Selling Wellness: Marketing with Emotional Appeal

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**Contributing Writers:**
Judith Culp, Jerry Tyler, Elizabeth Morris, Neil Ducoff, Jayne Morehouse, Marco Pelusi, Fred Jones, MiladyPro, DJ Victory, Jon Gonzales, Ali Davidson, Elizabeth Kraus

**Ohio State Board of Cosmetology**
Christopher Logsdon, Executive Director

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Toll-free (888) 297-7010
(503) 297-7010 • Fax (503) 297-7022
E-mail: lisa@ohiostylist.com
Web site: www.ohiostylist.com

Mailing Address:
P.O. Box 657 • 18774 NW Sellers Road • Banks, OR 97106

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Managing Editor ............................................. Lisa Kind
Production Manager .......................................... Joel Holland
Advertising Director .......................................... Lisa Kind
Copy Editor .................................................. Linda Holland

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**ABOUT THE COVER:**
Cover Photo by Michael’s Salon & Spa
Hair Designer and Makeup Artist: Lindsey Best
Model: Denise Law
Photographer: Michael Schuh

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How to Avoid the Inevitable Hairdresser Burnout

By Christian Gaytan

There are many reasons why people leave the industry: a move, an injury, or a change in family structure. One of the most dangerous and often overlooked is burn out.

It is a very real threat to our mental health and exercise behind the chair. Doing the same thing over and over again can be both a physically and mentally exhausting task. It is important for us as hairdressers to find ways to keep things fresh and exciting. To stand the test of time requires a lot of creative problem solving. Here are few suggestions:

Challenge yourself. It is important for us to do what we love. Many people love what they do so much they even choose to specialize. And there is absolutely nothing wrong with that. However, if we find ourselves losing interest, one of the best ways to re-ignite the spark is by finding micro challenges. A micro challenge is a small change in habit, existing within our area of expertise. For example: I love cutting hair. You could even say that is what I specialize in. Every once in a while I’ll focus on a new challenge. For months I’ll cut with a razor instead of my beloved scissor, measuring the results, learning through my successes and my failures. Or I might cut everything with a different comb or scissor length than what I’m used to using for a particular job.

Change the progression of a specific haircut while trying to achieve the same result is another challenge that is always fun. I am always honest with my clients about my experimentation. They appreciate and respect my willingness to try new things. Sometimes it even makes for interesting conversation and opportunities to expand the services they receive.

For those who don’t specialize, focus on a new skill set. That is always a great way to challenge yourself. Are you strong in color? Try dress work. Feeling bored with men’s cuts? Improve your finishing. It is in our nature to want to conquer something previously unachievable to us. Take advantage of that.

Find friends: Finding someone with the same focus and intent is a scroll, follow or forum away. Find people who value the same thing and ride the wave of community. I keep a close group of friends, some I know really well, and some I know only through the screen of my phone. I turn to this community to influence and critique my work. I study their progress and adopt ideas and techniques I would not have thought of on my own.

This is especially important if you work in a salon or area where you have few resources for support and positive influence. Not sure where to look?
Check Instagram hashtags, Facebook forums, trade magazine forums and social media pages. *Hair-brained*, one of my favorites, is a killer community and a great place to start.

Lastly, I’ve spent a great deal of time stalking the comments section of these blog posts and have found that the type of hairdresser who takes the time to read (in its entirety) and leave constructive feedback is the type of hairdresser who cares deeply about their industry. Sounds like a good place to start looking for friends to me!

**Love working with people.** Two things I’d like to cover here. If working with people isn’t a natural thing for us, it will be difficult to put love into what we do. It will show in our work, and in our interactions with our clients. Secondly, if there is no desire to learn how to grow this skill set, there is very little chance we will ever truly succeed at it.

It is important to remember that this is a people-centric business. The reward and fulfillment that comes with genuinely helping other people makes even the most difficult of days worth it. This is a great place to set goals.

How many people can we make laugh? Perfect the delivery of a funny story. Compliment the client three times before the end of the service. Put two clients who would benefit from one another in contact. Look for ways to help as often as possible. Not only will it help against burn out, referrals and rebooking will skyrocket.

Gamify it. The gamification of our work can be the one of the most fun methods of burning burn out. And there are an unlimited amount of things we can gamify. Work to improve pace without compromising quality. Try to grow the amount of clients we encourage to leave reviews of our work. Improve stats like pre-booking, service dollars, and upgrades. These can be a great way to make our work fun and productive at the same time. Remember when we keep score, we do more.

**Education** - I’ve built my career off of education. It is helped keep me sharp, current, grounded and competitive. It is helped me to develop the ability to view my work through an objective lens. It allows me to update my goals, which keeps me moving in a perpetual state of growth and progress. Isn’t that the exact opposite of stagnation and burn out?

There are so many resources available to us. We should make it a priority to invest education as often as possible. Set a budget and plan for it. Take classes on all levels. Academies, demos, hands on workshops, and online classes are all great ways to keep things fresh. Knowledge is only powerful with action and implementation. If we can learn something new, challenge ourselves to use it, gamify it, find friends who will help compete and support, and use it to help people, then there is very little standing in the way of a successful and fulfilling career.

MiladyPro is the premier destination for ongoing professional beauty education, providing a one-stop source that includes the latest trends, techniques and business skills for salon and spa professionals. For more info go to www.miladypro.com
Renewals

Renewals for licenses with a 2019 expiration date will soon be in full action. As a reminder all CE requirements must be met prior to completing your renewal. All licensees regardless of age must complete 1 (one) hour of CE related to the Human Trafficking Issue. There is a one hour class available on the Board’s website go to the following link: www.cos.ohio.gov/Home/Human-Trafficking to complete the CE requirement.

The Ohio State Board of Cosmetology recently moved to a strictly on-line renewal policy, which will allow us to effectively provide service to our licensees. Below are some suggestions to help you locate computer services, so that you may complete your renewal on-line.

Internet and Online Service is generally provided at the following:

• Local Public Libraries
• Senior Citizen Centers
• Community Centers
• Renewal kiosks are available at the Cosmetology Board office Monday – Friday 8 am – 4 pm with the exception of recognized state holidays.

Online payments are accepted in the following forms:

• VISA credit and bank card
• MasterCard credit and bank card
• Discover credit and bank card
• Debit card
• Prepaid Visa or MasterCard debit card

The Board staff is available to assist you through this process. Should you require assistance, please telephone the Board office at 614-466-3834.
The Ohio State Board of Cosmetology Complaint Process

A complaint may be filed to report any of the following, witnessed in a salon, tanning facility or cosmetology school:

• Unlicensed Individual
• Unlicensed Salon
• Unlicensed facility
• Uncertified person performing or providing services
• Sanitary issues within a salon, tanning facility or cosmetology school

Once a complaint is received at the Board office it will be reviewed and necessary information collected. The person who filed the complaint will receive confirmation the complaint was received and notice if an investigation is completed. In order for the Board to complete a thorough investigation it is necessary that as much information as possible is provided. The complaint will be reviewed for compliance of Board regulations. All information will become public record as part of the review. Your contact information is required in order for action to occur.

Scope of Authority

The Board does not have the authority to act upon any complaints regarding the quality of a service provided. Concerns of such nature should be discussed with the licensee, salon manager/owner or corporate office. Many concerns can be resolved in this manner. The Board does not have the right to recover funds or award damages under any circumstance.

License Verification

Individuals and businesses licensed to provide cosmetology services in the State of Ohio are a matter of public record. The State of Ohio and the State Board of Cosmetology have provided the following link to verify cosmetology licenses. [https://license.ohio.gov/](https://license.ohio.gov/)

Individuals who want a public list for a mailing should use the following contact information:

By email: pirt@das.state.oh.us
By Phone: (614) 466-4357
By Fax: (614) 728-5253
By Letter: State of Ohio Department of Administrative Services, Division of Computer Services, Ohio Data Network, 1320 Arthur E. Adams Dr 2nd Floor, Columbus, Ohio 43221

With the changes made by SB 213 the following are the Credential Definitions which will replace the Managers License. Licenses with an expiration date of 2019 will reflect the following credentials.

• COSA. Advanced Cosmetologist may provide hair, skin and nail services.
• HDA. Advanced Hair Designer may provide only hair services.
• NHSA. Advanced Natural Hair Stylist may provide only braiding and artificial hair service.
• MANA. Advanced Manicurist may provide only nail services to the hands and feet.
• ESTA. Advanced Esthetician may provide skin beautification and relaxation services to face and body.
Creating a healthy environment for your salon team is more than just carrying safe products, investing in ergonomic equipment and ensuring good ventilation.

Have you heard of the term “mind over matter?” The mind is an extremely powerful muscle. Keeping the mind strong, flexible, and positive is the root of wellness.

So how can you create a healthy environment for your salon team? Focus on the mental health of your salon professionals and the rest will fall into place. A positive mindset for salon employees (and booth renters) evolves based upon the three T’s: Trust, Transparency, and Teamwork.

Trust: Does your team trust you? Trust breeds trust just as distrust will spread like the parasitic fungus it is. So how can you breed trust and squash mistrust? With consistency.

Set up systems for your salon and stick to them. Hold yourself to the same standard. I’ve worked in a number of salons and each time I lost trust in my manager it came back to consistency. I worked in a walk-in salon where customers were rotated through the list of working stylists. Our manager would periodically pull herself out of that rotation “to give the rest of us more clients.”

It was, shall we say, ironic that she would always pull herself out when it was her turn and a kid or questionable looking person was coming in the door. I worked in a high-end salon where the owner still worked behind the chair. She would frequently show up for her clients 10-30 minutes after their appointments were supposed to begin.

She’d also take what appeared to the rest of us to be random handfuls of cash out of the register whenever she needed it. Towards the end of every month, when the bills were coming due, she’d try to get the rest of us to ramp up our sales.

Needless to say, we felt very little compassion or commitment to help the salon succeed. There are similar stories all across our industry of everything from certain employees being granted unfair time off to certain booth renters being permitted to turn in rent late when everyone else worked hard to get it in on time.

Owners must set policies, create systems of operation, set the standard, and stick to it. This consistency establishes trust and ends mistrust because every person in the salon knows what to expect -- every day.

Transparency: Imagine walking into a murky

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lake with no shoes on. If you’re like me, I kind of reach a toe forward to sense if the ground is safe to touch. I move super slow and cautious with my anxiety spiked. Sometimes I even imagine I feel things that aren’t really there because I’m on such high alert. If anyone says anything regarding the lake, I believe them because I don’t know any better. I don’t want to be in that unknown water any longer than I have to be and if someone yells “snake,” I am gone!

A similar phenomenon happens when salon owners aren’t transparent about their business. Do you just expect your employees to blindly follow you? Tell them why that new policy was created and they’re much more likely to adhere. Give them a reason for an upcoming promotion and they’re going to promote it.

Give them the logistics behind the introduction or abolition of a product and they’re going to support the decision. Even if an employee disagrees with something happening in the salon, if the leadership is transparent, that employee will not be against change. Transparency alleviates anxiety of the unknown and provides hope for what’s to come. Being transparent will also help establish trust and encourage teamwork.

**Teamwork:** Nothing keeps a person loyal to their job longer than a sense of investment in that business’s success. If you want to keep the mental health of your salon team high, give them a sense of purpose and belonging.

Be transparent about all the work that goes into running a successful salon and get your team involved. Create a promo team to help bring in new business. Form a committee to plan team happy hours, parties, and outings. Bring salon issues to everyone’s attention in staff meetings so the collective can brainstorm a solution and own it.

Some successful salons have even gone so far as team-based pay and tip sharing. Do what’s best for your business but make sure whatever you’re doing helps all of the professionals within the business feel a sense of investment and pride that the salon’s success is also their success.

Trust, transparency, and teamwork all play off one another to support the mental health of your salon. You can have all the ergonomic mats, vegan products, and green design in the world but still have an unhealthy salon.

Mental health is king when it comes to creating a healthy environment for your salon team. Focus on the three T’s and watch moral -- and your bottom line -- soar.

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
ASDS Urges Hairstylists to Join Fight Against Skin Cancer

To help promote the detection of scalp skin cancer, the American Society for Dermatologic Surgery (ASDS) is asking hairstylists across the country to participate in its new initiative to encourage their clients to get suspicious-looking moles checked by a dermatologist.

Called Stylists Against Skin Cancer, the program teaches hairstylists how to spot potential skin cancer warning signs and what to say to their clients if they spot something suspicious.

“The Stylists Against Skin Cancer program empowers hairstylists to link the public with dermatologists,” said ASDS President Naomi Lawrence, M.D. “Stylists are in a unique position to connect their clients with dermatologists early enough to provide the best opportunity for optimal treatment outcomes.”

Print and electronic educational materials – as well as a video that explains the program and shows hairstylists how to detect suspicious growths on the scalp – can be found at www.asds.net/shade.

ASDS member Ramona Behshad, M.D. – assisted by mentor Vince Bertucci, M.D., FRCPC – created the program as part of the Society’s Future Leaders Network.

“Early detection of skin cancer is vitally important, and hairstylists have access to difficult-to-see areas on a person’s scalp,” Behshad said. “Stylists also are known for having good relationships with their clients so they easily can talk to them about the importance of seeing a dermatologist.”

According to Behshad, most hair care professionals do not receive skin cancer education while in cosmetology school, so the program is aimed at teaching stylists to spot skin cancer warning signs.

Participating stylists have access to a SHADE card that features a diagram of a person’s head and helps them identify potentially dangerous growths or moles. SHADE cards serve a reminder to stylists of potential warning signs of scalp skin cancer:

- **Surface:** The skin surface is scaly, crusty and/or bleeding.
- **Height:** The skin is raised or sunken.
- **Age:** The suspicious growth has been there for more than one month, or the client is 40 or older.
- **Dermatology Evaluation:** Hairstylists are encouraged to refer their client to an ASDS dermatologist.

“By detecting growths suspicious for skin cancer and making appropriate referrals to dermatologists early, hair professionals can help to prevent the progression of dangerous skin cancers,” Behshad said. “With the education we’re providing, hair professionals will be able to provide their clients with valuable information that they can then share with a dermatologist.”
When a Good Worker Goes Bad

By Jon Gonzalez

Have you ever heard this or said it yourself?

“He seemed like the right choice when I hired him. Now he refuses to be part of my team or follow our salon’s employee handbook and contribute to my salon’s team culture. He is always the ring leader in negativity, salon gossip, and pettiness.”

You probably have faced this challenge at one time or another by one of your hairdressers who knowingly (or unknowingly) spread negativity throughout the salon or refuses to share your goals and vision. Do you fire him? The right answer may surprise you.

This type of behavior not only undermines the morale of your other employees, it also threatens your salon’s future growth and profitability, as well as causes stress, worry, and frustration associated with negativity in your own business. Your time should be used finding and developing top talent or promoting and marketing your salon instead of being a babysitter.

By allowing this type of behavior in your salon, you risk losing the respect of your team as their leader and the growth and business stability of your salon is threatened. How can you expect to grow your salon and increase the profit when there’s a bad apple in the bunch?

If you’re like many other salon owners, you might think the only way to deal with this person is to fire them. Before you make that decision, first try to redirect this hairdresser into becoming a valuable member of your team.

After all, you hired them; you must have seen something positive about them when you made the decision to add them to your team. I personally do not believe hairdressers perform poorly on purpose. Whether it’s their personal problems or their unhealthy work environment, it’s up to you, not them, to improve their performance and productivity. Here are the steps you should take the next time a hairdresser performs poorly:

**Identify the reason for their behavior.** As leader of your team, it’s up to you to turn a negative worker into a positive one. Make the effort to find out what’s wrong. Could it be a personal problem at home? Are they discouraged because of too much down time? Once you identify the problem, clearly state your concern then give them an opportunity to express their views or reasons for their behavior. Listen to their complaints and problems, and then you can discuss possible solutions.

**Take a good look in the mirror.** Did you provide the educational tools to help this person grow during their orientation? Did you provide an employee handbook? Did you monitor their growth by instilling these guidelines during their orientation and training programs? Did you have a probationary period? Did you provide ongoing
mentoring and support as their mentor? How can you expect your staff to perform if they don’t know your expectations and how they will be measured? Prevent this problem from occurring again with a carefully planned out staff development program.

An open dialogue. Did you make sure to tell him or her in the beginning of their employment that you invite feedback -- that your door is always open? Miscommunication between staff and management is a challenge that can result in disaster. Be open and honest with your employees about your expectations on their performance. Remember to always work as a team!

Explain your point of view. As leader of your team, you have a moral obligation to take your team and salon to a higher level. You must create a positive and professional salon environment for everyone. Let them know exactly of your concerns and how mutually you can both find a solution.

Let them know you care. Successful redirection efforts can only take place if you have an environment of trust, not fear. Sometimes they don’t even know they are not performing to your standards on purpose.

On-going evaluations: From here on out, make sure to provide one-on-one evaluations measuring their performance, productivity, customer referrals and return rate. Always end your one-on-one evaluation on a positive note, letting this individual know they are a valuable member of your team and you need their support.

When all your efforts fail to improve your employee’s performance, then you must make the hard decision to let them go before they influence other team members to drift into poor work habits, negativity and questioning your leadership. This is an absolute last resort, seeing how you will save time and money if you can turn around your own worker instead of letting them go.

If you follow the above guidelines and focus on making an atmosphere of trust, not only will your bad workers turn good, but you’ll create a successful salon where hairdressers will wish they worked.

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
Wellness Travel is Important to Your Business

What is wellness travel and why should I care?
This is the interesting question a friend posed to me recently. I was trying to explain wellness travel to her but she just wasn’t getting it. Odd, since most of the vacations she takes incorporate wellness aspects to them.

The Wellness Travel industry and Alternative Health and Wellness use the term wellness but most people aren’t familiar with that word. The World Health Organization (WHO) is the United Nations Public Health arm. WHO defines health as a “state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”

In 2007 the Global Wellness Institute (GWI) was formed. It is a think tank whose leaders used WHO guidelines to define wellness as “a state of complete physical, mental, and social well-being.” GWI explains that means it is proactive maintenance and improvement of a person’s health and well-being.

Does that sound complex? Let’s break it down. We all know when we get the feeling if we don’t get away, escape and recharge we are going to break. Symptoms can be physical, emotional, mental, and even spiritual. It depends on the triggers making us feel that way. We need to get out of the rat race and heal.

STRESS overload. It’s like running on a drained battery or a punctured tire. If you don’t fix the problem, you are going to be calling a tow truck. Ignored, stress leads to health issues that can have serious physical consequences. Instead of a tow truck, you may need an ambulance.

Ailments, range from kidney stones, to sleeplessness, even heart attack. Most of us have seen the consequences of stress on a client’s skin. Other symptoms are tense muscles and joint pain. They can come from too much exposure to computers and electronics and eyestrain from staring at screens. We need to relax, restore.

Depression, irritability, cloudy thinking can affect our ability to function. It’s important we recognize the danger signals and take action. Even if we don’t use the term wellness, the steps we take to fight stress are wellness steps.

The loss of a loved one, or an unpleasant separation from a person or a job, leaves people wiped out. It’s emotional trauma. Sometimes changing their environment helps provide a way to start anew. Being in a nurturing, even growth challenging situation can trigger healing.

Healing, restoring, rejuvenating trips became la-
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beled wellness travel. They promote health beyond the elimination of a disease. That is why wellness is the fastest growing segment of the health and travel industries.

Wellness trips include a huge diversity. Spa relaxation trips, health boot-camp trips, or zip-lining in the jungle. Hiking, skiing, boating, yoga, driving big trucks or photography also can be a wellness activity; as well as lounging, cycling, spending time at a beach, lake, and more. Consider time out in nature; time meditating; time being active or just time being quiet.

Age, outlook and needs of the traveler determine the type of trip chosen. People want something that gives them their own personal style of break. They want something to help them rebalance, recharge, and regenerate. In Europe, traveling for a week at a yoga retreat has become popular.

So why do we care about wellness and wellness travel? The beauty and spa industry is smack in the middle of it. In 2014, the beauty and anti-aging segment topped 1 TRILLION dollars globally. Behind it were the other segments:

- Healthy Eating/Nutrition/Weight Loss
- Wellness Tourism
- Fitness and Mind/Body
- Preventative/Personalized Health
- Complementary/Alternative Medicine
- Wellness Lifestyle Real Estate
- Spa Industry
- Thermal/Mineral Springs
- Workplace wellness

Each segment has annual revenues that are BILLIONS of dollars. Each year has shown growth beyond what the projections showed. More and more people are frustrated with traditional western medicine. The “take another pill” philosophy is leaving people frustrated. Too often there is no regard to the long-term effects of the drugs that are prescribed. Listen to any television advertisement for a common drug resolution to a health issue and then listen to the list of side effects that goes along with the “magic” pill.

People are looking for alternatives; ways they can take charge of their own health. More are opting for wellbeing choices; adding more movement, (go Pokemon Go); making healthier food choices; working to balance weight, blood sugar and avoiding debilitating diseases like diabetes. They want lifestyle changes instead of disease deterioration.

Between medical issues and stressful lifestyles people are looking for help. This is where wellness travel comes in. In 2014, the wellness travel industry as a whole topped 3.4 trillion dollars globally. To put it into perspective that is three times the size of the global pharmaceutical revenues.

Since Brexit, spa services have soared. London to Westminster houses most of the UK financial market. In less than two weeks, spas reported an increase of over 30 percent in appointments. Stress triggered, therapists responded.

The interest in wellness travel is not restricted to
any one age group. Each group looks at it through their own set of needs and goals. They are taking family activity vacations, glamping, going to luxury wellness resorts; incorporating spa visits while traveling; going somewhere strange and beautiful to spend a week exploring; practicing yoga, taking cooking classes; learning something new; interacting with a different culture.

It is growing so rapidly two major chains are building wellness focused hotels. Cruise lines are adding wellness-equipped ships. Airports are adding venues to help harried travelers relax and de-stress.

The interest in wellness and wellness therapies are growing exponentially. We need to think about wellness in our own facilities, clinics, spas, medi-spas. How do our offerings position us compared to offerings from competitors? Do we have a strong advantage? Does wellness fit us? Are we missing an opportunity?

In upcoming issues, we will look at options to incorporating wellness into our clinics/spas. We will explore how other businesses are drawing clients in by offering wellness options. What works, what doesn’t, and how they have made it fit. We will look at concepts that trigger ideas of how wellness could fit into your growth plans.

Judith Culp is a spa consultant and content marketing specialist for the spa, permanent cosmetic and wellness niche. For more information, contact her at judith@jculpcreativecopy.com or visit her website at www.jculpcreativecopy.com.
Avoid an Emotionally Noxious Work Environment

It’s that time of the year again when we talk about health and wellness. October and November are not only the months of breast cancer and prostate cancer awareness, but the time of the year when people have to (re)enroll in their health plans.

As such, there is a lot of focus on getting checked and evaluating one’s eating habits, lifestyles, etc. In this edition of The Stylist Newspaper you will find a lot of great information on how to improve your health in your workplace so as to ensure that you lead a long and fruitful career.

One need only look at the vast majority of regulations and organizations (e.g. OSHA, National Safety Council, etc.) to realize just how important this issue is. However, I would like to take a different approach to promoting a healthy work environment: happiness in the workplace.

While it is of the utmost importance to ensure the air we breathe in our businesses isn’t toxic to us and our customers, or that the tools we use are safe, we often overlook how an emotionally noxious work environment can impact our quality of life -- even our health.

Therefore, I would like to discuss a few ways that we can improve the level of happiness and overall morale in a salon setting. As a salon owner, these are things you should be driving consistently, and even if you’re an employee or independent contractor these are things you should consider when searching for employment.

Here are the three biggest drivers of culture and work environment that I’ve found in my experience in both the corporate world and the beauty industry.

Management vs. Leadership: We often assume because someone is in a management role it automatically makes them a leader. Even more often than that, we think if we are not in a management position we don’t have the opportunity to lead.

This cannot be further from the truth. Leadership means inspiring others to do their best work. This includes coaching, guiding, and most importantly, leading by example. In a perfect world all managers would be good leaders, but alas, that is not always the case.

The biggest driver of a good work environment is good leadership. Whether that be from designated leaders (managers) or individual employees, leading by example and inspiring others fosters an environment where employees can do their best work, grow and feel fulfilled.

On the other hand, a work place where ev-

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everything is done by barking out orders, micro-management, and threats is a perfect recipe for a workplace rife with frustration, resentment, and turnover.

**Positive Language:**

As hokey as it might sound to some, the words we use can have a significant influence on our attitude and the way we see the world. One need only look at the number of self-help books that deal with “inner monologue” to see this. Such a concept doesn’t only apply to individuals but can be applied to groups such as a business.

The goal here is to identify any negative words, terms, or expressions that are used commonly in the organization and find positive alternatives. An example of this is when communicating with employees and using words like criticism, problem, issues, etc. and instead use positive alternatives like constructive feedback, area of opportunity, challenges, and so on.

This also applies to the way we interact with our customers. The concept of using positive language is not a new one when it comes to the study of customer service. It’s very well documented when we avoid negative words such as no, unfortunately, you must, I don’t, etc., and instead use “come along” words like yes, I will, let me, increase the likelihood of customers coming away feeling like they received good service.

So as you can see, employing this tactic can improve the environment for both employees and customers; a veritable win-win.

**Story Telling:** While the words we choose have an impact on our environment, the way we put them together does as well. Think of how many ways to explain something there are. Chances are the way we decide to describe a situation, problem, or a solution will only be understood or taken to heart by half of the people listening -- if we’re lucky.

However, when we tell a story (whether it be something that actually happened to us, from history, or from a book) it is much more likely that our audience will connect with what we are trying to get across.

Good communicators (as all good leaders must be) use story telling all the time. In a meeting one can simply tell employees they should be nicer to customers in order to improve customer service,
or they can tell a story that highlights how acting a certain way resulted in a positive survey from a customer after a service.

As you can probably tell, the first option is very vague and risks falling on deaf ears while the second option would be full of details and emotions that the audience is likely to have experienced before, thus being able to relate. Story telling is by far the best way to share wins as a team. Give it a try.

The mirror image of sharing positive experiences through story telling is telling “ghost stories”. These are stories that are usually based on a grain of truth but are mostly exaggerated versions that end up taking on a life of their own.

An example of this is when an employee has a negative experience with a customer or a certain product and shares that experience with her coworkers, embellishing the story or leaving out key factors of the story so as to portray herself as a victim of the circumstances. Before you know it, everyone in the business is avoiding that same customer or product like the plague even though it was only one of them who had that negative experience.

It’s imperative we identify any ghost stories that are going around in our place of business and put an end to them immediately. The best way to do this is by setting up an opportunity for employees to observe how to successfully work with the item or person in question and replace their unfounded fears with a positive experience.

I’ve only scratched the surface of the countless ways one can improve the psychological wellbeing of an organization. But make no mistake, the few I outlined above are ones that anyone can put into action immediately in order to create a work environment that is more conducive to high morale, improved productivity, and a feeling of fulfillment. We should never ignore this aspect of ensuring we maintain employees who are both physically and emotionally healthy.

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)
Selling Wellness: Marketing with Emotional Appeal

by Elizabeth Kraus

We sometimes treat it as a joke, but the truth is that “having a good hair day” is a real thing.

Nearly seven out of ten women say when their hair looks good, they feel more confident and capable. Conversely, a Yale University study found that “having a bad hair day” is a real phenomenon as well. Both women and men who felt insecure about their appearance also experienced lower self-esteem and higher social insecurity and self-criticism.

As stylists, the work you do sets your client up for these good and bad days. The extent to which they know how to properly care for, maintain, style and apply products in order to achieve the look that brings them confidence all depend on the extent to which you educate and provision them.

Emotional well-being is only one aspect of the type of solution you’re really providing. You’re well aware that each client’s hair, skin and scalp present unique challenges that require personalized care and product cocktailing; but how can you get clients to buy in when it comes to the products and services that will enhance physical and emotional wellness?

It’s not always a matter of selling on features and benefits. If a client isn’t experiencing discomfort or some other type of negative consequence, they might not respond to marketing that identifies their conditions and offers up solutions.

The University of California, Riverside talks about seven different dimensions of wellness. Each of these offers you the ability to dialogue with clients in new ways when it comes to prescribing salon retail and services – the products and services that will truly enhance their well-being.

- Social Wellness
- Emotional Wellness
- Spiritual Wellness
- Environmental Wellness
- Occupational Wellness
- Intellectual Wellness
- Physical Wellness

Earlier I referenced social wellness, which impacts a client’s confidence in their ability to relate and connect to the people they will encounter, including colleagues, friends, loved ones, family and the general public. Marketing services and products that guarantee more good hair days (good skin days, good make up days, etc.) appeal to the client’s desire to succeed in relationships with others, which is impacted by how self-assured, stylish and physically attractive they believe themselves to be.

Similarly, emotional wellness references the extent to which your clients feel they are able and/or prepared to deal with the challenges life might throw their way. Included is whether they
feel they are able to acknowledge and share their inner feelings. As a stylist, you can impact their self-confidence by setting them up for those good hair days, but you can also validate their feelings, emotions, fears, joys and challenges when they are interacting with you and your team in the salon.

Spiritual wellness is achieved when clients are able to feel at peace and harmony with themselves, others and the world. A key aspect of spiritual wellness has to do with common purpose. When you and your client are on the same page, pursuing a common purpose (their appearance and well-being), this is a type of the harmony that human beings crave.

Environmental wellness takes dialogue to outside factors. You can appeal to the client’s desire for environmental wellness by recommending product lines whose manufacturing or ingredients align with their unique values or guiding principles. You can also talk with your clients about how the outside environment (water, air, weather, etc.) might be diluting the health of their hair, skin and scalp.

Similarly, occupational wellness references external aspects of a client’s work life that might be adversely affecting the condition of their hair, skin or scalp. Understanding the environment that your client works in, the type of work they do, activity level, etc. can all help you do your job better and give you insights into products or services your clients need as a result.

Your client’s intellectual wellness is going to directly impact their openness to your ideas and suggestions. Likewise, your own intellectual wellness is going to determine your own openness to what they are trying to communicate to you. Intellectual wellness is demonstrated not only in open-mindedness, but willingness to learn and keep learning as well.

Last but certainly not least, physical wellness speaks not only to specific, identifiable physical conditions and problems clients may be experiencing, but also to quality of life. Stress, fatigue, diet, exercise and many other factors can influence physical wellbeing. As a stylist, you may be the person who begins to see small changes before others do. By telling your clients about any changes you observe and asking questions about their lives and lifestyles, you can become an even more powerful influencer in guiding their service and product choices.

You’re never really selling products or services. You’re marketing solutions to problems – problems that you might have to dig deep and observe closely to find. The more you hone your ability to identify and dialogue about client well-being, the more they will look to you for advice and take your recommendations to heart.

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.
Policy Reforms Headed Your Way

In January, I provided a general overview of some policy and regulatory reform trends that I saw coming down the pike this year.

Among those was my prediction there’d be a backlash to a New York Times series that ran in early 2015, exposing many workplace violations in NYC nail salons. Given most of the effected workers were minorities (predominantly Vietnamese, most of whom were first-generation immigrants with limited English comprehension), this Times report hit several politically sensitive areas.

The State Legislature and Governor of New York acted almost before the ink dried on the Times reporting. And sure enough, my own state of California saw an unprecedented number of bills introduced this year targeting our industry, most of which were intended to address concerns raised in that Times reportage.

Though nearly all of these proposed laws were focused solely upon nail salons, because our State Board doesn’t distinguish between nail, hair or skin salons in promulgating establishment licenses, those bills were going to apply across the entire industry.

From a bill that would’ve required salons to undergo employee-rights training as a condition for licensure to a bill that would’ve micromanaged the way in which salons utilize credit card payments, many of the bills as introduced this past February would’ve added a significant regulatory burden upon all salons, not to mention an enforcement nightmare for State Board officials.

Fortunately for those earning a living in California’s beauty industry, we are organized, present and influential in California’s capitol. We were able to engage the bill authors and sponsors in constructive dialogue about the real world ramifications of their ideas, bringing the Governor’s Administration into these discussions as these bills progressed through the Legislature.

As a result, we were able to work with most of the policymakers to craft legislation that was work-
able for regulators and salon owners/employees, alike, while still satisfying their concerns about the troubling revelations regarding our industry’s nail salon sector.

With one bill, however — the one dealing with credit card micromanagement, we simply couldn’t convince the author to back down. And this State Senator, who represents more Vietnamese nail salons than any other State Legislator in the nation, had enough momentum with her legislative colleagues to cobble together majority votes in both Houses to shepherd her bill through the legislative process, despite our opposition. We were fortunate to have had the ear and respect of gubernatorial officials as this troublesome item continued to squeeze through the “legislative sausage mill,” so that once the bill arrived on Governor Brown’s desk, it was promptly vetoed.

If your State Legislature and Governor haven’t yet addressed concerns with our nail sector, I wouldn’t be surprised if New York and California’s recent legal reforms don’t make their way to your state, soon. So now is the time to organize, inform and mobilize, so that you, too, can engage the policy-making process to ensure level-headed and realistic reforms that protect salon workers while not bankrupting salon owners.

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.
Beauty and Wellness Resides in the Realm of Positivity

In the beauty industry our job is to make people beautiful. We do this by concentrating on their exterior, yet when you think about it, beauty comes from within. We really should start there.

The universal truth is if we are feeling good we are radiating true beauty. And if we focus on positive thoughts we reflect that in outward actions and appearance. A positive thought is ten times more powerful than a negative one. Likewise, it takes ten times more energy to manifest a negative outcome with negative thoughts.

This is where the “Law of attraction” comes into play. The law of attraction is the name given to the maxim “like attracts like” which in New Thought philosophy is used to sum up the idea that by focusing on positive or negative thoughts a person brings positive or negative experiences into their life.

While both positive and negatives exist, they are polar opposites. Put them together and they repel each other. Have you ever entered a room with people and observed the positive people tend to gravitate toward each other. When this occurs the room is bright, warm and full of positive synergy. On the flip side when negative people are present the mood chills, there is discord and any forward motion can grind to a halt.

Since “like attracts like” this is what you see: Birds of a feather flock together; with a positive attitude, you may have a squadron of soaring eagles. With a negative attitude, you will have a murder of crows. This is due to the fact that as goodness and badness cannot coexist in the same space, neither can positive people coexist with negative people.

Positive action requires positive thought, energy and purpose to create the positive end result. Positive people exude radiance. Negative people require negative thought, energy, plus ten times the effort to produce the end result. Perhaps that is why negative people rarely if ever appear to be truly content or happy.

With this theory in mind, pay attention to your surroundings. Since beauty and wellness both reside in the realm of positivity, when you reside there you will be surrounded with positive people and energy in pursuit of positive purpose. So in speaking to true beauty, there is more than meets the eye and it is certainly more than skin deep.
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MiladyPro.com
By Dan Fortier

Apps to Help Improve Your Well-Being and Business

As a beauty professional you tend to focus on the service of others and it becomes easy to forget about taking care of you.

Have you ever felt like your life is out of control and you need change to help bring balance to your everyday living? There are several dimensions of well-being including: Physical, Emotional/Spiritual, Financial and Career. Understand that at various points in your life you may need to work on a dimension that you feel is out of balance.

Here is a brief overview to help you learn about your personal health and wellness plus some apps that can be used as tools to help improve components of your overall well-being.

**Physical Well-Being:** One component of physical health is exercise. If you get into a regular habit of moving your body 30 minutes a day, at least 10 minutes at a time, five days a week the positive benefits you will notice will be amazing.

Some of the benefits regular, consistent movement will bring: you will sleep better; have more energy throughout the day; reduce sick days; improve your mood; improve your focus at work; reduce your medical expenses and more.

There are thousands of apps to choose from in the Health and Fitness category. Sworkit is great (and the lite version is free). Sworkit has custom workouts for exercise and fitness. They break it down like this: F = Frequency - you can set reminders to motivate you to take action. I = Intensity - you can choose or design a workout at various levels of intensity to meet your needs and progression. T = Type - you can choose from strength, cardio, yoga, stretching or any combination. T = Time - you can start any program at five minutes and build up from there.

**Emotional/Spiritual Well-Being:** One component of emotional health is stress management. As a beauty professional you can fall into a trap of thinking of and taking care of others and forgetting about you and your needs. With life being so hectic, it is important for you to make time for yourself and practice deep breathing and meditation.

A good meditation/relaxation app is Relax Lite (free version). Relax Lite is for stress and anxiety relief. The best part of this app that is really beneficial is the guided breathing exercises. This app will help you stay focused on your breathing as you relax. You can start at five minutes and eventually work your way up to 20 minutes of alone time relaxation and deep breathing. Hint: If you think you don’t have time for 20 minutes of meditation, that’s proof that you need it.

**Financial Well-Being:** When you are worried about your finances it affects all parts of your life.
Learning how to budget and manage money may be something that you’ve never been taught. The free Mint app is one of the best to help maintain a budget and keep your finances in order.

Mint is a money manager, a budget and a personal finance. The benefits of using Mint: A money manager app shouldn’t cost you. Install the free Mint app and easily sign up. Mint automatically organizes your expenses and financial accounts and creates a budget so you can save more.

See all your personal finance accounts in one place — checking, savings, 401k, and credit cards. Automatically categorize banking and credit card transactions. Charts and graphs show you at a glance where you’re spending money. (iPad only) Track your cash, credit cards, and checking accounts so you are able to budget and save more. Never miss a payment. You can set up bill reminders and bill alerts to help you stay on top of your expenses. Manage your budget to better understand your transaction patterns. Spend your money better to achieve your financial goals. The Trends feature helps you track your credit cards, cash, spending, income, and net worth over time. Get bill alerts and bill reminders in the form of email or text alerts that notify you of upcoming bills, bank fees, low bank account balances, unusual spending activity and more. Set up financial goals such as saving up for a trip, paying off debt, or buying a car.

They’re obsessive about security and protect your data with the same 128-bit encryption and physical security that banks use. They safeguard Mint with your own 4-digit PIN so only you can view your account. If your mobile device is ever lost or stolen, you can delete all your account information remotely. Mint comes from the Makers of TurboTax® and Quicken®, trusted by millions every year with their most sensitive data.

You always have access to your account from your phone, tablet and the Web. Your information automatically syncs across devices so you have your latest account information at your fingertips.

**Career Well-Being:** Using technology can be a double edge sword at times; it is constantly changing and evolving but it is necessary for you to adopt and keep up with the trends. Shore Business is one of the best platforms to help simplify the work-life of a beauty professional.

The benefits of incorporating Shore into your business: It is an easy booking solution via your website or Facebook page which allows your customers to select an available appointment time that is then booked directly into your appointments calendar. With this solution you will be able to receive bookings and confirm them at the click of a button 24/7.

Dan Fortier is a Wellness and Benefits Specialist specializing in providing products and services for the beauty industry with Fortier Insurance Services. Dan consults with small business and individuals to optimize their health and well-being one small habit at a time. To receive a Free Resource Guide about the best and most updated mobile apps available to improve your health and business go to http://myhealthinbalance.com/
When your salon is located in or near a travel destination, it makes sense (and cents) to become a “must-see” attraction.

Just as tourists go out of their way to try a buzz-worthy restaurant, they should go out of their way to try your salon. But how do you build such status? Is it worth the effort to snag a fly-by client who may never return?

In short, yes! We are in an industry powered by connections, relationships and referrals. The more of those you make, the more clients you get. A tourist may only boost your ticket totals one time – but if you make their experience shine and market yourself correctly, that one tourist can turn into endless referrals.

Now, when I say “tourists,” I don’t just mean the stereotypical sightseer in cargo shorts; I mean business travelers, wedding guests, honeymooners – all travelers.

Tourists aren’t the only people who can refer you; other tourism and wellness industry professionals can too. For example, if a hotel concierge recommends your salon to a guest and hears great feedback from that guest, the concierge will continue to refer you. These referrals can grow into a consistent source of revenue. If there are no concierges, make friends with the front desk managers. If there are no hotels, make friends with hosts at popular restaurants (they are the first to greet customers).

The secret to obtaining referrals from local businesses and organizations is to treat the referrers well. Stop by and offer them a complimentary service in exchange for (or in appreciation of) their willingness to refer clients. Find out if there is professional make-up service or a nail service.

Often, these clients are open to larger ticket services such as hair color, or purchasing travel-friendly hair care products. Take advantage of this. They may return to you next time they are in town – or better yet, refer others to your business.

(Tip: Ask them to refer you to any local relatives or friends in the area.)
a local concierge or tourism association and offer members a discount. Those who love your work will become walking billboards for you.

Some tourists may regularly visit your area and become repeat clients. Business travelers tend to fall into this category. These clients tend to know more business people who can afford higher-ticket services. Find out what industry they are in and why they’re in town. Create a promotion around your findings and market it accordingly.

When you plan your marketing efforts, set aside some of your time and budget to target the travel industry. If your time and budget are limited, be very specific about who you target and when. You may find it more lucrative to target travelers during a particular season, e.g., wedding season, holiday season, summer or winter, or a particular event. It’s important to pay attention to these patterns, focus your energy and make your salon available at the appropriate times.

Lastly, don’t forget the press. Consider advertising in travel magazines or reaching out to bloggers who write about your area. Contact an editor at your city magazine, or any publication you like that has a tourist edge. Offer them a complimentary service and tell them you’d be honored if they would feature your salon. Even just one article or mention from them can lead to more tourists, more purchases and more business, so see where tourism takes you!

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.
The salon/spa business has a funny way of sneaking up behind you and smacking you in the head. Almost always, owners get smacked because they weren’t paying attention to what is going on around them -- and ahead of them.

All it takes is a little staff turnover, some overspending, a system breakdown or a momentary lack of focus to push your business off course.

Success has a way of making owners feel safe, comfortable and content. They dial back their state of awareness and connectedness to the business. The days of hard work and relentlessly pushing forward fade away.

The ride to the top of the success rollercoaster took enormous effort and tenacity. When you get distracted and disconnected the ride down can be an out-of-control, white-knuckle, thrill ride into cultural, operational and financial issues.

The dreaded rollercoaster ride is almost always traceable to owners that dialed back how intently they payed attention to their salon/spa business.

I’m not saying that owners can never kick back, relax and enjoy their salon/spa’s current level of success. I’m saying that current success is a momentary state that requires persistent leadership attention and energy to maintain and continue to grow.

The key to avoiding the dreaded business roller coaster ride from upward growth and success to downward stress and struggle is finding your personal balance between paying attention, pushing forward and re-energizing.

Here are some strategies to use to find your personal balance and avoid the dreaded business rollercoaster.

**Productivity**

Your salon/spa’s productivity rate isn’t just a vital critical number and efficiency measurement; it is the end result of how well your operational systems are designed, implemented and locked in. In its purest form, your productivity rate is a percentage read-out of your salon/spa’s efficient use of saleable time. The higher your productivity rate, the more efficiently hours are being sold and work is being done.

Pay attention to the following elements:

- Skill development training and practice is the most direct path to consistency. How relentlessly are you investing in skill development?
- Time standards define how skills are applied to efficiently complete the services you offer. Time standards are directly tied to quality and profitability. Delivering a quality service takes time. The question is, how much time? How relentlessly are you paying attention to time standards?
- Over- or under-staffing is directly tied to your productivity rate. Over-staffing lowers your produc-
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tivity rate. Under-staffing drives up your productivity rate to unsustainable levels. The productivity rate sweet spot is 75 to 85 percent. This allows wiggle room to accommodate seasonal highs and identifies when it is time to hire.

The more productivity drops below 75 percent, the bigger the red flag. How relentlessly are you paying attention to optimal staffing?

- Information flow drives productivity. Your team cannot deliver its best if it doesn’t have the daily dose of information to stay focused on what’s important. How relentlessly are you delivering information to your team?

**Profitability**

There are two ways to create profitability -- luck or planning. Luck is high risk and usually focuses on driving revenue with little to no cash-flow expense planning. If you’re okay leading an impressively busy salon/spa that operates in a high stress and perpetual cash crisis go for the luck approach. If you want to enjoy the peace of mind and rewards of creating profit and positive cash flow, go for the planning approach.

Pay attention to the following elements:

- Work your cash-flow plan. If you don’t have or use a month-by-month cash-flow plan to set revenue goals and expense budgets, you’re trusting luck. Reviewing your financial reports at the end of the month isn’t working a plan or playing the business game. How relentlessly are you working your cash-flow plan?

Every purchase, especially those large purchases, is a decision to spend cash or incur debt. There’s nothing wrong with debt as long as it’s manageable. But there’s nothing sweeter than leading a business that is debt-free. How relentlessly are you making the best purchasing decisions to minimize or eliminate debt?

Cash reserves are the quickest way to a good night’s sleep. I can’t explain it easier than that. How relentlessly are you building your cash reserves in a company savings account?

**Staff Retention**

A little staff turnover is natural, but it still sucks. A lot of staff turnover massively sucks in every way. The best leaders recognize when staff turnover gets ugly, it’s time to look in the mirror at your leadership and your staff retention systems.

Pay attention to the following staff retention elements:

- The appreciation factor: It’s easy to get caught up in the daily battle of driving growth and forget about showing a little appreciation to the hard work of your team and key staff. Work isn’t always about work. How relentlessly are you MAKING the time to show and share a little appreciation?

- The feedback factor: I will keep beating the performance review and one-on-one drum until salons/spa do them thoroughly and consistently. Every employee deserves the right to know what the company they work for thinks about their overall performance. How relentlessly are you committing
and sticking to your performance review and one-on-one plan?

• The culture factor: The growing uproar from employee-based salons and spas over staff leaving for booth rental and suites will continue until owners truly analyze their cultures. The two primary reasons service providers give for going to booth rent or suites is to escape the drama and to have more freedom in their work schedules. It’s not always about money. Drama represents culture contamination. Inflexibility on work schedules can easily be replaced within a framework of flexibility and clarified expectations. How relentlessly are you evolving and protecting your culture and practicing scheduling flexibility?

Customer Loyalty

There is no greater indicator of your salon/spa’s customer loyalty factor than your first-time client retention rate. If 50 to 75 percent of your first-time clients do not return for a second visit, you are not leading a world-class salon/spa. Creating extraordinary customer loyalty is what truly separates the talkers and egos from the doers and serious players.

Pay attention to the following customer loyalty elements:

• Is it good for the customer? That’s the ultimate question that determines what your salon/spa is committed to doing. Is showing up for work dressed right and on time good for the customer? Yes. Is that thoroughly scripted first-time client consultation procedure, that only some staff follows, good for the customer? Yes.

Are double-booking and squeezing clients in so a service provider can make more commission good for the customer? No. How relentlessly are you implementing and locking in systems and behaviors that are good for the customer?

• Pre-booking and product recommendations: Hair grows back. One facial cannot fix a skin condition. One massage doesn’t fix those aching joints and muscles. One mani/pedi doesn’t last forever. No professional product lasts forever. Stand near your front desk for one hour on a busy day and observe how clients leave without an appointment for the future or the correct product. How relentlessly are you connecting your service providers to guest service checkout to ensure pre-booking and retail sales?

• It’s all about the customer: The best and most successful service providers put the needs of the client first. When service providers make it all about themselves, customer loyalty is compromised. How relentlessly are you creating and protecting the culture of customer service?

Here’s my challenge to you: There are about a dozen training points in this article to keep you and your team -- and your company -- paying attention and off the dreaded business rollercoaster. Do the work!

Neil 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’m sure you’ve heard the saying “Keeping up with the Joneses,” right?

This popular saying refers to, figuratively speaking, trying to keep up with one’s neighbors. It came from an old comic strip created by Arthur R. “Pop” Momand in 1913 called “Keeping up with the Joneses.” The comic strip showed the McGinnis family struggling to try to keep up with their neighbors, the Joneses. The strip ran for 27 years, from 1913-1940. That’s a long time. However, what is even more impressive is the fact that truer words have never been spoken referring to our society today.

There is this pressure that lingers over me to constantly create and share the most amazing haircolor and hair style that anyone has ever seen. The pressure exudes from me. No one is ordering me to do anything but I feel it.

Do you feel it? I literally cannot keep up with The Joneses. The Joneses for me are all of the social media hair superstars. I’ve been very vocal about my love/hate relationship with social media. For the last few weeks I’ve hated it because I personally have felt insecure. When this feeling comes over me I reflect on my abilities as a human.

I’m laughing as I’m typing this because I am currently not feeling this way but it’s still the truth. I start to think that I should probably retire because I’m not really that good of a hairstylist. I see all of these perfect, beautiful, magical images of hair being posted and shared thousands of times by the same perfect, beautiful, magical hairstylists and I think to myself -- I’m a loser.

Now, I know this isn’t the case. I’m clearly not a loser. I mean, hello, I have over 12,000 followers on Instagram, haha. If you don’t know me personally then you may not realize that’s sarcasm and is being laid on pretty thick.

I had an epiphany last week as I decided to paint the characters of The Suicide Squad on wefts of hair. As I finished the outline for Harley Quinn I realized I didn’t want to spend hours hunched over painting it. At that exact moment it felt like a chore and not a fun project. Why? Because I was putting pressure on myself to create something to put on my social media handles.

I think most of us can relate when we feel like we have to do something we end up not wanting to do it. The fun is taken out of it. I stopped what I was doing and texted my friend Melissa about how I was feeling. I told her I was done trying -- Trying to come up with something just to post. She called me and we discussed how we both have been feel-
ing the exact same way. You probably know Melissa on Instagram as @roguehairstudio. She and I have never met but we had an instant connection because we share a lot of the same feelings and attitude towards social media.

I came to the conclusion I am going to continue doing what I love without the pressure; the pressure I put on myself to keep up with the Joneses. The minute I decided that I felt an immediate sense of relief. I felt relief because I don’t need to add nonsense pressure on myself when there are real issues around me that need to be dealt with.

My insecurities will come and go, they always do. I may change my mind about wanting to create something just to post but at this moment I am going to try and focus on why I chose this profession. I chose it because it’s my passion. It always has been. Way before social media made me feel like I wasn’t anything in this industry unless I had hundreds of likes on my photos and 100,000 followers.

So the question is, do you feel like you have to keep up with the Joneses? If you do, ask yourself why and be honest with yourself. I felt like I had to because I’m insecure at times. I’m positive that I will try to keep up with them again but for now -- to heck with them.

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.
SPORTCLIPS NOW HIRING — 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/kKiZlQ

MUMTAZ SALON AND SPA NOW HIRING ~ Mumtaz Salon and Spa, in Pepper Pike is hiring a licensed cosmetologist for a salon assistant position. Experience helpful but not required—will train. This is a full time position. Also hiring an experienced hairdresser (Booth rental available) and an experienced nail technician for full or part time positions. Send info to askim5100@gmail.com or phone 216-292-6970.

OWNER ~ Booth Rental Picturesque Glenwillow/Solon, OH 44139 Take charge of your financial future. Earning potential is up to you. Work when you want. Charge what you Deserve. Be your own Boss. Small, friendly, busy, professional salon has a station rental open for the first time in 9 years!!!! Must have your Independent Contractor//Managers License. For more information text or call Ann at: 440-439-1340 or email at: 7373willow@att.net

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

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
VILLAGE SPA BAR ~ Gather your best group of 3 hair stylists, 3 nail techs, and 2 message therapists or specialists, and run your own spa. Visit villagespabar.com to view the salon. $2000/mo. includes electric, gas, water, sewer, and trash. Submit your request for consideration to michaeljonesdesigns@hotmail.com.

EXPERIENCED ESTABLISHED COSMETOLOGIST ~ Urban salon in search of experienced and established Cosmetologists. Must have Independent Contractor and Vendors License. Must have the ability to pay for rent and supplies. Must be willing to do all facets of Cosmetology. Salon features hair, nail and massage services. Make your own schedule. Special conditions apply and will be discussed during interview. Salon consists of 4 chairs, shampoo/pedicure spa room, and massage room. Holistic and relaxing atmosphere. Send resume to: 137 N Main St. Swanton, OH 43558.

PARLOUR 59 ... NEW! CHAIR RENTAL ~ compensation: Booth Rental employment type: employee’s choice UNDER NEW MANAGEMENT- PARLOUR 59, formally Texture is looking for full time hair stylists, manicurist, and massotherapist to booth rent. If you are independent, hard-working, professional individual looking for a newly remodeled salon where you can run your business, then Parlour 59 is the place for you. Must have experience, a clientele and be willing to build in order to succeed and take your business to the next level, please submit your resume for review. Parlour 59 includes many amenities for both you and your clients: Receptionist Full Back Bar Towel Service Break Room Lockers Customer Refreshments WiFi Vargo Software (330) 688-7666

STYLISTS WANTED FOR NEW SALON ~ Booth Rentals Stylists Wanted: Downtown Hair And Beauty Station Please Contact (419) 526-4267

WANTED

HAIRSTYLIST WANTED ~ Rare opportunity for the self motivated, passionate, dependable, and team oriented hair stylist with superior skills in both mens and womens haircutting, coloring, and styling. Must present themselves in a professional manner and image. Minimum of three years experience. Please contact Charles Scott Salons & Spas by email:customerservice@charlesscott.com or by phone 440-333-7994. Leave message for Kelli. Located in Rocky River and Westlake, both Cleveland westside suburbs.

HAIRSTYLIST ~ www.mlspalon.com Hair Stylist - eco Spa’lon Do you want to grow your career and income not just a job? Davines hair care products and services. We utilize booker.com system. We will value your: Current applicable license Strong ability to build clientele Knowledge of current trends, hair styles and hair care products Initiative to perfect beauty services Schedules include a variety of day, evening and weekend hours. Service Providers are paid a base rate or commission depending on which is greater. We offer hourly or Commission. Mona Lisa Eco Spa’lon gives back to our associates. We offer competitive pay, great associate discount, 401k plan (once eligible) – including potential company match. We came together because we all shared the same passion and mission - to provide excellent service to our customers and support our local communities. We are proud to have close ties to our neighborhoods, and to be the first choice of so many families. We are actively expanding, and this means that a career with The Mona Lisa eco Spa’lon,will offer exciting opportunities for growth and advancement. (440) 653-9967

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**Salary/Commission**

**MEN’S CUTS IS HIRING A FULL-TIME STYLIST, 2 YEARS EXPERIENCE REQUIRED** ~ Join our 5 star team and work with the best. Must be friendly, non-smoker, helpful with towels-dusting, sweeping, desktop savvy, great with scissors and clippers. Earn great money (up to 25K in your first year) No weekends. Have a model ready to demo for us. Be a success with us. Minimum wage, plus tips plus commission. Earn the money and respect you deserve. To apply go to: www.menscutslakewood.com. NOT BOOTH RENTAL. No calls please.

**Shops for Sale**

**UNBELIEVABLE, MUST SEE SALON/SPA** ~ This is the salon that everyone follows and imitates! Established in 2004 as Northeast Ohio’s most popular Waxing and Eyelash Salon and Spa. This business is a turn-key business and will require very little start-up. If you are looking to open a booth rent salon or a traditional salon then this is the place. Salon/Spa is setup to accommodate either or both. www.salondestino.com beautykazoo@gmail.com Follow my link to our website for the full salon/spa photos. The Salon/Spa is like new with high end furniture and equipment. Price $129,000. Rent $2030.

**LEARN NEW TECHNIQUES THROUGH DVD’S/VIDEO STREAMING ~ FREE CATALOG!** Check out our award-winning instructional videos on Hair cutting (w/sheers, clippers, & razors), Styling, Coloring & Updo’s; Makeup; Facials; Manicures & Pedicures; Waxing & Hair Removal; Massage; and Spa & Body Treatments. 800-414-2434 ~ www.VideoShelf.com. DVD’s ~ Video Streaming.

**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

**Business Opportunities**

**LEASE A 1200 SQ FT SALON** ~ Do you have a passion to be your own boss and own your own beauty salon? If you want to own your own business while helping others achieve their dreams, we have the perfect space for you. Enjoy 1,200 sq.ft. of space inside a bustling mini-shopping center in Reynoldsburg. We can build to fit a full line of services, including 6 styling stations, 5 manicure/pedicure stations, 4 tanning booths and a waxing table. Looking for a highly-motivated, committed, business-minded operator to invest, fully or partially. 497 Lancaster Avenue. Please contact LANA Management 614-459-5930 or email taicwong@hotmail.com.

**ATTENTION COSMETIC SKIN CARE ENTREPRENEURS;** Boost your skin care business with your own private label brand. Receive proven repeat and referral sales with “Head to Toe” botanical water soluble formulas from the original Pioneer, American specialized manufacturer. We specialize in herbal cleaners, disencrustation formulas, enzyme masques, skin oils, Mineral waters, and plasmatic crèmes, custom crèmes for individual skin types. wp.botanical.mfg@gmail.com W.P. Botanical Mfg. 949-598-4500
EDUCATION

LEARN NEW TECHNIQUES THROUGH DVD’S/VIDEO STREAMING ~ FREE CATALOG! Check out our award-winning instructional videos on Hair cutting (w/sheers, clippers, & razors), Styling, Coloring & Updo’s; Makeup; Facials; Manicures & Pedicures; Waxing & Hair Removal; Massage; and Spa & Body Treatments. 800-414-2434 ~ www.VideoShelf.com. DVD’s ~ Video Streaming.

COLORISTS!!!!!!! If you have any color problems Email questions to Andre at orderss@sbcglobal.net or go to www.mareeandre.com

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


Used Equipment

HYDRAULIC CHAIRS FROM $75 ~ Stations starting at $80. Reception desks from $75. Shampoo bowls from $80. Manicure tables from $40. Mirrors, mats and more. BUYING USED EQUIPMENT. (419)215-7009 Toledo www.salontechnical.com

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SHOWS & EVENTS

OCTOBER 2016

- 1-2: SalonCentric Live Show Omaha, NE education.saloncentric.com
- 2: California Beauty & Barber Expo, Santa Cruz, CA www.santacruzbbshow.com
- 2-3: Cleveland Fashion Focus Cleveland Convention Center, Cleveland, OH www.cosmoprofbeauty.com
- 2-3: Allied Beauty Association Show: Calgary, AB, Canada 905-568-0158, ext. 205, abacanada.com
- 2-3: Olympia Beauty Show London, England olympiabeauty.co.uk
- 8-10: Intercoiffure Fall Atelier New York, NY intercoiffure.us
- 9: ABCH Exam for Certification, Washington DC www.haircolorist.com
- 9-10: Premiere Beauty Classic Columbus, OH 800-335-7469, ext. 142, www.beautyclassicshow.biz
- 9-10: Charlotte Fashion Focus Charlotte, NC fashion-focus.net
- 9-10: Carvel’s Pro Beauty Macon, GA 855-776-2328, probeautyshow.com
- 15-17: Face & Body Southeast Spa Conference, Atlanta www.faceandbody.com/southeast
- 16-17: Barristar Beauty School Forum, Burbank, CA 949-673-4245 paul@barristar.com www.barristar.com
- 16-17: Glendale Fashion Focus Glendale, AZ fashion-focus.net
- 16-17: SalonCentric Live Show Bellevue, WA education.saloncentric.com
- 16-17: Esthetique Spa International Montreal, QB, Canada 866-772-7469, www.spa-show.com
- 16-17: Aesthetics on the EDGE Minnesota www.sspatoday.com
- 16-18: ISPA Conference Las Vegas, NV 888-651-4772, attendispa.com
- 23: NCEA Prep Class, Pleasanton, CA www.nceacertified.tv 201.670.4100
- 30-31: ManeStream Hair and Beauty Expo, Tampa, FL www.manestreamexpo.com

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NOVEMBER 2016

- 5-8: Scruples Global Design Artistry Lakeville, MN scrupleshaircare.com
- 6: ABCH Exam 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 Convention Orlando, FL 800-831-1086, 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, www.salonbusinessexchange.com
- 5-6: Live Love Spa Honolulu, HI 800-728-1965, livelovespa.com

JANUARY 2017

- 13-15: International Makeup Artist Trades Show (IMATS) Los Angeles, CA www.imats.net
- 16-17: WBRA Western Buying Conference Las Vegas, NV 201-489-8096, www.westernbuyingconference.com
- 21-23: Face & Body Midwest Chicago www.faceandbody.com/midwest
- 29: National Aesthetic Spa Network Palm Beach, FL www.nasnbiz.com

FEBRUARY 2017

- 5: IAS, Independent Academy Sessions, Delray Beach FL www.iasraw.com
MARCH 2017
- 5-6: Mid-Atlantic Fashion Focus National Harbor, MD www.cosmoprofbeauty.com
- 12-14: IBS New York, Jacob Javits Center www.ibsnewyork.com
- 17-20: Cosmoprof Bologna, Italy www.cosmoprof.com
- 19-20: Nashville Fashion Focus www.cosmoprofbeauty.com
- 25-27: America’s Beauty Show, Chicago www.americasbeautyshow.com

APRIL 2017
- 1: Best lil’ Nail Show TEXAS, Humble Center, TX bestnailshowtx.com
- 1-2: Evolve Fargo, ND www.cosmoprofbeauty.com
- 2-3: The Intl Congress of Esthetics and Spa, Dallas TX 1-800-471-0229 www.LNEONLINE.com
- 9-10: Spring Style Show San Jose, CA www.springstyleshow.net
- 23-24: Bellevue Fashion Focus Bellevue, WA www.cosmoprofbeauty.com

MAY 2017
- 7-8: The Makeup Show NYC www.themakeupshow.com
- 7-8: Arlington Fashion Focus Arlington, TX www.cosmoprofbeauty.com
- 7-8: IMAGE Expo Houston, TX 877.219.3976, www.theimageexpo.com

JUNE 2017
- 3-5: Premiere Orlando 800-335-7469, www.premiereshows.com
- 3-5: Premiere Day Spa Orlando, FL 800-335-7469 www.premiereshows.com
- 11-12: ABCH 17th Annual Energizing Summit Los Angeles, CA 310-547-0814, www.haircolorist.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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