



You Can Make Serious Bank Right Out of School!

**What You Can Do Right Now to Guarantee
You Are Two Steps Ahead of The Rest of Your Class**



A Cosmetology Student's Road Map to Immediate Success.

INTRODUCTION

There Just Ain't Enough Time in the Day!

I completely understand...you're busy. You've got school, homework, a job, a family, and a social life. You don't need anything else to do. Life is busy and it comes at you from a thousand different directions. So what do you do to manage it all AND prepare for your amazing career in cosmetology at the same time?

What can you do right now to ensure you will be successful, happy, and fulfilled in your career?

I'm glad you asked!

I've been a stylist for (28 years) and owned my own business for 22. I am a master stylist and I've experienced just about everything this industry can throw at you.

Because we're friends, I really want you to succeed, so I'm going to give you a few little secrets to help get you where you want to go. It's a checklist, kind of like a step-by-step path to success in cosmetology.

This checklist comes from my own experience and my own hard-learned truths. Look, it's hard to figure this business out on your own. Trust me. I tried. I hit some serious bumps along the way, but I found a mentor who guided me through. So, to pay it forward, I'd like to be a guide for you.

As I look back, I have no regrets, but I do sometimes wish that when I was in cosmo school, I had done things differently. I wish I had known then what I know now. Armed with that info, I would have saved a lot of money, made a lot of money, and avoided some costly detours along the way.

Don't overlook the actionable activities included at the end of this download. By taking the time to complete them, you'll be better equipped to avoid common obstacles and achieve success in your career faster than you thought possible

SO, HERE YOU GO!

What I Wish I Knew & What I Know YOU Should Do Before You Graduate!

01 Wade Into The Waters



You've been to the salon a thousand times in your lifetime. You've gotten your hair serviced hundreds of times, enjoyed a mani-pedi, gotten a facial, whatever. Have you ever really paid attention to what's going on around you? Ever had a bad experience? Or an absolute killer service? What made it great, or not so good?

Before You Graduate (BYG) Step 1 is to secret shop at least five salons. Get intentional and keep a journal of a few key service experiences that made you feel welcomed, appreciated, well taken care of.

Make Note of These Key Service Experiences:



Were you greeted warmly as soon as you arrived, or did you have to wait to get noticed? I hate that - feeling like everyone in the salon is too busy to acknowledge me - don't do that!



How was the atmosphere? Was it Bougie, Street? Retro? Loud and in your face? Calm and Spa-like? Identify what you like and you'll begin to identify your niche.



What surprised you, good or bad? Make a note and be sure to do the good or find a salon that does when you graduate. (This is called R&D- rip-off and duplicate). Run far, far away from the bad experiences and salons that do them.



Make note of the clientele each type of salon attracts. Who do you want to work on most? Find a salon that attracts those people.



Were you invited back for another service? If not, don't you think you should've been? Would you even go back if they did? Most people don't complain to the stylist or the owner when they get bad service, but they sure tell their friends - what would you tell your friends about your experience?



What would you do differently to make the experience better? Remember it and do it when you get behind your chair! Remember the bad stuff - don't do that.

(Click here to get a \$150 gift card so secret shop Etica - no strings attached, honest!)

02

Make Yourself Irresistible



I know – you already are, but...to be irresistible in this biz, here are some tips. Learn, stay ahead and continue to grow. The more you know, the more you'll separate yourself from your competition, and the more you'll be in demand. Set time aside every day to make yourself a little smarter.



The more you know, the more valuable you are to a salon and to a client.



Learn to speak your craft both to clients and other team members in your salon (Click here for the activity) When you can explain what you are doing, it shows that you can make a plan before executing – and that'll set you apart. It'll also come in handy when you need help from another stylist. Bonus: It'll make a client gain confidence in you and your skills.



Learn how to explain how you would apply color to someone off the street and why you would do it that way. It'll make it way easier for you to gain your client's trust if you are confident in your delivery and your knowledge.



Memorize the color wheel – Knowing the color wheel gives you the ability to create new colors and to manage clients' colors so they love their hair every time you provide them service.



Sign up for industry emails to stay ahead – do this not just to sound smart, but to be smart. The more you can help your clients, the more they'll want your help

People who are interested in their business are interesting to people who need their help

03

Find Your Niche



Since you already know what salons attract which customers, you can start to focus your attention on attracting the ones you love and avoiding the ones you just can't stand. It's easy because you've already laid the groundwork.



Which services do you absolutely hate to do? For now, you can minimize how often you do them by applying at salons that don't really provide them. But, failing to master and embrace the services you dislike will limit your irresistibility. Buck up and put your grownup pants on. Don't shy away simply because you aren't good at a service.



Do you love performing a certain service? Identify the services you absolutely love doing. What service do you crush every time you provide it? What service makes you pumped when you see it on the schedule? For now, align yourself with a salon that provides that service.



Work on your weaknesses. The less you're good at, the less you can do and the less work you will get. It's okay not to be great at everything right away, but use the time while you are in school to work on the tuff you aren't great at - yet. Trust me, it'll pay huge dividends!



Question Your Niche



Why do you really hate to provide a certain service? Is it because you kinda suck at it right now? Or is it simply that it brings you no pleasure and it's something you definitely don't want to do, ever? EVER?



Have you learned all there is to know about it? Do you think if you kept practicing and learning, you'd learn to love it?



Same question, opposite extreme - Why do you love providing a certain service? Does it come easily to you? Does it pay the best? Will you be able to make a living specializing in this one service, or do you want to be well-balanced? Hint...balance is a good thing.

Only on rare occasions can you specialize in one service at the expense of learning the others. You don't have to be amazing at everything. In fact, it's pretty unlikely that you can be amazing at everything. What you should do is identify what you love and be the very best at it so you can be the go-to person for that service at every salon.

Also, identify, embrace and improve upon your weaknesses so that your team can count on you to provide really good service across a wide range of disciplines. That's the key!



Be Good at Many Things and Great at a Few. I'd hire you in a heartbeat!





Seems like a silly question, right? Doesn't everybody want to make as much as their industry allows? Doesn't everyone want to be at the top of the pay scale?

Not necessarily. Before you go off into the world trying to make a million dollars, try to figure out how much you're willing to sacrifice to make your first, cool mil! Maybe you'll be comfortable working a little less and making a great living, or making even less than that and simply covering the bills.

Some things to consider:



How much do I have to make to cover my fixed expenses (rent, food, utilities, health insurance, car insurance, car payment, etc.)?



How much do I spend on non-essentials like entertainment, pets, gifts, restaurants, etc.?



How much do I want to save every year?
Add up A+B+C and that's what you need to make every month.



Do I have a partner who contributes? If so, is my career more about extra funds for a rainy day?





How much do I spend now and how much do I wanna spend when I'm a superstar? Really, what's your dream income? Be realistic, but dream big.


The great thing about our business is that you get to determine how much money you make - usually. First you have to decide how hard you want to work. Just like anything else, you do, you have to cut your teeth and pay your dues to achieve the income level you want. But you can do it. The key is to be really honest with yourself and be serious about creating a budget.



Create Budget - Ugh! So Boring! Yep, but if you really want to get where you want to go, a budget is a great first step. You won't be great at this right away, but start now so when you're out in the field, you'll have less to worry about, which translates into more good days.



Trust me, stressing over money makes you less good at life.




So, FYI, this is only a partial list of the things I wish I had done when I was in school to get me ready for my life in this amazing industry. There are tons more.

When I said earlier that I wanted to pay it forward, I meant it. I've got way more to share. If you're interested in hearing more and starting up a one-on-one convo, please visit <https://mnsalonjobs.com/connect-your-way> and let me know how I can help.

Best of luck to you as you complete your education. Please feel free to pop into Etica Salon any time.

In fact, if you want to take a crack at Step 1, SECRET SHOP ETICA SALON!

Here's \$150 toward any service at Etica. Book your appointment. Don't tell us about the \$150.00 gift card until after your service. Feel what it's like to be an Etica client and put us to the test.





Salon Secret Shopper Checklist

Salon Name : _____ Date of Secret Shop : _____

Did You Drop In, or Make an Appointment? _____

What was Your Immediate Impression? _____

How Did You Feel? _____



Describe the Stylist

Age : _____ Gender : _____

Things You Liked : _____

Things You Didn't Like : _____



Describe Other Clients in the Salon

Age : _____ Style : _____

Vibe : _____



Website Review

Does it Look Professional? : _____

Anything Else Catch Your Attention : _____

What did You Like the Most About the Salon : _____

What did You Like the Least : _____

Do You Want to Work at a Salon Like this? : _____





Haircuts



You Should Have Your Forms Memorized

What are the 6 -12 haircutting forms you learned in school (you need to know them off the top of your head) Square and Round

	Form Name	Holding Angle	Traveling/Stationary Guide	Notes
	Square			
	Round			
	Square			
	Round			
	Square			
	Round			
	Square			
	Round			
	Square			
	Round			
	Square			
	Round			





EXAMPLE 1

Medium-Long Hair Men's Haircut

Can you look at a picture and tell me how you would execute the haircut? Remember, when you're standing behind the chair with a new client, you only have a few seconds to figure it out.

1. Start your timer on your phone. Your plan should take you three minutes or less
2. Write down step-by-step how you would perform the haircut

Here's how I might execute this haircut.

1. I start in the bang area. I adjust the length to what I would like it to be
2. I free hand and cut the perimeter from bangs to around the back of the head
3. I layer the hair in light layering square, from the crest up
4. I use my layer from the top as my guide to give me the length of the layers on the back and continue with light layering square on vertical sections
5. I do an invisible layering technique to remove bulk and give the appearance of texture. This makes the client's styling at home quick and easy



Can you look at a picture and tell me how you would execute the color service? Take a look at this client's color, then make a plan.

YOUR PLAN



Assuming she has virgin hair and very long layers, this might be how I'd proceed...

1. I would apply a foil in a foiling pinwheel sectioning on the bangs.
2. I would apply highlights horizontally and slice them off the middle of the part.
3. Apply a vertical sliced highlight on side of the head around the ears, approx. 1/2-1.5 inch off the hairline.
4. Repeat on other side of the head.
5. Go back to the middle part and apply 2nd slice horizontally off the middle section.
6. Repeat steps 3 & 4 until reaching the client's colic.
7. Change developer to speed up the process (probably 40 volume).
8. Use the new developer on colic and apply the pinwheel foiling pattern.
9. Continue the highlights by slicing into the nape, matching placement with the colic foils.
10. Place only the crown under the dryer for 5 minutes, or until matches the caramel highlights in bangs.
11. Enter all of my formula and foil directions into the computer under the client's color notes.
12. I would lift to the exact color without having to tone after highlight service. This assures the client's hair is not over-damaged and it will look amazing from this service until their next service.





Monthly Expense Tracker

Highlighter Categories

Housing	Healthcare/Medical	Healthcare/Medical
<ul style="list-style-type: none"> • Rent or mortgage payment • Real estate taxes • Homeowner's insurance • Association dues • Maintenance and repairs 	<ul style="list-style-type: none"> • Medical Insurance • Vision or dental insurance • Doctor visits (out-of-pocket expenses) • Dental care • Eye doctor appointments • Glasses/contacts • Prescription medications • Medical devices such as wheelchairs and canes 	<ul style="list-style-type: none"> • Gym membership • Cable • Move outings • Event tickets • Bars • Hobbies/crafts • Netflix or other streaming service subscriptions • Clothing subscriptions • Magazine subscriptions
Transportation	Education/Childcare	Debt/Retirement
<ul style="list-style-type: none"> • Car or lease payment • Gas • Auto repair • Car insurance • Parking costs • Rideshare costs/tips • Public transportation fare • Registration fees 	<ul style="list-style-type: none"> • Tuition • Books • Daycare • Before/after school care • Tutoring • Camps 	<ul style="list-style-type: none"> • Personal loans • Student loans • High-interest credit cards • Low interest credit cards • Installment payments • IRA's • 401K, 403B, any retirement savings
Household Items/Supplies	Personal Care	Clothing
<ul style="list-style-type: none"> • Cleaning supplies • Paper goods (paper towels, toilet paper, Kleenex, etc.) • Home decor • Small appliances 	<ul style="list-style-type: none"> • All hair services • Nail services • Makeup • Beauty items • Massages • Spa treatment 	<ul style="list-style-type: none"> • Clothing or all family members • Shoes for all family members • Accessories • Backpacks/purses • Work clothing
Utilities	Food and Drinks	Travel
<ul style="list-style-type: none"> • Gas • Electric • Water • Utility • Cellphones • Internet 	<ul style="list-style-type: none"> • Grocery store trips • Dining out • Food you order in (takeout or drive-thru) • Coffee shop stops • Alcohol • Work lunches 	<ul style="list-style-type: none"> • Airfare • Bagging charges • Car rental • Tickets • Hotel stays • Souvenirs • Bus tickets • Train tickets
Gifts and Donations	Pets	Miscellaneous
<ul style="list-style-type: none"> • Birthday gifts • Holiday gifts • Host gifts • Wedding gifts • Baby gifts • Charitable donations (monetary) 	<ul style="list-style-type: none"> • Pet food • Pet medication • Vet visits • Annual vaccinations • Pet accessories • Pet toys • Pet bedding 	<ul style="list-style-type: none"> • Bank fees • Excessive personal care expenses • Shopping expenses beyond necessities • Postage • Stationary fees • Pictures • License renewal

Use these categories to highlight your monthly expense tracker, so that you can figure out your money more effectively.

[Click Here To Download Your Budget Tracker](#)





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salon 





Natural Levels	Underlying Pigment	Corrective Base
10		Violet
9		Violet
8		Violet
7		Blue/Violet
6		Blue/Violet
5		Blue
4		Green/Blue
3		Green



PS: Be a good person to everyone. This business can be super-rewarding, but it can be pretty tough too. I consider myself blessed to be able to rely on my colleagues in the salon to have my back, and I have theirs. Teamwork makes the dream...You know what I mean.

Find joy in what you do and you will be a joy to those around you.

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