Extend Your Sphere of Influence with Retail

Ohio State Board of Cosmetology News

The Magic ingredient in Professional Products

Change Your Mindset

Prescriptive Selling

How I Beat Amazon to the Salon Retail Punch

What’s Your Business Brand?

Career, Professionalism and Success

Calendar of Shows and Events
In this issue...

Blue Highways .................................................. 4-5
In my travels on our industry’s blue highways I am often questioned about ways to expand revenue and retain clientele. There is one area that guarantees both. That is the placement of professionally prescribed product with a trusting guest.

Mission: Business Beautiful ............................... 8-10
What makes a product “professional”? There isn’t a certain formula or magic ingredient that must be included. There isn’t an FDA approval process or special standard to deem a product professional. Manufacturers create products. A product is just a product until a professional endorses, recommends, and uses it. Guys, we are the magic ingredient!

Raising the Education Bar ............................... 22-23
The other day I was working with a new referral. She was great, fun, talkative and we were really hitting it off. She was looking for a change and she loved my recommendations. The conversation was great and the haircut was fun but it’s the exchange that took place during the style I want to share with you.

Blue Highways ..................................................  4-5
Ohio State Board of Cosmetology News ..................  6-7
Mission: Business Beautiful ...............................  8-10
Change Your Mindset – Prescriptive Selling .............  12-13
Survey Showcases Spending Styles in the Salon Industry .. 14-15
Esthetic Endeavors ............................................. 16-19
Stand Above the Crowd ..................................... 20-21
Raising the Education Bar ...............................  22-23
The Mane Objective ..........................................  24
The Beauty Professional ...................................  26-27
Better Business ...............................................  28-31
Confessions of a Coiffurist .................................  32-33
SOS (Save our Salons) .......................................  34-35
Classifieds ....................................................  36-39
Calendar .......................................................  40-41

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Extend Your Sphere of Influence with Retail

In my travels on our industry’s blue highways I am often questioned about ways to expand revenue and retain clientele. There is one area that guarantees both. That is the placement of professionally prescribed product with a trusting guest. You will notice that I didn’t use the R word: Retail. To do so places our professional integrity on the back burner. We are solution and service professionals. We are educated and professionally licensed. We professionally recommend based on our expertise; we don’t sell.

The description of retail is to purchase a product for one price, add a mark-up amount and sell it for profit. It’s a sales perspective. In this regard we have the advantage since we can offer a professional prescription to create solutions for our clients.

In the eyes of our guests we are the ultimate expert. That is provided because we have the knowledge and skills to stand behind our recommendations. There are two solutions: 1. Service solutions. Point of service (POS) based on the client’s needs or desire and 2. Non-service solutions which are the products/tools we recommend to continue to address the client’s needs beyond the salon.

So how does this relate to customer service and long term client retention? Well first off the service provision component ends when the guest leaves the salon and will be continued at the next visit. The non-service component stays with the guest until they return for their next service visit. The advantage is the non-service one extends our sphere of influence to our guests long after they have left the salon. The positive impact of the continued longevity beyond the salon experience further cements client loyalty and adds to our perceived value in the eyes of our clients.

When we place our product recommendations with our clients this not only becomes a value added component to the salon services, it produces additional non-service revenue in addition to our service revenue. This increases our overall value to our clients in a monetary sense. We are no longer a service provider but a long term solution provider.

In the realm of guest retention it has been proven that exceeding the perceived value of services and products goes a long way in assuring long
time loyalty. The guest who purchases one recommended product is 30 to 50 percent likely to return as a return guest after the first visit. The client who purchases two to three products is 75 to 90 percent likely to repeat as a return guest. So we can see how professional product placement becomes a client retention protocol.

While our guests look to us as the ultimate experts to meet their needs we must carefully research the products and tools we recommend. This is where we become the client of the product provider. Based on the demand we create for their offerings we put huge trust in what they provide. After all it will come with our professional recommendation.

Careful consideration needs to be given when choosing brands. Are they in alignment with our individual or collective vision and values? Do they live up to whatever exclusivity they claim to adhere to? It is customer loyalty that builds built-to-last brands. This doesn’t just apply to get our customers loyalty to us, it also goes for our product partners to maintain our loyalty to them.

If we take these words to heart and act in alignment we can go far in assuring loyalty and financial gain in the present and future.

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.
Human Trafficking Continuing Education Requirement

During the current renewal period 2015-2017, **ALL** licensees, including licensees exempted from having to complete continuing education pursuant to OAC 4713-21-03 (G), are required to complete a one (1) hour continuing education (CE) training course on human trafficking. This course must be completed by January 31, 2017. In effort to support our licensees, the Board offers a one (1) hour human trafficking training course free of charge on our website: www.cos.ohio.gov.

Additionally, many continuing education providers have education on Human Trafficking included in approved CE classes. **Approved Human Trafficking training** taken independently or as part of an approved course offering is accepted.

A current list of approved CE classes that include Human Trafficking training is available at: www.cos.ohio.gov.

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**ATTN: LICENSEES**

**Contact Information Update**

The Ohio State Board of Cosmetology is preparing to migrate to a new license database system. It is very important that we have the most current and updated contact information related to your license.

You will need to go to: https://license.ohio.gov/

- Click on: **Update Address Information**
- Click on: **Login** Use the User ID and Password that you use to renew your license. (If you do not have your User ID and Password contact the Board by emailing: coscal@cos.state.oh.us you will need to provide your first and last name and your State Board ID Number which is on your license.)
- Click on: **Address Change**
- Click on: **Credential Mail Address** and make any necessary changes, you must include your email address and phone number.
- Click On: **Main Address.** This information must be identical to the information listed as your credential mail address.

If you have a name change complete the above process and then go to our website: http://www.cos.ohio.gov click on the Forms and Applications tab and under the General heading you will find a Name/Address Change Form, make sure to include the required documents to support the name change.
Continuing Education (CE) Requirements 2015-2017

All licensees holding an active license in Cosmetology, Hair Design, Natural Hair Styling, Manicuring, or Esthetics are required to receive eight (8) hours of CE per license between February 1, 2015 and January 31, 2017. Of those eight (8) hours one (1) hour must be devoted to education on human trafficking.

Continuing Education classes taken must meet the scope of practice requirement for each specific license held. It is the responsibility of the licensee to obtain CE hours that have been pre-approved by the Board. Also, all licensees must sign-in to any class using their name and Board identification number. This also includes online and/or correspondence classes. Licensees are required to retain their certificate(s) of completion for proof of attendance.

All CE class providers are required to submit information to the Board on appropriate forms for pre-approval of class curriculum. Once a class is approved, the Provider receives an approval letter that contains a specific number assigned only to that class. This number must also be provided to the licensee on a certificate of completion upon conclusion of any class. All class providers must make available a sign-in sheet to be completed by class attendees. The provider must submit all sign-in sheet information to the Board within fifteen (15) days of any class completion.

License Type and Scope

- Cosmetology: Hair, Nails, Skin Care, Business
- Esthetician: Skin Care, Business
- Hair Designer: Hair Care, Business
- Manicurist: Nail Care, Business
- Natural Hair Stylist: Braiding, Extensions (no chemicals or cutting)/ Business
- Instructor Teaching: See List Below

Instructor ONLY CE Courses – OAC 4713-21-03 (B)

Any course that is designated for Instructor CE must meet the following guidelines:

- Course must be designed for instructor CE only, cannot be in combination with other scope of practice material.
- Curriculum for instructor only classes must be comprised of topics from the list promulgated by the “Board” to include one or more of the following:
  - Instructional Methods
  - Lesson Plan Development
  - Direct Instructional Activity
  - Dealing with Difficult Personalities
  - How-to-Instructional Course
  - How to Teach Hands-on-Learning
  - Developing Course Curriculums
  - State Laws & Rules
  - Speech Courses
The Magic Ingredient in Professional Products

What constitutes a professional product?

No really — stop to think about that for a moment. What makes a product “professional?” There isn’t a certain formula or magic ingredient that must be included. There isn’t an FDA approval process or special standard to deem a product professional.

Manufacturers create products. A product is just a product until a professional endorses, recommends, and uses it. Guys, we are the magic ingredient! We make products professional.

How? Well, for one, our clients trust our opinions when it comes to products. If you’ve established yourself as a professional in your clients’ eyes, they will eat up your product recommendations like we eat up doctors’ prescriptions.

When a doctor prescribes you something, you take it seriously. The doctor explains why you need that medication and how it’s going to help. The benefits and need for the medicine are made clear; the value in the medication has been established. He or she makes a call to the pharmacist so you’re sure to get exactly what you need. You will drive out of your way and pay good money for exactly what the doctor tells you will make you better.

Sometimes people even make doctors’ appointments specifically to get a prescription. They know nothing they pick up at a grocery store would compare to their doctor’s educated recommendation. Even if their doctor does just recommend they pick up an over-the-counter medication, the doctor’s recommendation has put the value into that medicine. Within the salon industry, we need to recommend products using verbiage that teaches our clients that we are the authority on the matter. We know which products are worth the cost.

Make no mistake — the products sitting on your salon shelves aren’t going to go very far until you educate your clients. Explain the benefits; the ones that will specifically benefit each individual client. It is you, the professional that puts the value into a product for your client. You make it a professional product.

As the professional, tell your clients with conviction something like, “Because of your hair texture, in order to really give this style the shape you want with the lift at the crown, you will need to use this root booster right here at the base of the hair shaft. Notice how the hair just lays lifeless until we put the product in. In order to have this style every day, you’ll need this.”

Don’t wait for the last couple minutes of the service to say this. Talk about the products they will need to achieve their desired results during the consultation. Then your client knows without a doubt that you are not just selling them retail to make a
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quick couple extra dollars at the end of the appointment. This product is part of the overall service you are providing to your client, just like a prescription from a doctor is part of the overall service doctors provide.

The thing is, we’ve been giving manufacturers too much credit for creating professional products by thinking there’s some magic ingredient in them that will cause the products to sell themselves. Give yourself some credit. Manufacturers need us to tell the public how great their products are because we are in a position of expertise and authority. We make or break product manufacturers.

There are a handful of manufacturers that understand this, and they care about creating top-line products and keeping them salon-exclusive because that in and of itself puts more value into the products.

Think about pharmaceutical reps and how they spend so much time and money to wine and dine doctors so they will prescribe their medications. They know it is the doctor who gives their medication value; it is doctors who can educate the public how to use it properly; it is doctors that will make the medication succeed on the market.

Still, don’t believe that it’s hair professionals that make a product professional? Think about how incensed you get when you see a product that you considered professional on a grocery store shelf. We scrutinize the packaging to convince ourselves and think, “No, no, that’s not really what I use in my salon! That one must be counterfeit, old, compromised…”

A lot of times the professional products on box store shelves aren’t even cheaper than what we’re selling them for in the salon. They aren’t even necessarily more convenient for our clients, because our clients are coming into the salon and could easily buy them while they’re there. The real reason we get so worked up is because we feel betrayed by manufacturers that promised exclusivity.

Like it or not, you are working as a sales rep to the public for whatever product line you’re selling in your salon. We get angry at diversion because it is personally insulting when we see the products we’ve infused value into with our professional recommendations sitting two shelves above a generic soap. Does this sound familiar? It is you, the professional that makes a product professional.

As Spiderman says, “With great power comes great responsibility.” You are the magic ingredient to a professional product. Your clients come to you for recommendations as part of their service. So don’t drop the ball by shying away from recommending a product for fear of being “salesy.”

The box stores down the street won’t shy away from selling your client something. You are doing them a service to share your professional knowledge and ensure they get a product that will actually benefit them. Be the magical ingredient!

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 hair stylists and barbers. For more information visit www.insuringstyle.com or email ali@insuringstyle.com
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“If you always do what you’ve always done, you always get what you’ve always gotten.”

This Jessie Potter quote says it all. Is your salon one of those that struggle to sell the amount of professional retail products needed to turn retail into a profit center? If you want that to change, you must change the way your salon is marketing retail.

If you don’t have a change of mindset – you can’t just change tactics – you will keep getting the results you have always generated. Changing your marketing tactics without changing your mindset about selling professional retail to your clients just doesn’t work.

What is mindset, and why does it matter so much?

Mindset is defined as “the established set of attitudes held by someone.” If your salon’s retail sales are lackluster, it’s not because your marketing is ineffective. Ultimately, it’s because you and your staff don’t have the mindset needed to generate the level of retail sales you want so it becomes a profitable segment of your salon’s revenue.

Your attitudes – as demonstrated by your retail product sales results – indicate you and your staff don’t believe you can, or even if you want to sell retail products to your clients. You must change your mindset, as well as your marketing tactics, if you want to improve retail sales.

You wear your professional hat for most of the client visit, from consultation to the work done behind the chair to rebooking. When it comes to prescriptive retail, you need to change your mindset and think like a client. Features and benefits aren’t going to sell retail if your client is more worried about things like the cost of the appointment so far – does your client know how much their ticket total will be? Are you able to offer a discount on retail purchased during the visit?

Since the product is a higher cost than mass retail alternatives, it’s important to break it down into cost-per-use based on product volume and how much the client will use each time. A client might be uncomfortable with a $26 retail product, but might see the value when you explain it’s a high-quality, concentrated product that comes out to just 25 cents per use.

Does the product require them to change their routine? Their ability to use it successfully at home is important. Does it require additional time spent in the shower or at the styling counter? Do they have the skill to use it? A busy mom or working professional might worry they won’t be able to
successfully incorporate a new product into their lifestyle, or they might not be able to replicate the results at home that you produce in the salon.

Show your clients how it’s really necessary; they already have products at home and chances are they’ll hit up many mass retail outlets during the weeks between their appointments. It’s your job to make sure they understand how the unique product you’re recommending is different from the alternatives they can purchase elsewhere.

You can’t adopt a one-size-fits-all approach to selling retail; indeed, the whole idea of prescriptive selling is that a product is being prescribed on an individual basis. You must be able to see things from the client’s point of view.

When your client returns in six weeks (or sooner) for their next appointment, what will they have missed out on if they don’t take your advice? What will they have gained if they do? Loss aversion is one of the most powerful buying motivators. In fact, human beings tend to prefer avoiding loss even more than acquiring gains. Some studies say that loss aversion is twice as powerful as a decision-making influencer.

Unfortunately it’s easy to skip the retail prescription in an individual client visit. And the next. And the next. However, all these little skips add up to big losses over the long term.

Before you leave a prescriptive recommendation during the next client visit, pause and think about the growth and profit-generation you want to achieve over the long term. Each time you opt out of the retail product prescription, you’re hurting your own future, and that of your salon.

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 the beauty industry.
Survey Showcases Spending Styles in the Salon Industry

By Joanna Mastrocola

Many iconic hairstyles have come and gone throughout the years. Who could forget Twiggy’s pixie cut, the Beatles’ Mop Top, the Farrah Fawcett flip, the Rachel, or, my personal favorite, Justin Timberlake’s ramen noodle hair.

Clients come into their local shop ready to emulate the latest style, coloring, cutting, curling, and crimping their hair to the perfect shade, shape, and texture. Although there are a lot of looks to keep track of, learning these new techniques is a minor feat compared to the everyday challenges salon and barber shop owner’s face.

As a salon owner, you must hire the right team, oversee and motivate your staff, gain new clients, retain existing ones, keep your pricing competitive, work long and physically exhausting hours, and make sure you’re consistently providing stellar customer service. With the wealth of options available, and big chains to compete with, owning a successful salon is no easy feat.

With the help of our friends over at Clover Insights, we took a look at the average customer

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transaction size and activity over a 6 month period (January 2016 - June 2016) for beauty salons and barber shops located in 25 of the biggest cities in America. Take a look and see how your numbers compare to the other businesses in your industry.

This data represents an average, and although helpful for identifying overall trends, it doesn’t exemplify the performance of every hair salon or barber shop in these cities. Over the past six months, most salons and barber shops experienced an overall increase in revenue despite many of those cities experiencing a decrease in the total price per visit during that time period. Although the price per transaction decreased for many businesses, there was a consistent increase in volume of transactions which likely caused the overall increase in revenue.
Every business has a brand. Whether it is good, bad or mediocre, your brand is how people identify you.

Brand is defined as the “name, term, design, symbol, or any other feature that identifies a seller’s goods or services as distinct from others,” according to the American Marketing Association.

Your brand identity represents how people see you. It includes every aspect of your physical set-up -- location, look, colors, textures, style, sign, font, every detail. How people see you also includes your values, purpose, strengths and passions. It’s how you communicate those values with others.

Think of Coca-Cola. Even with your eyes closed, you can see the logo, colors, unique shape of the bottle. But you see a lot more. You see people, young people having a lot of fun. Coca-Cola is all about fun, socializing and sharing.

Brands include the emotions your customers feel when they interact with your business. It could be sophisticated and professional; warm and fuzzy; or uplifting and fun. Think of it as how a customer might describe your business to a friend.

Corporate branding specialist, Jean-Noel Kapferer created a helpful branding model called the “Brand Identity Prism.” It illustrates six aspects of brand identity. They are Physique, Personality, Culture, Relationship, Reflection and Self-image.

**Physique:** The physical aspect, what we see as we approach and enter. It also includes logo, design packaging, online space and community.

**Personality:** The brand’s character. How it communicates to outsiders. Choice of wording, design style, color scheme all are part of this.

**Culture:** This is the value system and principles your business bases its behavior on. Business structure and organization are closely tied to its culture.

**Relationship:** Refers to the relationship between people that a brand (business) might symbolize. Sisters’ Salon is one example. Super Cuts is a less directly stated relationship. Sports Cuts represents fun, casual friendly relationships.

**Reflection:** This refers to the image of the consumer. If you were to stereotype your ideal customer, create an avatar for them, what would they look like? You will have many buyer types. But there is an ideal client. He/she is your top consumer. Your target group will be broader. Your reflection should focus on this ideal client.

**Self-image:** Your ideal client holds this image of him/herself. You market to this self image. Use it to guide your advertising, social media, brochure
Same trusted education, now fit for a professional.
appearance and content. The better you know this client, the higher your return on marketing investment will be. Think again of Sports Cuts. They don’t just market to men; they market to how those men see themselves.

To define your brand, you need to get a clear picture of the purpose and place of your business. The SWOT analysis can help. To do a SWOT analysis, involve everyone in your company. Also, include your best customers. For best results, also ask some worst customers. SWOT analysis is done in the form of a survey. The survey asks questions about each aspect of SWOT. You can create it yourself, or have it done by an outside firm that specializes in this.

Here is what each letter stands for:

- **Strengths** – What about you gives you an advantage over your competitors?
- **Weaknesses** - What about competitors puts your team at a disadvantage?
- **Opportunities**: What elements could your business exploit to its advantage?
- **Threats**: What elements could cause trouble for your business?

Start by creating a list of simple questions. What services does our business do that others don’t? What do we do better than our competition? Cover offerings, appearance, cleanliness, hours, staff friendliness or team spirit as well as professionalism and products, your Facebook page and your website. Make it short answers to increase participation. Reward those who take the time to help.

Once you have the answers, your team should be able to review them and look at your position. There may be opportunities for enhancement. Understanding of your SWOT, will help you define your brand.

Creating a business identity is a five-step process. It will define what your business brand stands for, goals, personality, emotions you want your guests to experience when in contact with you. It also is a clear positioning statement.

**Have a Vision Statement.** This describes what you want your company to become. It can be one simple sentence. Not how, just what is your long-term dream of what it will be. Keep in mind your most important services. What will you never offer? What is unique about doing business with you? How would your customers describe your business to a friend? Where will you be in five years?

Then come up with your **Mission Statement.** This defines your company purpose. Keep it simple, straightforward, easy to grasp. It should be motivational to staff and guests. Think about what market needs do you exist to address; what do you do to address these needs; what guiding principles define your approach and what makes customers choose you?

**Essence** — This refers to those emotions you
want your guest to feel when they interact with you. Your essence is your company’s heat, soul and spirit. Make it ONE word. Consider what emotions an encounter with your business elicits. If your brand was a person, describe its personality (safe, magical, exotic, etc.).

**Personality** — A business’ personality describes how the brand speaks, behaves, thinks, acts, and reacts. Apply human characteristics to your business and describe it. What personality do you want to put forth? Lighthearted and fun; Serious and all business; Down to earth; Playful; Matter-of-fact

**Unique Value Position (USP)** — This positions your brand in one or two sentences. Your USP clearly states your unique value and how it benefits customers. It must define audience, market segment and a clear benefit that sets you apart. It also needs to instill confidence that it will deliver on its promise. Consider these: Target market, demographic and the avatar persona who you are speaking to; The market segment you serve; What is your brand promise – both rational and emotional; What makes your business unique from all the other salonsclinics in your area; Why should your customers care about your unique value position?

It takes a time and effort to accomplish this. But it pays back in big dividends. If you need inspiration — look at Disney. They have done branding to the extreme. Every single member of their team is trained to a solid understanding of what their brand is. That’s what makes them the Magic Kingdom and unique from every other theme park in the world.

Is it time for you to up your game? It will make every marketing effort you do more successful. Your physical business, website, Facebook, Google and all the others match. Customers will get the identical message on all fronts. They will know better who you are and why they should chose YOU.

Judith Culp Creative Copy offers consulting and copywriting services to help you brand and market your business. For more information Visit: www.jculpcreativecopy.com, email judith@jculpcreativecopy.com, or call 541-255-2379.
Stand Above the Crowd

by Jon Gonzales

“Success does not as much depend on external help as on self-reliance.”

— Abraham Lincoln

Why is it that some hairdressers make it big while others just get by? How do they stand above the crowd and gain that all important competitive edge? What makes them different than all the other hairdressers in their community? What is their competitive edge? What is their secret to success?

There are no magic secrets to being a peak performer than just following a few guidelines. The good news is you will probably win by default because few in our profession will not take the time to learn; far too many hairdressers and salon owners are either in denial or always looking for excuses to fail.

Here are some guidelines to follow with an open mind:

Learn to Take Constructive Criticism — as a positive learning experience with an open mind. If your boss offers suggestions on how you can improve, listen to their suggestions. Their incentive to help you improve is also a bonus to their bottom line as well as yours. Give your boss permission to criticize you without taking criticism personally. I have yet to meet a salon owner that wants to see you fail. They will appreciate your efforts at self improvement. As an owner what a joy when one of my hairdressers ask me the question, how can I improve?

Take Responsibility — you can’t always blame your boss or other factors for your own success or failure. Nobody is going to stop you from learning and self improvement. The road to your success will always be under construction. Education is all around you. If you really want to succeed and are willing to work hard, you probably will succeed. You and only you control your growth and development.

Seek Self Improvement — challenge yourself every day to keep getting better. The question is do you have the self-management and self-discipline towards your growth and development. My program, Hairdresser Career Development Systems provides an easy-to- understand road map to follow to make your journey to the top easier.

Stay Positive — you are what you believe. If you are negative you will be surrounded by negativity; if you are truly dedicated to learning and self-improvement you will succeed. Never allow yourself to be drawn into salon gossip.

Patience — Dare to think outside the box, sometimes you have to be a contrarian to separate yourself from the crowd. Advice for hairdressers
just starting a career, keep in mind, growth and development is a journey, not a sprint.

**Find Quality Education** — and be careful how you spend your money on education. Check the background of the educator, references and if they represent a special interest group like a product company. Make sure the education you receive is focused on you. The more you learn, the more you earn. As you learn more and more and gain experience, you will enhance your confidence and gain possibilities you never thought possible.

**Love People** — my mother who owned her own small salon gave me this advice that has stayed with me all these years. When you learn to love and care about people, you will love your profession. And if you love your profession and people, strive for excellence in exceeding client expectations. Know what your reward is? A greater appreciation of the career you have chosen.

**Look and Act like a Professional** — Are we not in the profession of making our clients look and feel good about themselves? If you want to be respected and compensated like a professional, then you must look and act like a professional, especially if you want to develop an upscale clientele and stand out among your competitors? After all, we are in the image making business.

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
How I Beat Amazon to the Salon Retail Punch

by Christian Gaytan

The other day I was working with a new referral. She was great, fun, talkative and we were really hitting it off. She was looking for a change and she loved my recommendations.

The conversation was great and the haircut was fun but it’s the exchange that took place during the style I want to share with you. I always start by talking to my guests about their usual styling regimen, asking questions like: How often do you style your hair? How much work do you put into it?

The purpose is to gauge what type of tools, products and techniques I’m going to send my new client home with at the end of the appointment. With this particular client I had several advantages, she likes me, she’s having a great time, she’s getting a new look, and she seems really interested in what I’m promoting.

Here’s where I’ll pause the story to remind of the importance of retail in the salon. Our line of work requires us to have an intimate knowledge of the inner workings of what we do. We have to understand cause and effect when cutting; color theory and some simple chemistry by way of formulation; design and composition when styling and, for the purpose of this story, products.

The more we know technically, the greater our ability to create the work. But because our influence ends when the client leaves the salon we must teach our guests how to care for it after they’ve gone. We do this best when we share with our clients how to make their hair work for them through the very tools, techniques and products we used to create the look in the first place.

But let’s factor that out for a moment. The salon and stylist are more profitable when they display healthy vitals in retail sales. Clients are more likely to return and more often. Most salons share the cost of education through programs paid for by sales. Paid vacations, promotions, insurance and retirement are not out of the realm of possibility through the added revenue, but only if it’s working and only if it’s healthy. Then everyone wins.

Despite the many benefits of retailing in the salon, schools haven’t done a great job emphasizing the true importance of this. As a result, we’ve left a void, the demand is there but we’re not filling it. In over a decade of doing hair I’ve seen a lot changes like brands being bought and sold; diversification; professional only lines going public; LOXA; big retailers like ULTA and Amazon selling professional products. The fight is getting harder and harder with more options than ever for the guest to choose from. We have to do whatever it takes to make sure that dollar is being spent with us, the
little guy, the underdog.

I start to flat iron my client’s haircut. A lovely, textured bob with a line so clean you could cut your finger on it. During the flat iron she asked, “Will I need to do the same to my hair to get it to look this nice?” to which I replied, “Yes.” After sharing the features and benefits of the iron I was using she causally replied back with, “I’ll look for it on Amazon. I have Prime you know, so it will come in like, two days.”

We’ve all heard this line before. But it didn’t faze me. I’m used to clients telling me no. It’s a part of the job and I welcome it, because at the very least I made the effort and if I’m consistent in my work and recommendations I may get a yes.

Without hesitation I responded with, “We have Prime as well. You can take it home today, no shipping charge, and for a fairer price.” With an amused look on her face she opened up her Amazon app, typed the irons make and model into the search bar and scrolled through her options. Everything except for two was more expensive. And the two that weren’t were under by about $5 and did not have two-day shipping. And that was that.

We wrapped up by saying our goodbyes. I thanked her for her visit and introduced her to the service desk team who set up her next appointment. In case you’re wondering... she left with the flat iron.
Education is Key to Retail

The act of selling doesn’t always come naturally to hairdressers. In fact, it’s something many of us dread with a passion.

But realistically, we must sell products in order to support our businesses — and our livelihoods. So, how do we sell without becoming that slimy salesperson? It’s easy. Share our knowledge!

Education is EVERYTHING to retail. The moment a client walks into your salon and sits in your chair, you should be educating them. Think of it as an experience, not a sale.

To do this, you need to really listen to your client’s needs and questions and be savvy enough to answer these questions so they don’t have to go elsewhere for information. You need to explain what you are using on their hair and why, throughout their visit.

Offer them a styling lesson: Demonstrate how to use the right products, put the tools in their hands, explain how to layer or cocktail the products together to achieve maximum styling results. Chances are, they will be entertained and take interest in the products without your ever having to prompt a sale.

Hairdressers wield so much influence over clients. You should take advantage of this to help boost sales. Tell clients you can’t guarantee their haircolor service unless they use products designed for color-treated hair. Give them sample sizes of products they might love. Give them products as a gift when they refer someone to you. Do all this because they might return and buy product from you next time.

If you sell or own a niche brand, remind your clients those products are only available at your studio (or at select locations). The point is, they can’t get your product anywhere, so they should get them from you.

If you sell a bigger brand, educate your clients on the value of purchasing from an authorized retailer. If they find the product at an unauthorized retailer, perhaps online or at a local drugstore, they might not be getting the best quality product. Many clients don’t know this and appreciate the information.

In today’s multichannel world, your point of difference is your expertise — and that can be extremely valuable when you need to move product. It’s all about creating that human experience your clients can’t get online or at a beauty supply store.

Any way you can stay in your clients’ minds when you are not with them is what you want. Your goal should be to get your products into their shower or regular styling routine, so they will think of you every day — and return to buy what you have to offer.

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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I enjoyed reading a recent and rather humorous description of this year’s Presidential choice: crazy v. criminal! While perhaps a little over-stated, I thought this was a decent encapsulation of what the two major political parties have offered this election cycle.

So I can understand the growing cynicism among voters about our body politic. But we shouldn’t give in to the despair.

While not everyone is -- or should be -- an eager political animal, we live in a nation based on the rule of law, and those laws are written by individuals we elect. If we regularly exercise our right to vote -- a privilege many Americans have died fighting to defend, it is incumbent upon each of us to be aware of the issues facing us, personally, as well as those that impact our professional life.

By learning how the laws and regulations governing your salon are created, and the policy reasons your elected representatives used to justify them, you will be in a better position to judge the decisions and worthiness of your elected representatives. And while this column began with the depressing choice offered at the top of the ticket, most of the laws and regulations governing our industry are created and enforced at the state level, where you can have an even greater impact. These public officials must come before you every two-to-four years to ask for your blessing for another term in office, so your opinion matters, especially if it is combined with the thousands of other beauty industry professionals in your state.

And one doesn’t have to wait to enter the ballot box to hold their feet to the fire. State governments offer online viewing of the moving mechanisms governing our industry, including live webcasting of legislative and regulatory hearings, the status and text of proposed bills and regulatory actions, and a host of other timely information.

Take a few minutes to log-in and get informed. By so doing, you may be inspired to offer state officials your personal insights about the world of beauty; there are plenty of opportunities in the legislative and regulatory process to provide such input.

Never forget, you hold the (electoral) fate of your representatives in your hands — and by extension, the regulatory officials who they appoint. And the act of us holding them accountable for their actions ensures our government remains “of the people, by the people, for the people.”

Sadly, as evidenced by many online comments and social media discussions, it is apparent that far too many Americans have checked out of this political process. And I’m not just speaking about our woeful voter turn-out statistics. Many of us have
been lulled into inaction by cynical complacency, protected by self-erected walls of sweeping generalizations about politics and uninformed dismissals regarding the mechanics of law-making.

Admittedly, our body politic is in dire straits. Additionally, the legislative “sausage mill” can be an ugly thing to watch as it churns well-intentioned ideas into law. And then comes the deliberations and actions of your state licensing agency, tasked with implementing those laws.

Our system of politics, law-making and regulatory enforcement may be far from perfect, even a bit unseemly at times, but so what? A government powerful enough to maintain a tidy appearance is a government that likely doesn’t answer to the whims and dictates of its governed population.

We should be grateful we live in a nation that values laws and provides “we the people” the ultimate control over what those laws will be. Together, we may not paint a pretty picture, but we own it, and therefore we can alter it as we see fit. There is no need for the theoretical perfect to become the enemy of the real-world good.

For the good of our industry and the liberties we enjoy in this great nation, get informed and get involved, no matter how depressing politics can sometimes be.

Fred Jones serves as Legal Counsel to the Professional Beauty Federation of California, a trade association singularly dedicated to raising the professionalism of the beauty industry. To learn more about the PBFC and receive further details about the subjects contained in his column, go to www.beautyfederation.org.
If you’re going to do something with your life and career, do it to the best of your ability.

And if your ability comes up short, study and practice harder until you get it right. Work at it until you master it.

You get one shot at life. I don’t know about you, but I set out to make a difference in the world around me. I wanted to succeed in business and be the leader of my own company. I wanted to teach and coach. I wanted to write a great business book -- and I have written three books so far.

I achieved these things by working my butt off. I did it by learning what I didn’t know. I did it by pushing myself to become a recognized expert on business and leadership. My career and my success were not handed to me.

Establishing your reputation as a salon/spa business owner or service provider has everything to do with your approach to, and commitment to, professionalism. That being said, I am deeply troubled by how casually the term “professionalism” is used in our industry.

Professionalism isn’t a name you just slap on something. Professionalism is about one’s behavioral conduct, integrity, trust and respect for others. It’s about how you project who you are to others -- the genuine you.

Here are my ten must do’s for creating the career and success story of your dreams:

**Earn your success every day:** Career, professionalism and success are built one day at a time by showing up, playing as hard as you can play every day and that means showing up early. By showing up also means being prepared for the day’s work and challenges. Playing hard mirrors your level of seriousness about your career and earning your success. FACT: You can’t fake seriousness and playing hard. It’s there or it’s not.

**Test your limits:** Some days will test your limits to deal with real life business and career challenges. That’s okay because testing your limits builds character. Testing your limits forces you to adapt and overcome. FACT: Testing your limits is about breaking a sweat on the tough stuff and proving to yourself that you can not only handle it -- but excel at it. Easy work doesn’t force you to adapt and grow. Doing easy work is a lifetime pass to the comfort zone.

**The entitlement curse:** I’ve never bought into entitlement thinking. When it comes to building a career, professionalism and success, no one is entitled to anything. A career is earned and built -- not given as a gift. Professionalism is a chosen
Same trusted education, now fit for a professional.

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behavioral conduct, not a title earned simply by showing up. Success is an outcome; tenacity, commitment and hard work are the drivers. FACT: Anyone that feels entitled to a career, to be called a professional, or have success handed to them, will go through life blaming everything and everyone for their failures -- except themselves.

**Image and reputation:** Chasing a career, professionalism and success means living under a public microscope. Fairly or unfairly, your actions, words and deeds are there for the world to experience, evaluate, judge and criticize. This is especially so in this era of social media where anything and everything, true or not, can go public in a nanosecond. FACT: One misstep can cause an impeccable image and reputation to go poof and take years to recover. Protect your image and reputation through good judgment and by avoiding questionable situations.

**Be first to step up:** Being first to step up is the simple process of putting yourself out there. It may be to simply give a helping hand, volunteer for a project or to take on new responsibility. FACT: People that step up first get noticed. People that step up first are committed to getting things done. People that step up first do so because it’s the right thing to do. They are team players and reflect the best of a company’s culture. People that don’t step up are the comfort zone crowd that always wants more without doing the work.

**Mentor with the best:** When you mentor with those that are where you want to be, it’s like getting on the fast track of knowledge and experience. Successful people know the value of mentoring because that’s how they create and surround themselves with dynamic teams. FACT: Successful people can quickly identify the fire in someone’s eyes that is hungry to learn and grow. They are willing to share their knowledge and experience with others and often take select individuals under their wing. Just ask. You’ll be surprised how many are willing to share and mentor.

**Beware your own ego and hype:** If you don’t keep your ego in check, it can easily over-inflate. There’s nothing wrong with being a little boisterous, but going over the top can and will make you look like a jerk. It’s also dangerous when you start believing in your own hype. I’ve seen people act like they’re royalty and expect extreme special treatment. They are quickly identified as “difficult” and “high maintenance.” FACT: Success earns respect for the accomplishment … but it’s the same respect everyone deserves. Don’t act like a jerk. Done.

**Measurements tell the truth:** When the success behind the curtain is the same as the success the world sees in front of the curtain -- there’s truth. When the story in front of the curtain is masking an ugly mess behind the curtain -- that story is a fabrication. FACT: There are financial and operational measurements that support impres-
sive careers and success. Profit, manageable debt and cash reserves tell the truth about the leader and salon/spa’s fiscal controls. First-time and existing client retention rates, pre-book rates, productivity rates, staff turnover rates tell the truth about operational success. What story do your measurements tell about your career and success?

Embody professionalism: Professionalism doesn’t automatically come with a license or being able to buy and use professional products. Professionalism is directly proportional to how you choose to master and embody your chosen career. It is the level of commitment to your work, the clients you serve, the business that employees you, the teammates you mentor, your attitude, your work ethic -- and the industry you represent. FACT: Professionalism embodies your personal pride and respect that you are an integral part of a profession that is greater than you. Anything less is not professional.

Reach out your hand to others: You didn’t get where you are without help, guidance and mentoring from others. When you reach that extraordinary place where your career, professionalism and success become one, you have a responsibility to those coming up behind you. Show them the career and success pathways that you discovered. Be their benchmark for what authentic professionalism truly is. FACT: You will encounter many that don’t want to do the work. In the end, if you want success more than an individual is willing to fight for -- learn from your experience and move. Likewise, you will encounter the few with that passion in their heart and fire in their gut. Cherish those amazing mentoring experiences.

Here’s my challenge to you: Salon/spa owners are stuck between old and deficient business practices and what it truly takes to lead and grow a dynamic, team-based business model. Proof of this is how service providers are revolting against the commission “I/me/mine” structure and opting for booth rental and suites. Creating amazing careers, authentic professionalism and extraordinary success takes a hell of a lot more leadership know-how and systemization than paying a commission on what a pair of hands can generate.

If working alone beats working for your salon/spa -- the mindset change for career, professional and success needs to begin with owners. Take a hard look at your business model. If the ten “must do’s” detailed above are not vividly evident -- it’s time to change your leadership approach and business model.

Neill Ducoff, founder of Strategies and author of the upcoming book “No-Compromise Leadership,” developed the team-based pay concept more than 30 years ago and developed a company that trains and coaches to ensure businesses implement the program successfully. For more information, e-mail neil@strategies.com or visit www.strategies.com.
“I can’t sell retail products. I’m not a salesperson.”

I can’t tell you how many times those words would creep out of the mouths of my employees. To be honest, I used to feel the same way when I started out in this industry. I never realized how important selling retail is and can be to your business until I became a business owner.

You don’t have to be a salesperson to sell retail. Education is all you need, that and a willingness to listen. Are you willing to listen? Let me tell you about my experience on a commission employee’s attitude on selling retail versus a salon owner’s attitude on selling retail.

A few years back I had a commission salon until I took the plunge to switch to booth rental. When I had employees I offered them a commission on their retail sales. It was 10 percent of cost up to a certain amount then the percentage would go up the more that was sold.

This incentive just didn’t work at all. My employees barely sold anything. I tried doing contests, giving prizes and I praised them, however, nothing worked. My own retail sales were the highest retail total out of the salon.

I would get frustrated with my employees because I didn’t understand their aversion to talking about what they were using on their clients. This is simply second nature to me and I’m not pitching anything to them, I am just informing them. My employees couldn’t comprehend this. That is until they became in charge of their own business.

Once the salon was switched to booth rental, the women were given the option of selling their own retail or they could sell what I provided. Most of them said they didn’t want to be bothered with keeping track of inventory so they would just sell my products.

I started to notice the change little by little. I would see them walk up to the front with products they grabbed from their station drawer and hand them to the receptionist. They finally got it! They finally saw what I had been trying to show them for years. Not only does retailing help your bottom line, it improves communications with your clients.

They realized that you can make money selling retail. They have something else to discuss with their clients other than who’s getting divorced and who is getting married. Don’t get me wrong, we love to be the first to know what’s going on in our clients’ lives before their own family members.

This is all rather simple. If you find a product out there that you love, educate yourself or take a product knowledge class. Believe in what you are using. Inform your clients on what you are using and why. That’s it.
Your clients are spending hundreds of dollars on their hair. Once you explain to them why you use this product they will want to use it also. There are tons of different tactics out there from tons of different companies but this has worked for me. All I do is faithfully tell my clients what I’m using, why I’m using it and then as we are walking up to the front I ask them if they want to try it. They can say yes or no, however, I hope they reply with an emphatic yes.

If the answer is no I just let them know that I always carry it if they change their minds. I then jokingly tell them they had better not go buy it at Target or Wal-Mart. This opens up a whole other conversation; most of the time they will ask why. I then inform my clients on what diversion is and the risk people take by not purchasing professional products from trusted salons. This may seem like a long conversation but it happens in about three minutes.

I try not to get too technical with my clients because, in my opinion, it’s as if I’m speaking a foreign language to them. Some have actually said that to me. So I try to keep the information that I give them simple but factual. They can do with it what they want. I’m just here to inform them. It’s okay if they don’t want to buy the shampoo I used on them. I’m just happy they keep coming back.

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.
SOS (Save our Salons)

by William Vaccaro

I just read the article written by Jon Gonzales in the April 2016 issue of Stylist Newspapers, “Why are so many salons failing?”  

Editor’s note: go to  
www.stylistnewspapers.com/features/2016/0416_features/0416_Failing_Salons.html

Excellent article. Professionalism seems to be disappearing. Can this industry really survive without the structure of the brick and mortar shop and salon owner?

I’ve been a salon owner almost 35 years now and I can honestly say, over the years, I’ve seen it all. I’ve seen many changes, and not for the better. Can this industry survive when the public seems to accept their favorite stylist will come to their home to save a few bucks? Is it professional to be making appointments on your cell phone while in line at the grocery store? If you want to be treated like a professional, then act like a professional.

As a salon owner, dealing with employees can be frustrating. It’s never been an issue with finding new clients. They are out there. There was a time when a new employee would stay for 10 maybe 12 years. Now six months is a plus. The newer generation of stylists, want it all now. It takes time to build a following. There is something to be said about the salons that have been around awhile. Sound business know-how is why most of them survive.

Too many times I’ve seen two or three young ones quit after a few months to open their own and fail because the rent is due EVERY month and the utilities have to be paid EVERY month. Or build a small following (at our expense), then quit the shop and service their clients at home. It seems like it’s a merry-go-round of jumping on and off the employment bandwagon. Who’s to blame? Well it probably starts at the school level. Let these kids know it’s not a million dollar paycheck in the first six months.

There is a problem with accountability as far as following rules set by the salon owner and the state’s inspecting boards. I have a tremendous amount of respect for the inspecting boards, they are there to protect the public and to protect us, but most are spread extremely thin. This needs to change. I have seen blatant disregard for state board rules because they know inspectors don’t come in very often. And they also know the salon owner won’t fire them because they can’t afford to. In some cases it’s like the inmates running the asylum.

I have learned a lesson the hard way. ALWAYS call a potential employee’s last few places of employment. Hopefully the owner will tell you the truth. If they were not honest or were disrespectful in any way...don’t hire them. Worked in five different salons in the past year? That’s a red flag. Cooperation between salon owners would go a long way and benefit all of us. If they don’t respect our
industry, then go flip burgers.

Ask any salon owner how much revenue is lost due to people getting services done at home. This is a case of the salon industry cutting its own throat. By selling professional hair products to anyone with a license is just inviting them to start using them on clients at home. Wouldn’t it make sense to sell only to salon owners that have brick and mortar salons that can prove they have been inspected? Same with independent contractor licenses. Prove you work in an inspected location.

Home salons? Show your shop license. They are subject to inspections too.

It’s bad enough some of the big name hair care companies have cut our throats by selling in big box retail stores. Salon owners should not carry or use any of their products. Send a message.

And I could never understand why someone with a nail tech license could buy perms and color from a supplier. Or why an esthetician can buy anything other than what they’re trained in.

High tech is great. You can learn to do anything online. But wouldn’t it make sense to somehow have to register your shop owners license before you can view “How to - Color techniques at home”? Isn’t that what we do to earn a living? There’s a reason why you don’t Youtube a video on “How to do a knee replacement at home and save money!”

Cell phones....oh yes...no one would work for me if I didn’t let them have their cell phone. But they share numbers with their clients; tell them to text if they need an appointment. Then either the client asks or the stylist offers a discount if they’ll come to their house. That is lost revenue for the salon owner. There doesn’t seem to be a way to make clients call only the shop to make appointments anymore.

Realistically this industry will survive, but how much better it would be with some sound structure. We must do better. More cooperation between owners, manufacturers, state agencies and schools would be a start.
Salon Openings

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HAIR STYLISTS - DUBLIN, OHIO ~ LOCATION! LOCATION!! LOCATION!!! Now you can rent a salon loft/suite and have exposure too!! Includes your own street sign with your business name on it, 2 hair stations, 2 shampoo bowls, and 2 hair dryers. Located on the main street in “Historic Dublin” and a private parking lot!! Only $250 per week. Call Ann 614-284-3116

STYLISTS TO GROW A WINNING TEAM — At Sport Clips, we’re interested in motivated, positive, reliable, upbeat Licensed Stylists to help grow our winning teams. You should be an outgoing and career-oriented hairstylist who has passion for doing men’s haircuts. Apply Now at http://www.sportclipsjobs.com/kKiZIQ

SALON BOOTH CHAIR RENTAL ~ Salon booth rental in Pepper Pike, OH—Beauty salon booth rental in a small, friendly, upscale, professional salon. -Receptionist available for booking appointments, if needed. -Must have an Independent Contractor / Manager’s License. For more information, call 440-975-9290 during regular business hours. Ask for Jim. Thank you!

TOOL DEPOT ~ Directly from Sport Clips Norwood, OH, we have a large selection of quality equipment for sale! Contact Kristen Kantounatakis at Kristen@EmmcoRealtyGroup.com.
LOOKING FOR A GREAT PLACE TO WORK? We are a new, very clean salon located in a prime area of Toledo and we have one opening left! If you’re an Independent Contractor and need a change, give us a look; salon213 (567)455-5213

BEST KEPT SECRET ON THE WEST SIDE OF CINCINNATI! We are looking to add some new friends to our BackStreet Studio Team. We have a very nice diverse neighborhood. We are an Art Deco Studio, Feng Shui Design, Established since 1992. A very cool space! We have space available for White-Ethnic-Natural Hair Care Managing Cosmetologists-Independent Contractors, We love what we do, and do what we love! Positive! We are looking for the same. Booth Space Available Please Contact Tom or Pegge for more information. Thank You! www.backststudio.com.....513-662-6559

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LIMA AREA SALON FOR SALE ~ Beauty Salon for Sale - Lima area Beauty Salon for Sale located in a Good Business District with a High Traffic Area. Business, Land, Building, and Most Fixtures included for $219,000. 6 Styling Stations and 2 Nail Stations currently rented by 9 personnel. Profitable income with room for additional stylists. Don’t Miss this Rare Opportunity to Own your Own Business!! Contact Tom Jettinghoff of Schrader Realty at 419-235-2302 for more information. Schrader Realty at www.schraderrealty.net
**SALON FOR SALE** ~ Hudson/Stow/Cuyahoga Falls Area
Salon (Summit County)  This salon is beautifully decorated and fully functioning, no down time necessary. This is a great investment opportunity for professional stylists, or anyone looking to start their own business. Sale includes established stylists, established clientele, professional product lines, marketing systems, employee systems, and operational systems. Space offers ample parking and room to grow. Salon is very spacious inside with flexibility to meet buyers need and ideas. Current services offered are: Hair, Wax, Makeup
Price includes the following: beautiful, updated, fully-functioning profitable salon with existing stylists and clientele, all fixed assets, retail inventory, back-bar inventory, full client list, business systems, website, social network sites. Asking Price, $50,000. Interested buyers please call 330-242-4081

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**REYNOLDSBURG, OH-ENTREPRENEUR/OPERATOR FOR A NAIL, HAIR, MASSAGE AND BEAUTY SALON WANTED** ~ We are looking for a highly-motivated, committed, business-minded operator to invest, fully or partially, in the operation of the 1,200 sq ft Suite 497, Lancaster Avenue, Reynoldsburg, OH 43068, which is part of a 8-suite, fully-occupied shopping center. Remodeling subsidy will be provided. To satisfy the demand, suite 497 may be restored to its previous operation offering a full line of service, which includes 6 styling stations, 5 manicure/pedicure stations, 4 tanning booths and waxing table. Please respond to: LANA Management 614-459-5930 by leaving a long message or to “taicwong@hotmail.com”

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**PERMANENT MAKEUP TRAINING ~** Mona Lisa’s is now offering 5-Day course! Be the first to introduce these wonderful procedures to your clients, while increasing your revenue by thousands. 513-892-1116 mona.lisa@monasmakeup.com

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### AUGUST 2016

- **7**: National Aesthetic Spa Network Event Golden, CO [www.nasnbiz.com](http://www.nasnbiz.com)
- **10**: Spa Buzz Nourish Colorado 970-333-2222, [www.thespabuzz.com](http://www.thespabuzz.com)
- **16**: NCEA-Sponsored Prep Class, Boca Raton, FL [www.nceacertified.tv](http://www.nceacertified.tv) 201.670.4100
- **20-22**: Face & Body Northern California San Jose, CA 630-653-2155, [www.faceandbody.com/california](http://www.faceandbody.com/california)
- **20**: National Esthetic Teacher Training (NETT) Conference [www.NCEA.tv](http://www.NCEA.tv) 201.670.4100
- **20-22**: Bronner Brothers Mid-Summer Show Atlanta, GA 800-547-7469, bronnerbros.com
- **21**: NCEA Prep Class, San Jose, CA [www.nceacertified.tv](http://www.nceacertified.tv) 201.670.4100
- **28**: ABCH Examination for Certification, Boston, MA [www.haircolorist.com](http://www.haircolorist.com)
- **28-29**: Professional Beauty Johannesburg, South Africa [probeauty.co.za](http://probeauty.co.za)

### SEPTEMBER 2016

- **4-6**: China International Beauty Expo [chinainternationalbeauty.com](http://chinainternationalbeauty.com)
- **10-13**: 12th Annual Beauty Fair Sao Paulo, Brazil [beautyfair.com.br/us](http://beautyfair.com.br/us)
- **11**: NailPro Sacramento Sacramento, CA [www.nailprosacramento.com](http://www.nailprosacramento.com)
- **11-12**: The Intl Congress of Esthetics and Spa, Long Beach, CA 1-800-471-0229 [www.LINEONLINE.com](http://www.LINEONLINE.com)
- **11-12**: SalonCentric Live Grand Rapids, MI [education.saloncentric.com](http://education.saloncentric.com)
- **18-19**: Armstrong McCall’s World’s Fair Austin, TX [www.worldsfairhairshow.com](http://www.worldsfairhairshow.com)

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### OCTOBER 2016

- **1-2**: SalonCentric Live Show Omaha, NE [education.saloncentric.com](http://education.saloncentric.com)
- **2**: California Beauty & Barber Expo, Santa Cruz, CA [www.santacrusbe-beshow.com](http://www.santacrusbe-beshow.com)
- **2-3**: Cleveland Fashion Focus Cleveland Convention Center, Cleveland, OH [www.cosmoprofbeauty.com](http://www.cosmoprofbeauty.com)
- **2-3**: Allied Beauty Association Show: Calgary, AB, Canada 905-568-0158, ext. 205, [abacanada.com](http://abacanada.com)
- **2-3**: Olympia Beauty Show London, England [olypiabeauty.co.uk](http://olypiabeauty.co.uk)
- **6**: Spa Buzz Nourish Chicago 970-333-2222, [www.thespabuzz.com](http://www.thespabuzz.com)
- **8-10**: Intercoiffure Fall Atelier New York, NY [intercoiffure.us](http://intercoiffure.us)
- **9**: ABCH Examination for Certification, Washington DC [www.haircolorist.com](http://www.haircolorist.com)
- **9-10**: Premiere Beauty Classic Columbus, OH 800-335-7469, ext. 142, [www.beautyclassicshow.biz](http://www.beautyclassicshow.biz)
- **9-10**: Charlotte Fashion Focus Charlotte, NC [fashion-focus.net](http://fashion-focus.net)
- **9-10**: Carbel’s Pro Beauty Show GA 855-776-2328, [probeautyshow.com](http://probeautyshow.com)
- **10**: National Aesthetic Spa Network Overland Park, KS [www.nasnbiz.com](http://www.nasnbiz.com)
- **15-17**: Salon International 2016 London, England [salonexhibitions.co.uk](http://salonexhibitions.co.uk)
- **16-17**: Barristar Beauty School Forum, Burbank, CA 949-673-4245 paul@barristar.com [www.barristar.com](http://www.barristar.com)
- **16-17**: Glendale Fashion Focus Glendale, AZ [fashion-focus.net](http://fashion-focus.net)
- **16-17**: SalonCentric Live Show Bellevue, WA [education.saloncentric.com](http://education.saloncentric.com)
- **16-17**: Esthetique Spa International Montreal, QB, Canada 866-772-7469, [www.spa-show.com](http://www.spa-show.com)
- **16-17**: AestheticsMinnesota Symposium [www.sspatoday.com](http://www.sspatoday.com)
- **16-18**: ISPA Conference & Expo Las Vegas, NV 888-651-4772, [attendispa.com](http://attendispa.com)
23-24: Premiere Birmingham 800-335-7469 www.premiereshows.com
30-31: ManeStream Hair and Beauty Expo, Tampa, FL www.manestreamexpo.com

NOVEMBER 2016
5-8: Scruples Global Design Artistry Lakeville, MN scrupleshaircare.com
6: ABCH Examination for Certification, Atlanta, GA www.haircolorist.com
6-7: The Intl Congress of Esthetics and Spa, Miami Beach, FL 1-800-471-0229 www.LNEONLINE.com
6-7: SalonCentric Live Show——LPPD Event Lake Geneva, WI education.saloncentric.com
11-14: AACS Annual Convention Orlando, FL beautyschools.org
12-13: The Makeup Show Chicago, IL www.themakeupshow.com
13-14: San Juan Beauty Show San Juan, PR sanjuanbeautyshow.net
13-14: IMAGE Expo Dallas, TX 877.219.3976, www.theimageexpo.com
15-18: Cosmoprof Asia: Hong Kong China cosmoprof-asia.com
20: Barristar Beauty School Forum, San Jose, CA 949-673-4245 paul@barristar.com www.barristar.com
20: NCEA Prep Class, Pleasanton, CA www.nceacertified.tv 201.670.4100

DECEMBER 2016
4-7: Salon Business Exchange, Eau Palm Beach, FL 203-202-2576, jjamison@exchangeevents.com www.salonbusinessexchange.com
5-6: Live Love Spa Honolulu, HI 800-728-1965, livelovespa.com

JANUARY 2017
16-17: WBRA Western Buying Conference Las Vegas, NV 201-489-8096, www.westernbuyingconference.com
28-30: Long Beach International Salon & Spa Expo, Long Beach Convention Center www.probeauty.org/ISSE

FEBRUARY 2017
5: IAS, Independent Academy Sessions, Delray Beach FL www.iasraw.com

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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