the salon industry and salon owners will continue to struggle and fail at a disturbing rate. It is time for change and a new beginning.

Despite these challenges, I feel high-end and well-managed salons will be in high demand. Adversity always presents fantastic opportunities for those who are well informed and determined to succeed.

Jon Gonzales - Salon Consultant, Personal Development Coach, Educator & Author world knowledge of salon success, salon management and hairdresser & salon marketing strategies. He has been in the beauty industry for over 40 years and is the President and Founder of Hairdresser Career Development Systems (HCDS). For more information visit www.hcds4you.com or email hcds4you@gmail.com
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Hairstylists Giving Back; Giving More

by Gabrielle Yetter

Timea Katona’s life is much richer these days. A former stylist at the trendy Red 7 Salon in Chicago, Katona is accustomed to nice things. She had an apartment in a high-rise building, designer handbags, stylish clothing and extravagant nights out. Now she shares a house with four other people and takes a tuktuk to work. What changed?

In 2012 her boss shared an article with her about a man named Matthew Fairfax who was preparing to open a beauty salon in Cambodia through his foundation Justice and Soul. The objective was to provide training for young women and men rescued from sex trafficking and abusive situations.

At the time, Katona had no interest. Her life was good in Chicago. Eighteen months later, things were different. “There had been some personal changes in my life and I decided I was ready for something different,” she said.

She put together a GoFundMe.com campaign, started saving and eight months later she flew to Phnom Penh to volunteer for eight weeks at Matthew’s Kate Korpi Salon and Academy.

“It was the first time in my life I felt I was doing something on a daily basis that made me happy,” she said. Once her two months were up, Katona returned to Chicago; but not for long. She’d fallen in love with Cambodia.

In November 2015, she bought another airline
ticket to Phnom Penh. A one-way ticket this time. She now works full-time and is one of the stylists responsible for training the Cambodian staff as well as creating her own clientele.

“Cambodia is now my home,” she said. “I believe I’m the luckiest hairdresser in the world.” Katona is just one of many cosmetology professionals who are reaching out and giving back. Since Kate Korpi Salon and Academy opened its doors, it has provided a home for volunteer stylists who discover how much more they can do with their skills.

Amber LeMaster, a stylist from Shoreline, Washington, celebrated her 29th birthday in Phnom Penh while working as a volunteer. Michelle Arnowitz from New York was travelling in India when she heard about the salon and booked a flight to Phnom Penh. Nate Martin from Spokane was on vacation in St. Lucia when he heard about the salon. He bought an airline ticket two months later.

And Crystal Lewis from Mitchell’s Salon in Cincinnati took out a loan and flew to Cambodia for four weeks after she co-chaired a fundraiser for another NGO that was partnering with Justice and Soul Foundation.

Each one – and others who followed– said the experience of working and helping young Cambodians changed their lives. “This came to me at a transitional time in my life and when I was looking for something big to be involved in,” said Andrea Freitas (40), a stylist from The Collage Salon in Seattle. “When I suggest to anyone to consider doing so, I hear the same ramble: “I can’t leave my clients, my dog…I have bills, etc.”

“Put your fears in your pocket and unzip your heart. The position of volunteer is as much about what you receive as what you give. I’m not sug-
gesting I’m a better person than anyone because I decided to do this, but I am a better person than I was before I went.”

Kate Korpi is the brainchild of Matthew Fairfax, owner of the successful James Alan Salon and Spa in Seattle who first felt the pull toward Cambodia in 2008. He learned that 30,000 young women and children under the age of 18 were being forced into sex trafficking with no sustainable way out and felt compelled to help. He created the Justice and Soul Foundation, raised funds for the salon and moved to Cambodia in 2013.

“Volunteers are the lifeblood of our work,” he said. “Without them, the program won’t run effectively.” For volunteers, each day is filled with activity and fun as well as enrichment and education. They are greeted at the airport by Fairfax who whisks them to their guesthouse or Airbnb in a tuktuk then treats them to a foot massage and dinner.

Work starts with the morning’s “gratitude huddle” where each person shares what they are grateful for and one person selects a “word of the day.” Volunteers and stylists provide classes in sanitation, product knowledge and business strategy, and teach techniques for cutting, blowouts, perms and color. Monthly accommodation costs around $400 and volunteers are requested to stay in Phnom Penh for a minimum of three weeks. There are games, laughter and an abundance of warmth.

“I met the students when I came straight from the airport with Matthew,” said LeMaster of Shoreline, Washington. “I walked in and the energy in the salon was upbeat and bright and these four smiling faces came toward me from all different sides of the salon, excited.”

“Every single interaction was a lesson for me,” said Williams. “I have grown so much from my
time spent there. I went to help but what I walked away with was so much more than I had anticipated. It restored my faith in humanity.

“I would tell any stylist thinking of going that if they are open to all the lessons and love that life has to offer they should give this journey a try,” said Dalbe Markman, owner of AOC Salon in Virginia who spent five weeks volunteering at Kate Korpi while her husband and mother-in-law handled her business.

“The survivors of trafficking are so appreciative and this experience taught me never to take anything for granted. If anyone feels their list of needs is long, I’d encourage them to go to Cambodia for a few weeks and they’ll see it very differently. It’s an amazing opportunity to be able to empower other people.”

For Martin (27), it was the talent of the Cambodian students that he found most impressive.

“They really had talent, and the drive they displayed whenever presented with a challenge was incredible,” he said. “They never gave up. If it was difficult they just buckled down and kept working that much harder.

“The love and excitement they have for what they are doing is unparalleled to any emotion I have ever experienced. I have so much to be thankful for and so many reasons to be excited and happy in my own life, but most of the time I’m just content or averagely happy. If I could experience even half the love or half the excitement or gratitude these young men and women did, my life would be far better off.

“I learned to see what really matters in life by being able to share in their life experiences, even if only for a short time.”

The need for volunteers is ongoing at Kate Korpi Salon. To find out about offering your time, check out their website – www.JusticeAndSoul.org and complete the online application.
Salon Growth Is About Relentless Persistence

If you haven’t worked out in while, that first effort is going to hurt. After a couple of workouts, your body adapts to the effort and you push harder. Leading a salon/spa business to extraordinary success is no different. Gotta push hard, recover and push hard again.

Getting to that elusive next level is the process of persistently applying positive stress in ways that inspires your team to adapt to higher and more refined levels of performance. If you’re afraid to apply positive stress for fear of push back from staff -- you, your business and your staff are stuck.

Applying positive stress only works when the goal is worthy of the extra effort. When a leader’s relentless persistence detaches from the goal -- it devolves into just doing the work.

A leader is like a throttle and your team is the engine. The leader instinctively knows how hard to push the engine based on current conditions. Just like an engine needs a throttle -- a team needs its leader to set the pace and direction.

Here are my leadership thoughts on relentless persistence and how it incrementally inspires a salon/spa team to adapt to higher levels of performance:

**Stretch, push and adapt:** Gotta feel the burn, adapt -- and feel the burn again -- adapt. Persistence requires exertion and breaking a sweat. For salon/spa teams, this mean shared focus, shared accountability and everyone stepping up.

Leaders set the goals and serve much like the conductor of an orchestra to keep the team in sync and on task. The team pushes hard to achieve incremental gains (next level growth) then takes time to adapt to the higher levels of performance.

It’s the stretch/push/achieve/adapt combination that makes a team evolve from ordinary to extraordinary. Leaders that don’t engage and manage the stretch/push/achieve/adapt process remain stuck in their comfort zone. Nothing inspiring or dynamic happens while stuck in a comfort zone.

**Win -- don’t whine:** Being the leader of a labor-intensive business like a salon/spa truly is not for the timid or faint of heart. To deliver consistent excellence service, teams of stylists, estheticians, massage and nail techs absolutely require ongoing full-on leadership attention.

Contrary to popular belief, there is no “set it and forget it” or autopilot setting for salons and spas. The moment a leader says, “Why can’t they just do their job,” he or she devolved from leading to whining. It’s a leadership issue -- not a team issue.

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Engines require maintenance: Employees and teams thrive on shared energy; leaders nurture and fuel that energy. Employees require daily inspiration and guidance. Daily huddles and scoreboards are non-negotiable.

Don’t like doing daily huddles and scoreboards? Then don’t complain when your team drifts and goals become more important to you than them. Employees need constant reminders of what they’re fighting for. Vision isn’t a cute saying on a plaque or card. Vision is a daily affirmation of what delivering the best can achieve.

Keep your own engine tuned: Leaders get distracted, tired, worn down and beaten down. It happens. Learn to recognize when you fall into a leadership funk. Why? Because when you’re in a funk, your team and your company are in a funk. The most effective way to keep your engine and your attitude tuned up is to have a business coach.

Be a relentless coach: Being a leader is about daily engagement with your team and individuals. There are employees on your team right now that need your help, guidance, encouragement, skill development, confidence building and some simple and highly affordable “Hey, good job” affirmations.

If my favorite saying, “Do you do quarterly performance reviews at least once a year?” Makes you laugh a little but squirm more -- you’re not practicing relentless persistence effort. It’s time to get out of your comfort zone so your team and business can get out of its comfort zone. Got it?

The worst assumption that a salon/spa leader can make is that once the doors open and clients start checking in that everything will be okay. It won’t.

Opening the doors is the equivalent of the curtain going up on a Broadway play. It’s show time and you’re the director/coach. Does everyone know their lines and places?

All ships rise with the tide: Teamwork means everyone pushing and pulling in the same direction. Column vision is a teamwork killer. Column vision is when all a service provider sees their work as the clients on “his or her book” for the day and nothing else. The work for all team members is the entire appointment book and any and all clients in or in contact with the salon/spa. “My client” thinking is anti-teamwork.

Think about this: Geese fly in formation to be efficient and go farther faster by working together as a team. What would that beautiful formation look like if geese were on commission?

Contrary to popular belief, there is no “set it and forget it” or autopilot setting for salons and spas.
Is Your Social Persona True to Your Heart?

I recently attended America’s Beauty Show in Chicago and was able to meet some of the amazing people that I follow on Instagram. It’s always a little weird when you see someone you recognize and you know they got married last May, worked out this morning, took their dog to the vet on Tuesday and ate Chinese for dinner last night but don’t REALLY know them because you have never actually met in person.

Unfortunately it can be a disappointment when you meet someone whose work you admire and they turn out to be egotistical jackass. Lucky for me, that didn’t happen. I strolled up and down each and every isle looking at every hair extension, hairspray can and Hot Tool.

Nothing blew my mind to be honest. I felt as if I knew what was coming and what was going to be on display because of social media. That’s not a bad thing. It is what it is. People move fast, companies move fast and there is always someone out there that is probably one step ahead of you.

Therefore you need to get it out while it’s hot. That being said I was more interested in networking than shopping. I wanted to meet these people that I think I know so much about so we can share hair war stories.

I had my Coca-cola in tow and walked toward the main stage and that’s where I saw him. “Phil”! I yelled, across hundreds of heads. “Hey man, how’s it going?” we hug, say hi and begin to talk about the craziness going on around us. The Phil I’m referring

continued on next page
“This opportunity changed my life. I love coming to work knowing I am responsible for me.”
— Melissa, Who Did Your Nails?
Sheridan Plaza, Hollywood

“I control my own prices, hours and services, and my clients have really come to enjoy the privacy. Thanks Salonz!”
— Angela, Angela’s Hair & Skincare
Legacy Place, Palm Beach Gardens

“I can’t stress enough how delighted we all are to be a part of this amazing concept that has allowed us to flourish in so many ways.”
— Aida, Faces By Aida
Westfork Plaza, Pembroke Pines

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to is none other than @Phildoeshair, you know, the pixelating Prince of social media.

He’s sweet, huggable and very charming. Phil’s work is all over social media. We are friends on Facebook and follow each other on Instagram. I wanted to meet him to tell him to his sweet face how much I really liked what he was putting out. He was just as nice as everyone said...I mean, you never know these days.

Later on in the day Phil and I ran into each other again and he introduced me to some other people that are Insta-famous. I say Insta-famous because these stylists literally have over half a million followers together.

So, I’m wondering, will there be egos flying? I squeezed myself into the back of a show stage where Rickey Zito (@hairgodzito) along with Linh Phan (@bescene) were diligently lightening their model that they were about to showcase on stage.

Mustafa Avci (@hairsalonm) is looking over Rickey’s tattooed shoulder because HE is about to make a surprise appearance on stage and style Rickey and Linh’s color wizardry into a work of art.

Standing there, having never met any of these people, I begin to feel like an amateur amongst professionals. Phil begins to introduce me and an editor, from another trade magazine, to these hair studs. Rickey looks at me and says, “Yeah, I know who you are. I’ve seen your work and I respect the hell out of it.” I looked at him and said, “Really??” I’m not going to lie; butterflies flew around in my belly. I know you, but you know me?!

Rickey then proceeds to introduce me to a handsome devil named Alfredo Lewis @alfredo_lewis) who flatters me and gives me presents. Hello, a girls dream comes true. So there I am, shoulder to shoulder with some hair heavyweights feeling humble and utterly relieved these social media gurus are exactly what I hoped for -- nice people.

That’s what matters at the end of the day. How you treat others. Being a stylist, or anyone with an influence on others, and having a large following on social media is all glitter and gold but if you have an ugly heart who cares how many followers you have.

We are all in this together so, whether you have a hundred followers or a hundred thousand followers. Don’t let an ego get in the way of what truly matters in life, and that, of course, is Love, Peace and Hair Grease.

DJ Victory is a jack of all trades, master of none...mother, wife, business owner, writer, hair stylist. She owns Enzo’s Salon & Spa in North Royalton, Ohio and loves cheap jewelry, sky high platforms, false eyelashes and fairy dust. You can read her blog at www.djvictory.me or facebook at www.facebook.com/djvicstylist.
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Social Media Guide for Stylists and Salon Owners

by Alex Roszczynska

Top 10 Social Media Must Haves

When promoting anything on social media, it is important to get started with the basics. This guide is specifically tailored for hairstylists and busy salon owners who might not necessarily have time to dedicate to social media but understand the importance of having an online presence.

Doing everything on this guide might seem overwhelming but it is important to remember that doing something is better than nothing. Don’t feel that you have to do everything to be successful. However, keep in mind that the more social media outlets you utilize, the better chance your salon has of being discovered by potential clients. Set yourself up for success by taking the initial time to set up your social media accounts. After you have taken the first steps, it is much easier to allow others to help you populate your pages with content.

1) FACEBOOK

Tech saavy stylists and salons typically have a Facebook business page other than their personal page. If you only have a personal page, other companies may have a harder time finding and tagging you, leading to less online exposure. You can also create targeted ads on Facebook pages that can bring in new clients. Personal pages also limit the amount of people that you can be friends with you while public page likes are unlimited.

A professional looking Facebook page dedicated to your salon business will serve as a platform for clients to interact with when visiting your salon. However, try not to like your own posts. Make sure you are using the correct Facebook page as you can post comments/like posts as your business page and as your personal page. To avoid this, change who you are interacting as in the bottom right corner of each post. If you are a salon, utilize Facebook’s option of adding a “Book Now” button for clients to easily make appointments at the click of a button.

2) INSTAGRAM

Instagram is truly a stylist’s paradise. Because Instagram is exclusively photos with minimal captions, it is easy to create fast and simple posts. If you haven’t already, sign up for Instagram on your mobile device and populate your page with anything relevant to your salon. For hairstylists this will be before and after’s, creative hairstyles/colors, quotes, tips for clients, products you love etc. Get creative!

Instagram can be an excellent source for not only satisfying current clients but also gaining new ones. Studio 34 Owner/Stylist and Official Hair Sponsor for Miss Texas USA/Texas Teen USA, Eric Vaughn says...
“Instagram has definitely helped my career! I get several emails a week from new clients who saw my work on Instagram. People do search hashtags and look for stylists in their area, and they also search for specific things like ‘#houstonbalayage’ or ‘houston-colorist’ and look for work that they like.” By utilizing Instagram and its hashtag features, stylists open up the door for consumers to discover their salon in an intriguing and interactive manner.

If you already have an Instagram page but aren’t sure how to use it, the most important thing to remember is to actively post to it on a daily basis. Aim for a minimum of 1-3 posts a day to keep your audience engaged, but not overwhelmed with your posts. Tag and follow all of the different products pages you are using. For example, when you use Di Biase Hair Extensions, tag Di Biase Hair Extensions USA by using the @ symbol followed by the pages name and put hash tags such as #DiBiaseHairUSA and #DiBiaseExtensionsUSA in your posts. This will allows companies to find and potentially follow you, helping to boost your followers and gain a larger audience.

Another crucial Instagram tip is to stay engaged with your audience. It’s not enough to just post to your Instagram. Go to other salons, clients, and hair product pages and interact with them as much as possible. While this is time consuming there are ways to speed up this process.

continued on next page
3) INSTAGRESS
Once you are comfortable with Instagram and understand how it works, Instagress is a superb tool for more advanced users to try. If you already have an Instagram page set up and would like to speed up the process of getting followers, Instagress is for you. Instagress is a separate website that users connect to their stylist or salon Instagram page. Once connected, Instagress allows users to easily automate their activity in order to gain consistent comments, likes and followers to their page.

For example, instead of having to go on Instagram and like photos manually and individually, Instagress essentially does this for you in large batches. It does this by automatically sending out likes and comments to posts that might be relevant to you. All you have to do is choose a couple of hashtags, click go and Instagress automatically likes any picture with those hashtags. In turn, those Instagram pages will see that you liked their post and like your photos in return and your audience will grow.

4) TWITTER
Unlike Instagram and Facebook, Twitter calls for more active posting, 3-12 times a day in fact. While this number may seem high, simple posts, re-tweets and replies to other accounts all work. Before and after’s, discounts, hairstylist memes and salon images are all great examples of things to post. Use programs such as Commun.it and Hoot suite to schedule and automate posts.

5) SALON WEBSITE
When it comes to having a website, focus on the message you want to convey to your clients. Your website will determine whether or not clients book an appointment so make sure it reflects your salon's branding. Our suggestions? Don’t have any automatic music, pop-ups or complicated menus. A user-friendly website with basic information such as address, hours, phone number, email and a way to schedule appointments is crucial to have. Another way to get found is to create a dedicated extensions page on your salons website. This gives people a chance to learn about extensions a little more and get them more interested in the product. Lastly, make sure to list the cities in your area to help people find your salon in search engines.

6) EVERYTHING ELSE
Although Facebook, Twitter and Instagram are arguably the most important social media sites, many salons and hairstylists are taking to other social media sites to connect with their audience. Pinterest, Snapchat, Vine, LinkedIn, Google+ Periscope, and YouTube are just a few examples of potential

continued on next page
social media sites a salon or stylist might use to post their latest transformations and videos to showcase what they have to offer. Get creative and try different strategies to see what works best for your clients.

Although not exactly in the vein of social media, email campaigns are extremely important to utilize as a salon. If you haven’t already, start gathering your clients email addresses and send out newsletters with relevant and engaging information, specials and deals.

7) ADDING CREATIVITY

Sometimes it can be tricky to think of what to post next. Keep your clients engaged in your social media pages by utilizing a variety of helpful applications. Stylists can make unique collages with BeFunky, create clips with Animoto or make mini movies with single images with PicFlow to name a few examples. There are thousands of applications on the market to help salons and hair stylists with posts if you run out of ideas.

8) SALES/SPECIALS/DEALS

Once you have an established social media presence, it’s time to run discounts and specials. Offer creative incentives to clients if they like your page, tag their location or post a photo of their transformation. Don’t forget to post before and after’s and tag who is in the pictures!

9) HOOTSUITE SOCIAL MEDIA MANAGER PROGRAM

One of the most important aspects of social media is to stay consistent. When you post constantly for a month and then disappear for a week, you may lose out on customers who were intrigued previously.

Social Media Manager is a website/program that helps you schedule posts ahead of time if you know you are coming into a busy time. For example, if you know you want to run a New Years Eve special, you can create your post and schedule it to automatically post without having to do it yourself.

10) BIT.LY LINK SHORTENING

Bit.ly is a link management platform, meaning; it shortens your web addresses for you when you don’t have a lot of characters to use. This is especially useful for Twitter posts where you are limited to 140 characters per tweet. By shortening your link, you are able to have more content because you aren’t using up your characters on the long link. If you have a long URL (URL = web address, such as www.facebook.com) to a hair article but want to include it in your tweet, use bit.ly to shorten the link and save space. Bit.ly takes your long link and creates one with fewer characters so you can post more of what you want.

Alex Roszczynska is the Graphics/Social Media Coordinator Di Biase Hair Extensions USA. For more information visit www.dibiasehairusa.com
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SALON OPENINGS

LOOKING FOR HAIRSTYLISTS, NAIL TECHS AND/OR ESTHETICIANS ~ Salon Space for Rent - Melbourne FL. Looking for professional, talented, personable Hair Stylists and/or Nail Techs to join our team. Preferably with established clientele or self-motivated to build clientele. Must have active Florida cosmetology/specialty license. Private room options also available for Esthetician. Ready to be independent? Call 321-752-3964.

STYLIST WANTED ~ Whether you are fresh out of school or an experienced stylist, we have a systematic career path in place to help you achieve your highest earning potential and desired level of income. Only serious, Career-minded individuals need apply. Our Salon Company is looking forward to hearing from you. Salonandspa.eclipse@gmail.com 813-528-8742

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HAIR STYLISTS ~ BRANDON, FL) compensation: commission and hourly employment type: full-time Full service salon and spa is now hiring hair stylists. Salon locates inside a busy shopping mall with many walk-in customers. Stylists should be able to do highlights, lowlites, retouch, color, color corrections, hair cut & styles for ladies, men and children. Qualifications are listed below: ** must have an up to date FL cosmetology license ** have a reliable transportation ** no personal drama...no drug, no alcohol problem ** must be responsible and friendly ** know how to dress neat and professional ** hard-worker and honest. If anyone interested, please email your resume for immediate consideration. email resume to....matthoang2003@gmail.com phone contact....813-464-5878

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BE INFORMED! Get in the know about the rapidly changing landscape of the professional beauty biz. Beauty Industry Report keeps readers up-to-date on what is REALLY HAPPENING in the Pro Beauty Biz. Visit www.bironline.com and contact Lisa Iavello at lisa@bironline.com.
### SHOWS & EVENTS

#### APRIL 2016

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<td>Legend Aesthetic Training presents Prof. Body Sugaring Certification, Auburn, WA <a href="http://www.legendtrainingcenter.com">www.legendtrainingcenter.com</a></td>
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<td>Mona Lisa’s 5-Day Permanent Makeup Training, Hamilton, OH 513-892-1116 <a href="mailto:mona.lisa@monasmakeup.com">mona.lisa@monasmakeup.com</a></td>
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<tr>
<td>8-10</td>
<td>International Make-up Artist Trade Show (IMATS) New York 360-882-3488, <a href="http://www.imats.net">www.imats.net</a></td>
</tr>
<tr>
<td>9-10</td>
<td>Evolve Fargo, ND <a href="http://www.cosmoprofbeauty.com">www.cosmoprofbeauty.com</a></td>
</tr>
<tr>
<td>10-11</td>
<td>Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
</tr>
<tr>
<td>10-11</td>
<td>The Intl Congress of Esthetics and Spa, Philadelphia, PA 1-800-471-0229 <a href="http://www.LNEONLINE.com">www.LNEONLINE.com</a></td>
</tr>
<tr>
<td>10-11</td>
<td>Bellevue Fashion Focus Meydenbauer Center Bellevue, WA <a href="http://www.cosmoprofbeauty.com">www.cosmoprofbeauty.com</a></td>
</tr>
<tr>
<td>10-12</td>
<td>Evolve Certification Class, San Diego, CA <a href="http://www.evolvinghair.com">www.evolvinghair.com</a></td>
</tr>
<tr>
<td>15</td>
<td>Spa Buzz Nourish Las Vegas 970-333-2222, <a href="http://www.thespabuzz.com">www.thespabuzz.com</a></td>
</tr>
<tr>
<td>16-18</td>
<td>Intercioffure America/Canada Spring Atelier Boca Raton, FL 800-442-3007 <a href="http://www.intercoiffure.com">www.intercoiffure.com</a></td>
</tr>
<tr>
<td>17</td>
<td>NailPro Pasadena, <a href="http://www.nailpropasadena.com">www.nailpropasadena.com</a> 888.491.8265</td>
</tr>
<tr>
<td>17-18</td>
<td>Spring Style Show San Jose Convention Center San Jose, CA <a href="http://www.springstyleshow.net">www.springstyleshow.net</a></td>
</tr>
<tr>
<td>18</td>
<td>National Aesthetic Spa Network Atlanta, GA <a href="http://www.nasnbiz.com">www.nasnbiz.com</a></td>
</tr>
<tr>
<td>18-21</td>
<td>California Makeup Academy presents Makeup 202: Master Class / Certification / Hands On Los Angeles, CA 949.355.2794</td>
</tr>
<tr>
<td>19</td>
<td>NCEA-Sponsored Prep Class, Boca Raton, FL <a href="http://www.nceacertified.tv">www.nceacertified.tv</a> 201.670.4100</td>
</tr>
<tr>
<td>23-24</td>
<td>California Makeup Academy presents Makeup 101: Boot Camp / Certification / Hands On San Diego, CA 949.355.2794</td>
</tr>
<tr>
<td>23-25</td>
<td>Best lil’ Nail Show TEXAS, Humble Center, TX bestnailshowtx.com</td>
</tr>
<tr>
<td>24-25</td>
<td>Esthetique Spa Intl, Toronto, Canada <a href="http://www.spa-show.com">www.spa-show.com</a></td>
</tr>
<tr>
<td>24-26</td>
<td>Evolve Certification Class, Minneapolis <a href="http://www.evolvinghair.com">www.evolvinghair.com</a></td>
</tr>
<tr>
<td>25</td>
<td>Hairart presents EyeLash Extension Volume Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
</tr>
<tr>
<td>30 - 5/2</td>
<td>Willamette Valley Nail Event, Salem, OR <a href="http://www.willamettevalleynailevent.com">www.willamettevalleynailevent.com</a></td>
</tr>
</tbody>
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#### MAY 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>Barristar Beauty School Forum, Anaheim, CA 949-673-4245 <a href="mailto:paul@barristar.com">paul@barristar.com</a> <a href="http://www.barristar.com">www.barristar.com</a></td>
</tr>
<tr>
<td>1-2</td>
<td>Esthetique Spa International (French) Quebec City, QC, Canada 866-772-7469, <a href="http://www.spa-show.com">www.spa-show.com</a></td>
</tr>
<tr>
<td>1-2</td>
<td>The Makeup Show NYC <a href="http://www.themakeupshow.com">www.themakeupshow.com</a></td>
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<tr>
<td>1-2</td>
<td>Nashville Fashion Focus Music City Center Nashville, TN <a href="http://www.cosmoprofbeauty.com">www.cosmoprofbeauty.com</a></td>
</tr>
<tr>
<td>1-3</td>
<td>Evolve Certification Class, Jersey City NJ <a href="http://www.evolvinghair.com">www.evolvinghair.com</a></td>
</tr>
<tr>
<td>8-9</td>
<td>Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
</tr>
<tr>
<td>15</td>
<td>Barristar Beauty School Forum, Mesa, AZ 949-673-4245 <a href="mailto:paul@barristar.com">paul@barristar.com</a> <a href="http://www.barristar.com">www.barristar.com</a></td>
</tr>
<tr>
<td>15-16</td>
<td>IMAGE Expo Houston, TX 877.219.3976, <a href="http://www.theimageexpo.com">www.theimageexpo.com</a></td>
</tr>
<tr>
<td>15-16</td>
<td>The Intl Congress of Esthetics and Spa, Dallas TX 1-800-471-0229 <a href="http://www.LNEONLINE.com">www.LNEONLINE.com</a></td>
</tr>
<tr>
<td>15-16</td>
<td>Biloxi Fashion Focus Mississippi Coast Coliseum Biloxi, MS <a href="http://www.cosmoprofbeauty.com">www.cosmoprofbeauty.com</a></td>
</tr>
<tr>
<td>16-20</td>
<td>Mona Lisa’s 5-Day Permanent Makeup Training, Hamilton, OH 513-892-1116 <a href="mailto:mona.lisa@monasmakeup.com">mona.lisa@monasmakeup.com</a></td>
</tr>
<tr>
<td>16-24</td>
<td>Evolve Certification Class, Los Angeles, CA <a href="http://www.evolvinghair.com">www.evolvinghair.com</a></td>
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<tr>
<td>23</td>
<td>Hairart presents EyeLash Extension Volume Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
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</tbody>
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#### JUNE 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>3-5</td>
<td>International Make-up Artist Trade Show (IMATS) London 360-882-3488, <a href="http://www.imats.net">www.imats.net</a></td>
</tr>
<tr>
<td>4-5</td>
<td>Premiere Orlando 800-335-7469, <a href="http://www.premiereshows.com">www.premiereshows.com</a></td>
</tr>
<tr>
<td>4-5</td>
<td>Premiere Day Spa Conference Orlando, FL 800-335-7469, ext. 149, <a href="http://www.premiereshows.com">www.premiereshows.com</a></td>
</tr>
<tr>
<td>5-6</td>
<td>Hairart presents EyeLash Extension Classic 2 Day Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
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<tr>
<td>7</td>
<td>NCEA-Sponsored Prep Class, Boca Raton, FL <a href="http://www.nceacertified.tv">www.nceacertified.tv</a> 201.670.4100</td>
</tr>
<tr>
<td>12-13</td>
<td>ABCH 16th Annual Energizing Summit Los Angeles, CA 310-547-0814, <a href="http://www.haircolorist.com">www.haircolorist.com</a></td>
</tr>
<tr>
<td>20</td>
<td>Hairart presents EyeLash Extension Volume Course, Gardena, CA 888.424.7278 <a href="http://www.hairartproducts.com">www.hairartproducts.com</a></td>
</tr>
</tbody>
</table>
The full listing of upcoming national shows and events and regional classes and seminars is available online at www.stylistnewspapers.com. Educational events are listed free as space allows. To have your event listed, please email to lisa@stylistnewspapers.com.
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