

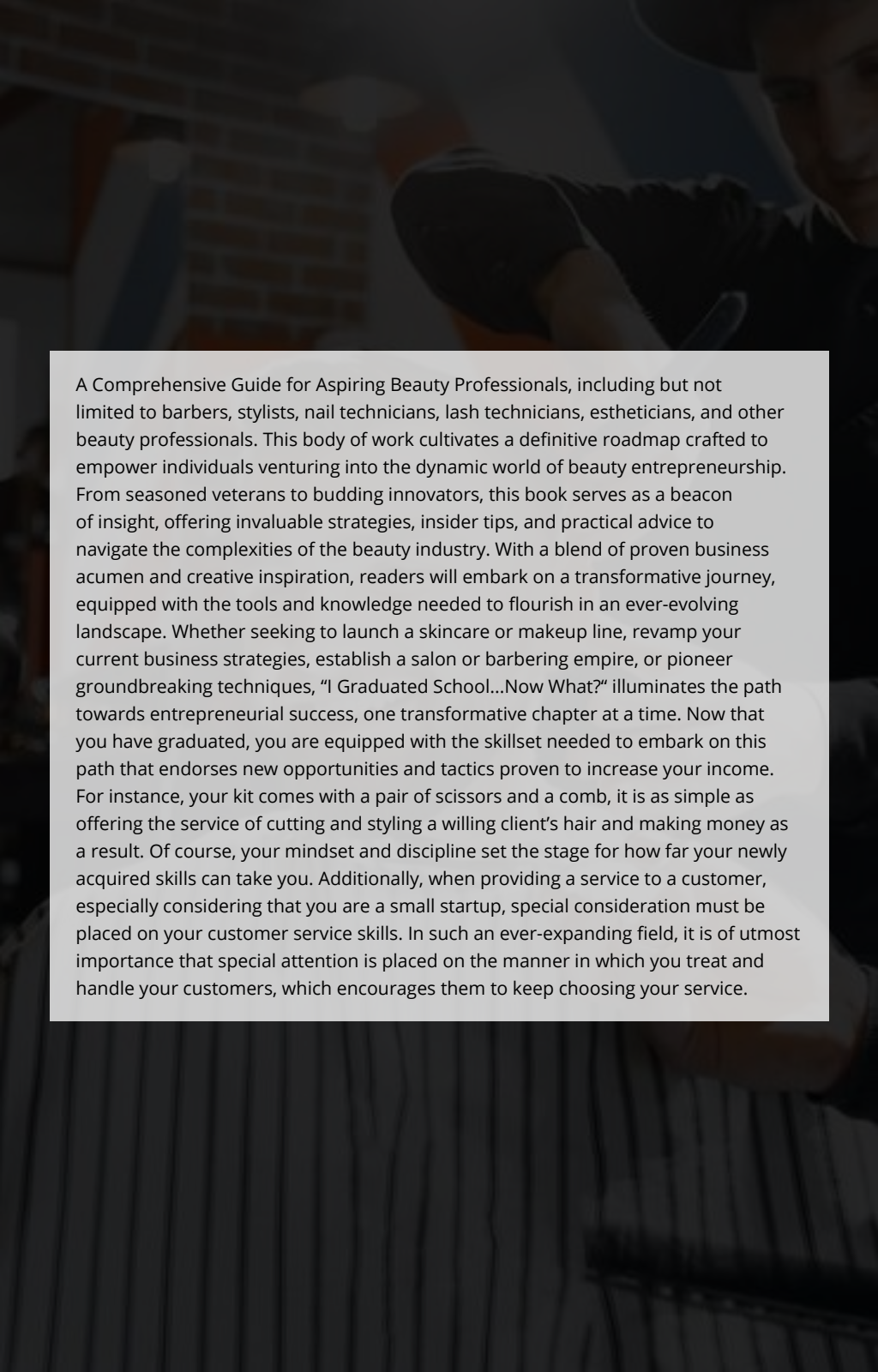
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Guideline to Success



I GRADUATED! Now What?

For All Beauty Industry Pros



A Comprehensive Guide for Aspiring Beauty Professionals, including but not limited to barbers, stylists, nail technicians, lash technicians, estheticians, and other beauty professionals. This body of work cultivates a definitive roadmap crafted to empower individuals venturing into the dynamic world of beauty entrepreneurship. From seasoned veterans to budding innovators, this book serves as a beacon of insight, offering invaluable strategies, insider tips, and practical advice to navigate the complexities of the beauty industry. With a blend of proven business acumen and creative inspiration, readers will embark on a transformative journey, equipped with the tools and knowledge needed to flourish in an ever-evolving landscape. Whether seeking to launch a skincare or makeup line, revamp your current business strategies, establish a salon or barbering empire, or pioneer groundbreaking techniques, "I Graduated School...Now What?" illuminates the path towards entrepreneurial success, one transformative chapter at a time. Now that you have graduated, you are equipped with the skillset needed to embark on this path that endorses new opportunities and tactics proven to increase your income. For instance, your kit comes with a pair of scissors and a comb, it is as simple as offering the service of cutting and styling a willing client's hair and making money as a result. Of course, your mindset and discipline set the stage for how far your newly acquired skills can take you. Additionally, when providing a service to a customer, especially considering that you are a small startup, special consideration must be placed on your customer service skills. In such an ever-expanding field, it is of utmost importance that special attention is placed on the manner in which you treat and handle your customers, which encourages them to keep choosing your service.

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BUILDING YOUR PORTFOLIO

Your portfolio consists of an assortment of images that showcase your best work for potential buyers, managers, or likely partners in the industry to see demonstrations of your work. This could be finished styles, images or videos of you showcasing your work. Creating and storing all your content on multiple platforms is important as your business strives on this portfolio. Not only is this an assortment of your work, but also a display of your personal branding, and how you stand out from your competition. From the commencement of beauty school, you should start building your portfolio by taking pictures and working on your content techniques. This content consists of photos, videos, or other tangible documents that display your skills as an entrepreneur.

This adds importance, especially for those interested in seeking employment in the relevant fields or building clientele. The potential customer would be able to get a visual of your unique skillset. Of course, we have certifications that prove we are equipped to perform these services, but physical customers would understandably want to see why they should choose you to

provide the service they require. It makes it much easier, and depending on the establishment, existing entrepreneurs and management will invite you to come in and do a demo to showcase your diverse and unique skillset.

This is a great opportunity to showcase your abilities and you'll be able to get a sense of the work environment. If you do a good job and set yourself apart you'll definitely be hired. The downside of this line of business is that there will be some instances of dishonesty. Long ago, people would build their websites some would take pictures from the Internet of work created by other professionals and depict the images as their own work. Today, social media plays a key role in diminishing this as customers can now decipher who the original work belongs to, whereas, in the past, it may have been more difficult to do so. It is very important to make sure that you're creating content for your business and your brand. As of now, you are a brand, unless you're working for someone or a company. Creating your content and building your portfolio should continuously be added to your growing and ever-evolving portfolio.

SHADOWING/ INTERNSHIP

Many who finish school may not be prepared to open a business or salon and may have a full list of customers. Some students may not have the confidence to perform at the entrepreneurial level, so they will shadow a professional or become an intern to a professional, or even an assistant to gain experience and learn techniques, skills, and knowledge while helping a professional do their job better. Some can even negotiate a working wage while they are interning.





Commission

This refers to working with a business to acquire an additional percentage of your revenue, apart from your fixed salary. For instance, the business you are working for will get a percentage usually around 20-50 percent of your earnings. Why? Because they're paying for your products, they're paying for the tools and equipment the towel, utilities, water, and electricity. Essentially, they're paying for the space you occupy. While working there you're even gaining clientele from them because you're working at their establishment, so it's only right that they get a percentage of your income. A reasonable percentage that can be discussed within a professional scope. A reasonable percentage as an entry-level professional is 50-50, and as your clientele experience and technique expand, your percentage will increase. It is important to pick a time frame of usually 3-6 months after commencing employment to discuss your commission. Evidently, this is because you want to get to the point where you're making a higher percentage and taking more money home.

In this scenario, you start as a commission barber, of course, you don't have a lot of clients because you would have just graduated from school.

The salon you're working at will usually be a well-known name with repeat customers, and where clients will just naturally come for services. There are well-known salons in every single city and one that will fit your individual traits. You then agree to work for a certain amount of days for a certain amount of hours, and within that, you will be getting a percentage of the salon services. Some salons will have retail that they'll give you a cut if you sell products and tools. This is another way to gain additional income. So you commence here and build your clientele. You can also negotiate an hourly wage. In sum, you should be getting an hourly rate plus commission services. The hourly wage will most likely be less than the minimum wage. Sometimes you go to a 'mom-and-pop' establishment and they may try to give you 50% of whatever services you do. Your partial salary will most likely include assistant duties like cleaning and assisting other professionals with shopping, or setting up products. Nowadays, you could engage in social media, and receptionist-type tasks for a small hourly wage commission, and whatever salon services you do, you would acquire commissions from these tasks. If you can somehow manage to negotiate a situation similar to this, it would be beneficial to you, especially as an entry-level professional.



BOOTH RENTAL

Secondly, we will have to build our clientele. From this, we can then grow into an independent stylist. Eventually, we no longer have to pay commissions and we'd be able to afford our rent. Rental payments can be made either weekly or monthly. This includes the electric bills and other utilities such as water rates. You would also have to take into consideration, the cost of the products you would need to provide the services to your clients. You'll be solely responsible for accounting for clients' payments and other expenses. This choice is recommended when you have enough clientele to cover your personal bills twice over.



Looking for **Employment**

Do you know of any establishments you can seek employment? Are there any stylus you know that can help build your skills and techniques and help you build your clientele?

There are many establishments out there that can help you with this. For some, you may have to go in and physically apply, and be interviewed as may be required while for others, it would be best suited to apply online. The best recordation is to make sure you first go into that salon and check it out for yourself, attain an honest evaluation as to whether that is a place you would want to work, this is if it fits your style and your character. It's also very important to examine the other hairstylists. pay close attention to detail when conducting this research as it may be pivotal to your growth as a professional.

Ask yourself

- ▶ Is this a good location for me?
- ▶ Is the salon clean and does it have sufficient space for me to work on a day-to-day basis comfortably?
- ▶ How do the other stylists interact with each other?
- ▶ Is this establishment owner-operated or run by management?
- ▶ Will my current customers like it here?
- ▶ Can this establishment bring me new clientele?



Establishment/ **Ownership**

Your clientele has now grown to the point where you can afford to rent your own space. Your clientele allows you to account for all the tools, equipment, and products you may require for a successful day-to-day operation of your business. Including your state board-regulated laws for certain licenses in your state. If you have the resources to co-rent a space to another professional this will add even more income.

A person wearing a white lab coat is shown from the chest down, with their hands clasped in front of them. The background features teal curtains and a white wall. The entire scene is framed by a white, rounded rectangular overlay that contains the text.

Branding

Branding is so important because it will set you apart from other stylists and professionals in the industry. One thing that you have to think about is how you want to present yourself to potential clients. How do you want to make them feel at your establishment? Great news, you can be and do anything you desire! Dream like a fool! Have some insecurities about yourself! This truly doesn't matter. It's all about how you present yourself. People love a good story and this will make you more relatable. Everyone has a story. Follow and get inspiration from who you want to be like and industry professionals that you are inspired by. Follow these persons on social media, study their social media pages, what makes them stand out, and look for patterns and details that you think may work for you. If they're in your area, go visit their establishments.. Be brave! This is how you set yourself apart from other professionals in the industry. Also, make sure you have the skills to back up your brand as you don't want to falsely advertise.

ASK YOURSELF....

- ▶ What is your name?
- ▶ What's your favorite color?
- ▶ What is my personality type?
- ▶ What things do you like?
- ▶ What is your style preference?
- ▶ What are you inspired by?
- ▶ What do you like most about the beauty industry?

Tips To Ensure Success

Follow all state law applications and certifications.

Progressively work on your brand.

Start separate business social media accounts to increase the chances of customers finding you and seeking you out for their requirements.

Invest in materials to take good photos Find local social events to attend.



How to Brand Your Effectively

Define Your Brand Identity- Clearly define your brand's mission, values, and unique selling proposition (USP). Identify what sets your beauty business apart from competitors and how you want to be perceived by your target audience.

Create a Memorable Logo and Visual Identity- Design a visually appealing logo and establish a cohesive visual identity that reflects your brand personality. Consistent use of colors, typography, and imagery across all marketing materials reinforces brand recognition and strengthens brand identity.

Develop a Compelling Brand Story- Craft a compelling brand story that resonates with your target audience and communicates the inspiration behind your beauty business. Share your journey, values, and passion for beauty to create an emotional connection with customers.

Identify Your Target Audience- Conduct market research to identify your target demographic and understand their needs, preferences, and pain points. Tailor your branding efforts to appeal to your target audience and address their specific desires and concerns.

Curate Your Product Line- Develop a curated product line that aligns with your brand identity and meets the needs of your target audience. Focus on quality, innovation, and differentiation to stand out in the market and build brand loyalty.

Establish an Online Presence- Build a professional website and maintain an active presence on social media platforms relevant to your target audience, such as Instagram, Facebook, and Pinterest. Share engaging content, behind-the-scenes glimpses, tutorials, and customer testimonials to engage and connect with your audience.

Engage with Your Audience- Foster meaningful relationships with your audience by engaging with them on social media, responding to comments and messages, and soliciting feedback. Encourage user-generated content and collaborations to build a sense of community around your brand.

Collaborate with Influencers and Partners- Partner with influencers, beauty bloggers, and other industry professionals to increase brand visibility, reach new audiences, and leverage their credibility and expertise.

-Offer Exceptional Customer Experience- Prioritize customer satisfaction by providing exceptional customer service, personalized recommendations, and seamless purchasing and post-purchase experiences. Positive customer experiences contribute to brand loyalty and advocacy.

Monitor and Adapt Your Brand Strategy- Regularly monitor market trends, consumer behavior, and competitor activities to adapt your brand strategy accordingly. Stay agile and responsive to changes in the industry to maintain relevance and competitiveness.

HANDLING YOUR MONEY

After you establish your name you will need to register with the Secretary of State. Then you will be able to open a business bank account. You'd want to ensure that you create a business bank account.

Here are a few examples:

- Sole Proprietor-You are the business owner and operator
- LLC- You will register your business with the state and release your obligations to certain
- debts and liabilities from your business. Also, separate your personal assets from your business.

It is important to open a business bank account over a personal account because you will be able to claim your income when you report to the IRS. You will even be able to take out a business line of credit to help invest in your business. All business transactions will be done through this account. It's important to keep this income separate. It's important to keep track of your money so you know what's going in and what's going out how much you're spending on products and even down to the details of the services that you're providing to your customers and how much money you're making off of those services. Create a budget that makes sense to you and ensure that it is practical. Stick to it and stay consistent.



PRICING YOUR SERVICES

This is when you should truly be honest with yourself. Also, you must consider the location. Where is your business located? What's the income like in the area and does this city/town take into consideration your own financials such as your personal finances? How much would you need for hair products and what current services are provided that we need those products?

Pricing beauty services requires a delicate balance between covering costs, reflecting value, and remaining competitive in the market. Here are some steps for beauty professionals to consider when setting their prices:

Calculate costs- Determine all the expenses associated with providing your services, including product costs, rent, utilities, equipment, insurance, and taxes. Factor in your time and expertise as well.

Research the market- Investigate what other beauty professionals in your area are charging for similar services. Consider the quality of their offerings, their experience level, and any additional perks they provide.

Consider your target audience- Think about the demographic you're catering to and what they're willing to pay for your services. Consider their income level, preferences, and the perceived value they place on beauty treatments.

Factor in your expertise- If you have specialized training, certifications, or extensive

experience, you can justify charging higher

prices for your services.

Add value- Think about ways to differentiate yourself from competitors and add value to your services. This could include using high-quality products, offering personalized

consultations, or providing complimentary extras like refreshments or samples. -Test and Adjust-Start with initial prices and be open to adjusting them based on feedback from clients and changes in the market. Regularly review your pricing strategy to ensure it remains competitive and sustainable.

Consider Pricing Models- You can choose from various pricing models, such as à la carte pricing, package deals, tiered pricing based on service levels, or subscription-based services. Select the model that aligns best with your business goals and target audience. -Communicate Value- Clearly communicate the value of your services to clients so they understand why your prices are justified. Highlight the benefits they'll receive and how your expertise and personalized approach set you apart from competitors.

By carefully considering these factors and regularly evaluating your pricing strategy, you can ensure that your beauty services are priced competitively while also reflecting the value you provide to clients.



Building Clientele

The number one way to build your clientele is word-of-mouth. How do you simply do someone's hair and not have them go out somewhere where they're around family or friends who will ask 'who did your hair?' In these modern times, they'll also ask for their social media information so that the potential client can acquire your services. In this way, you can effectively build your clientele. It is an added bonus if you've provided an exceptional customer service experience and you have great techniques you're doing that will spread the word even faster. To add, if they are able to share your information with a couple of their friends or family and offer them a percentage of your hair or anything they may be intrigued with, it's even better and cheaper, it is a very cost-effective way for a new hairstylist to offer, for instance, a deep condition for free, or a trim or haircut on their next service. This encourages customer loyalty.

Incentives

Also, a good idea is to offer incentives, like a little discount or one recordation, a free conditioning treatment or something that involves just a little bit of product but is still beneficial for your customers. Customers love and appreciate free gifts and they'll make sure they'll tell more people so they can keep getting free service.

Social Media

Your social media pages speak volumes to the growth of your business. If you're not posting pictures and letting people know what you do, they won't know what you're doing. We live in an age where a lot of people communicate via social media and so, the easiest way to reach them is through their social media pages. You can simply create a post of a separate business page from your personal page, post hair information and this should be sufficient. occasionally posts sales on products, discounts, new products as these posts will increase engagement. You can also run occasional competitions. Use your personal relationships, reach out to family and friends to share your posts on their pages to reach new audiences. This helps a ton!



Change Unhealthy Habits

You are solely responsible for booking and getting clients. You are also responsible for keeping those clients so ensure that your habits are consistent and healthy. Do not become complacent. For example, never tell yourself, "OK this is enough get up and go to work and if it's slow, I can go home." As yourself, "what can I do to grow my claim to enhance my techniques what can I do to better myself in my business now I don't have any clients"



Appearance/Cleanliness

Appearance matters! You cannot say you are a hairstylist and or a beauty professional and you don't look beautiful or professional, and it is as simple as regularly grooming yourself and maybe applying a little extra makeup, an appealing outfit to showcase who you are as a professional stylist. People aren't just paying for your service, they are also paying for you! How you present yourself daily speaks volumes to your net worth and this impacts your income you generate.



Communication/ Social Skills

Having a good attitude and social skills also helps you as a beauty professional, and as a customer service professional. Always remember that you are selling a service. Do you know how to communicate with your potential customers and keep them engaged? How do you present your brand? Is this done in a way that is kind and inviting? You should be very clear and concise about your services and your prices in every interaction. Your level of confidence communicates to your customers that you can be trusted to provide the service they may require. Learning how to talk to your customers is important because you'll be able to give them exactly what they want without any error. Sometimes they may not be able to conceptualize the exact service they want to achieve and for this reason, it's important that you learn and understand your clients. You do this through improving your social and communication skills. You may complete the service and if the product is undesirable, you may be operating at a loss. It is your obligation to ensure that you are skilled at this. For instance, your client may come in and want a drastic change to their hair but you know their lifestyle, you know they won't have time to maintain this hairstyle, but you do it anyway and later on they'll come back dissatisfied because the hairstyle is not what they may have desired. It is vital to ask the right questions.

Rebooking

Before your client leaves, ensure that you a future appointment booked for their regular services. This encourages a steady flow of income and continued loyalty. You must consider this as you'd want to ensure that your cash flow is steady. Remember that you operate a business and cash flow is important for the successful operation of your business.

Product Sales

Selling your products is another way to generate money in the salon. Your customers purchase your services, so it would be easy to encourage them to purchase the products that from you as they'd already be using the products when you are providing them with the service. By using the same products, you can guarantee to them that the integrity of your clients hair will be maintained while they are away and at home. Additionally, ensure that you educate your customers on how to use the products.

Establish a method in which you can also promote the sale of these products online, whether it be your website or your social media pages.

Making Extra Income in the Industry

Beauty entrepreneurs can explore several avenues to generate side income while leveraging their expertise and resources in the beauty industry:

Consulting Services- Offer consulting services to individuals or businesses seeking guidance on product development, marketing strategies, brand building, and industry trends.

Freelance Makeup Artistry- Provide freelance makeup services for weddings, special events, photo shoots, or film productions. -Beauty Blogging/Vlogging- Start a beauty blog or YouTube channel to share tutorials, product reviews, and beauty tips. Monetize the platform through affiliate marketing, sponsored content, and advertising.

Online Courses and Workshops- Create and sell online courses or workshops on makeup techniques, skincare routines, or starting a beauty business. -Beauty Product Reselling- Source and resell popular or niche beauty products through online marketplaces like eBay, Etsy, or Amazon. -Social Media Management- Offer social media management services to beauty brands or influencers, helping them grow their online presence, engage with followers, and increase sales.

Beauty Product Photography- Provide professional product photography services for beauty brands or bloggers seeking high-quality images for their websites, social media, and marketing materials.

Affiliate Marketing- Partner with beauty brands and promote their products through affiliate marketing programs, earning a commission for each sale generated through your referral links.

Beauty Event Hosting- Organize and host beauty events, workshops, or masterclasses, charging admission fees or partnering with brands for sponsorship opportunities.

Beauty Product Development- Collaborate with manufacturers to develop and launch your own line of beauty products, from cosmetics and skincare to beauty tools and accessories.

These are just a few examples of how beauty entrepreneurs can diversify their income streams and make side money while leveraging their expertise and passion for the beauty industry.



SUCCESSFUL ENTREPRENEURS

Successful beauty entrepreneurs typically possess a combination of the following traits:

Creativity- They have innovative ideas for products, branding, and marketing strategies within the beauty industry.

Passion for Beauty- A genuine love for cosmetics, skincare, and the beauty industry as a whole fuels their drive and commitment.

Market Savvy- They understand current trends, consumer preferences, and market demands, allowing them to develop products that resonate with their target audience.

Resilience- They can navigate challenges, setbacks, and competition while maintaining focus on their goals and adapting to changes in the market.

Business Acumen- Strong business skills, including financial management, strategic planning, and effective decision-making, are essential for building and sustaining a successful beauty brand.

Networking Skills- Building relationships with suppliers, retailers, influencers, and other industry professionals helps them expand their brand's reach and influence. **-Customer Focus-** They prioritize customer satisfaction, listen to feedback, and continuously strive to improve their products and services to meet the needs of their customers.

Brand Identity- They create a distinct brand identity that sets their products apart from competitors and resonates with their target audience.

Adaptability- They are willing to embrace change, experiment with new ideas, and evolve their brand to stay relevant in an ever-changing industry.

Ethical and Sustainable Practices- Increasingly important, successful beauty entrepreneurs incorporate ethical and sustainable practices into their business models, reflecting consumer values and contributing to long-term success.



Maintaining a Positive Mindset

Maintaining a positive mindset is crucial for entrepreneurs to navigate challenges, stay motivated, and achieve success. Here are some ways to cultivate a positive mindset as an entrepreneur:

Practice Gratitude- Start each day by acknowledging and appreciating the things you are grateful for. Cultivating gratitude helps shift your focus from what you lack to what you have, fostering a positive outlook.

Set Clear Goals- Define clear, achievable goals for your business and break them down into smaller, manageable tasks. Celebrate milestones and progress, no matter how small, to maintain momentum and motivation.

Focus on Solutions, Not Problems- Instead of dwelling on setbacks or obstacles, focus on finding solutions and opportunities for growth. Adopting a solution-oriented mindset empowers you to overcome challenges and move forward. -Surround yourself with Positive Influences- Surround yourself with supportive and positive individuals who believe in your vision and encourage your entrepreneurial journey. Seek out mentors, peers, and role models who inspire and uplift you.

Practice Self-Care- Prioritize self-care and well-being by taking breaks, exercising regularly, eating nutritious meals, and getting enough sleep. Physical and mental well-being are essential for maintaining a positive mindset and optimal performance.

Embrace Failure as a Learning Opportunity- View failure as a natural part of the entrepreneurial journey and an opportunity for growth and learning. Instead of dwelling on past mistakes, analyze them objectively, extract valuable lessons, and use them to inform future decisions.

Visualize Success- Visualize your goals and dreams as if they have already been accomplished. Use visualization techniques to imagine yourself overcoming obstacles, achieving milestones, and living your desired lifestyle.

Practice Positive Affirmations- Use positive affirmations to challenge negative self-talk and reinforce beliefs in your abilities and potential for success. Repeat affirmations related to confidence, resilience, and abundance to reprogram your subconscious mind.

Stay Flexible and Adapt to Change- Embrace uncertainty and change as inherent aspects of entrepreneurship. Stay flexible and adaptable in your approach, willing to pivot, iterate, and evolve your strategies based on feedback and market dynamics.

Celebrate Your Wins- Take time to celebrate your achievements, no matter how small. Acknowledge your progress and accomplishments, and use them as fuel to propel you forward on your entrepreneurial journey.

By incorporating these practices into your daily routine, you can cultivate a positive mindset that empowers you to overcome challenges, stay resilient, and thrive as an entrepreneur!

Best of luck!