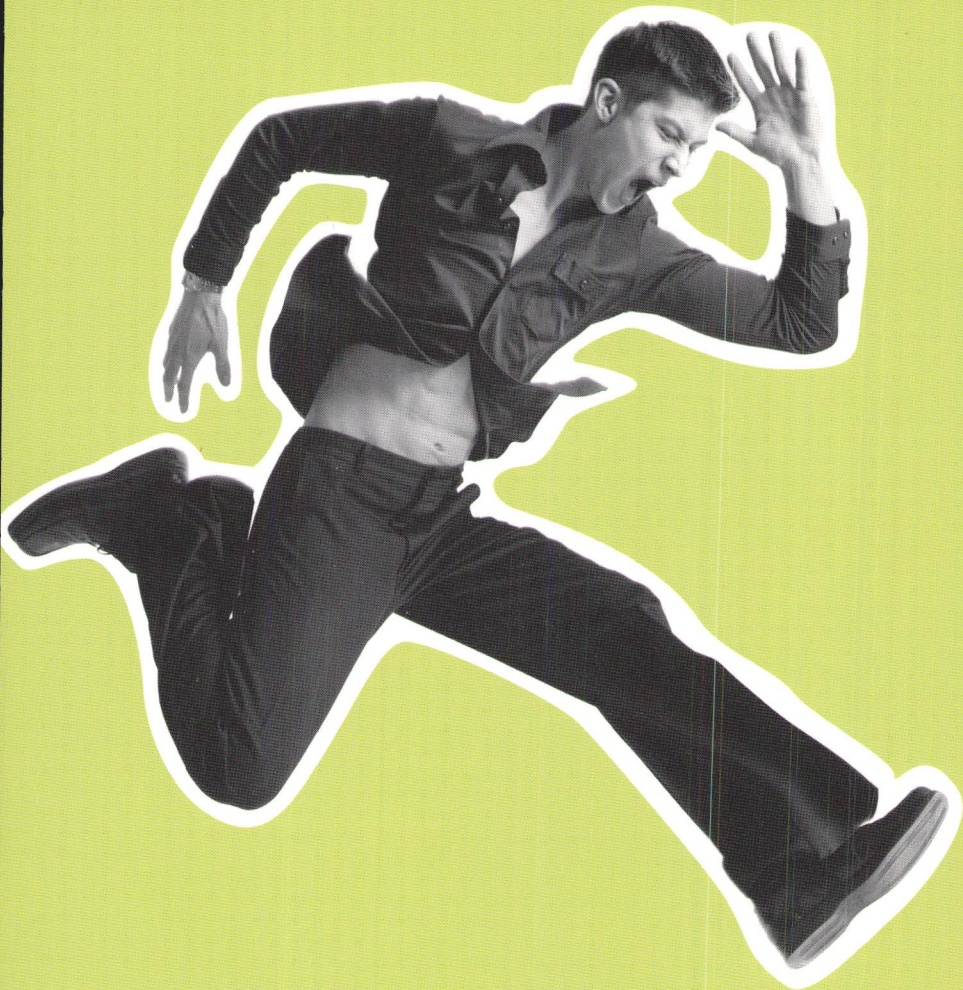


The Right foot

10

*steps
to success in
the professional
salon industry*

BOBCEA



This is the moment you've been waiting for. You're nearing the first milestone on the path to becoming a member of the professional salon community, and now it's time for the big decision:

What's next for you?

Whatever your goal, the following 10 pieces of advice from successful salon owners and visionaries **[all of whom are members of The Salon Association]** can help you on your journey. They were once in your shoes. Now you can walk in theirs.

The collective wisdom gathered here can help you get off

on the right foot.

Step 1

- ☐ Visit sites like Monster.com to help you prepare your resume, and ask friends and family members for their suggestions.
- ☐ While you're at Monster.com, check out the Career Advice section to brush up on your interviewing skills.
- ☐ Start making a list of salons/spas that you could see yourself working at (keep in mind the salon's brand, location and image).

Find

your new

home

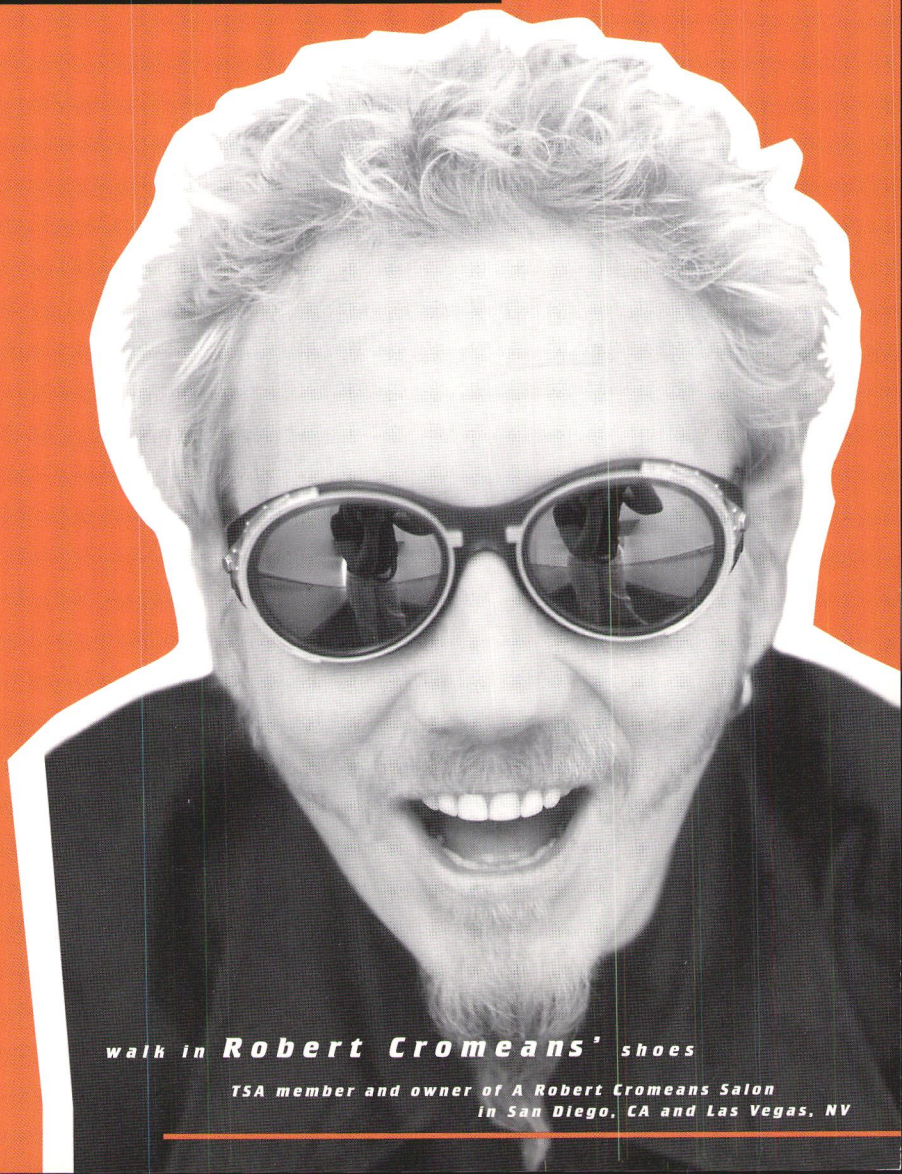
"Look for a salon that is

**going to keep you busy. If you are idle,
you won't be getting the knowledge your hands need. Have**

passion
in your eyes,

and let them know you'll do whatever it takes.

Those are the kids I hire."



*walk in **Robert Cromeans'** shoes*

*TSA member and owner of A Robert Cromeans Salon
in San Diego, CA and Las Vegas, NV*

Understand

your choices

☐ Need help sorting through the pros and cons of independent salons, chain salons, big city, small town, etc.? Call TSA and ask for advice. 800.211.4TSA.

☐ Choose a salon or spa that runs an honest business. And remember that tips are considered income by the U.S. government. Report all your tips! Your ability to qualify for a home or car loan is based on your income. Make sure you report all of it.

☐ Ask to read a potential employer's employee manual. These manuals are guides to the policies and procedures of the business. Hints about the culture, formal vs. informal environment, education program and leadership/management style are all found in the manual.

Step 2

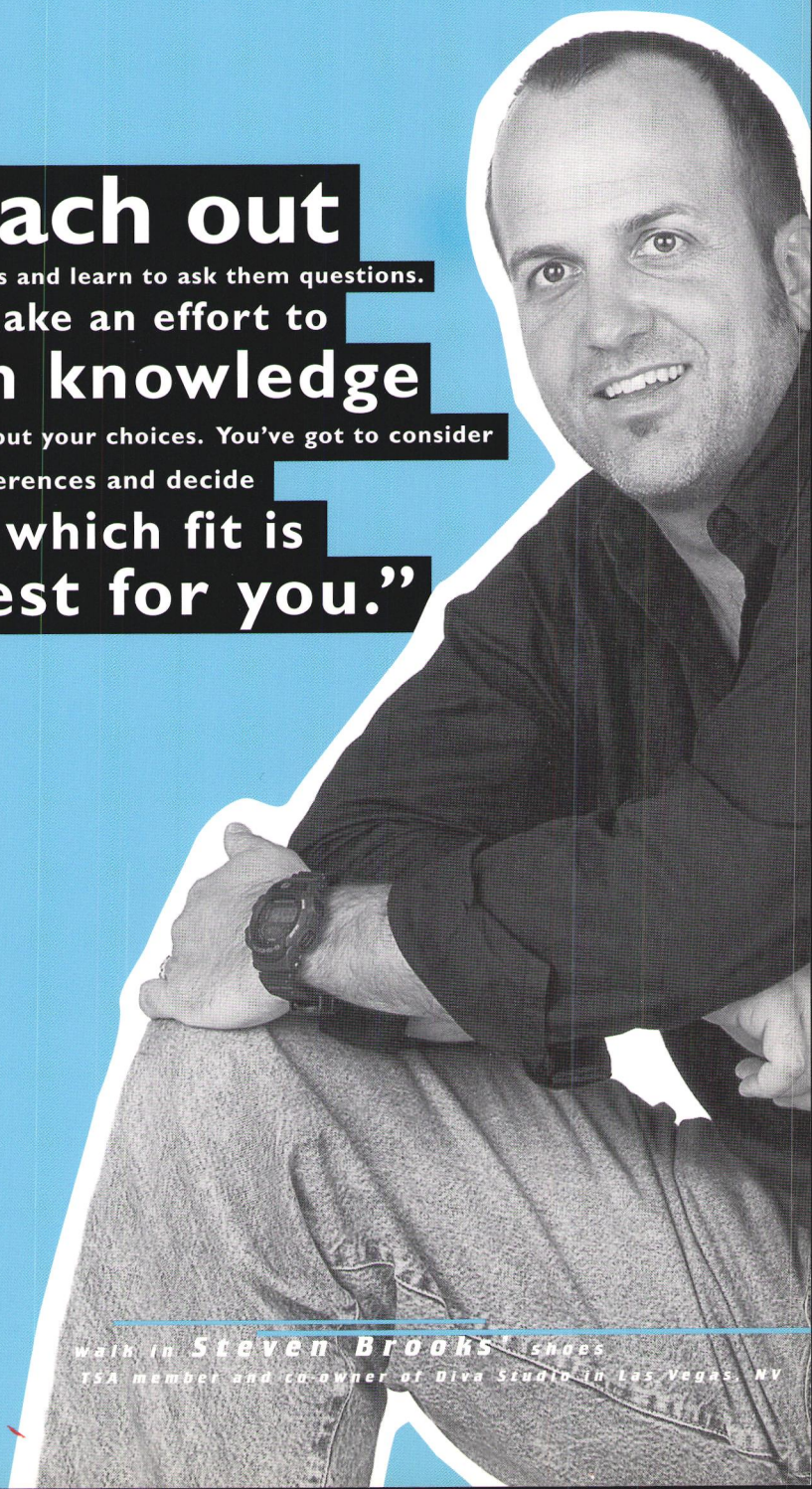
“Reach out

to salon owners and learn to ask them questions.

Make an effort to gain knowledge

about your choices. You’ve got to consider
the differences and decide

which fit is best for you.”



Walk in **Steven Brooks'** shoes.
TSA member and co-owner of Diva Studio in Las Vegas, NV

Step

3

- ☐ Book appointments for yourself at salons/spas you like and talk to the stylists there about their experiences in training programs.
- ☐ Look for opportunities to assist stylists you admire. Call stylists and owners who have taught courses at your school and keep networking until you find someone to learn from.
- ☐ Create your one- to three-year plan. Map it out. Continually refine it, but know where you are going.

Have

realistic

expectations

“Realize that you will

likely be in training for the first year or two after graduating.

Take the time to go through a strong education program. It will

expedite

your career in the long run.”



walk in **Keri Davis' shoes**

TSA member and owner of Gila Rut Salon in San Diego, CA

Polish

your professionalism

Step

4

-
- ☐ Learn what it means to give outstanding service – get a part-time job somewhere that is known for it.
 - ☐ Experience outstanding service – treat yourself to an occasional spa day or a meal at an elegant restaurant to remind yourself how your clients should feel at the end of their service.

You need to come to work

as if you're going to be entertaining guests at a very expensive,

lavish party. I worked as a coat check girl at an

upscale restaurant when I was 15,

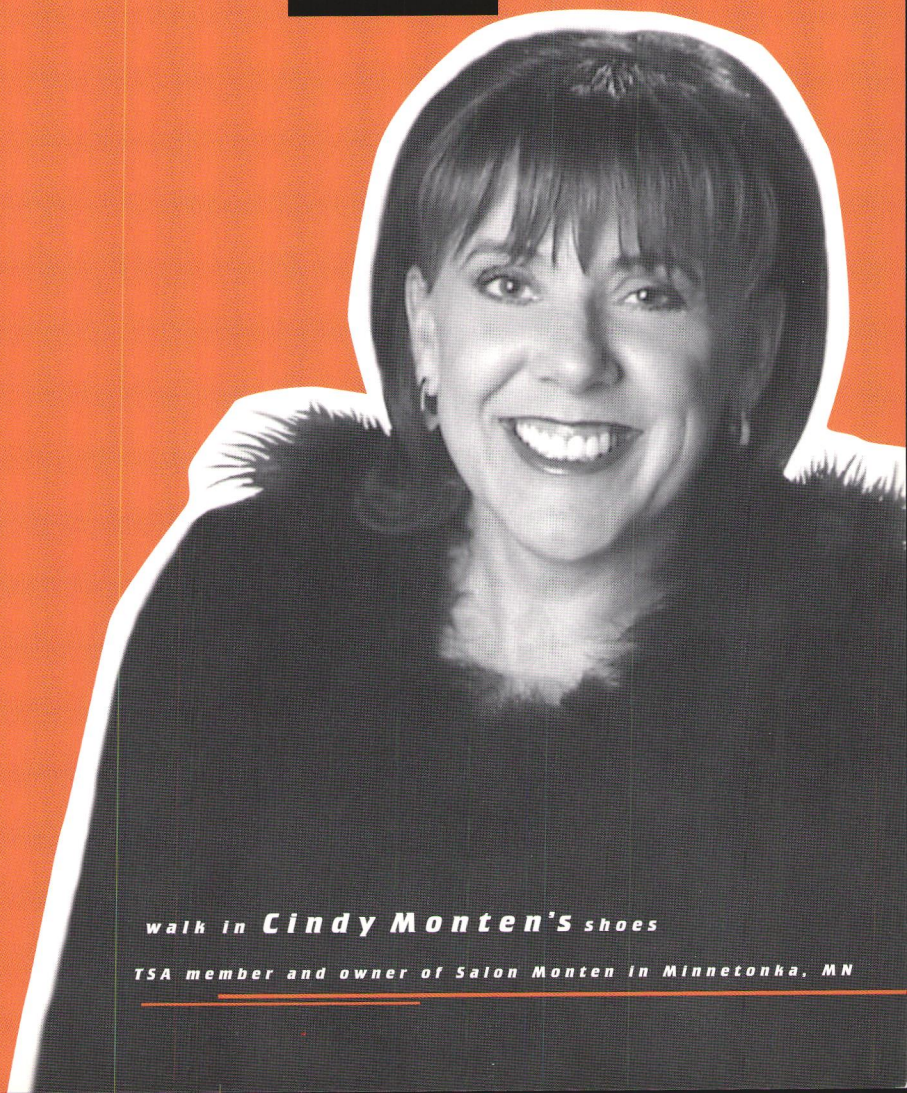
and I learned how to speak,

how to greet, and how to care for clients.

It made a lasting

impression

on me."



*walk in **Cindy Monten's** shoes*

TSA member and owner of Salon Monten in Minnetonka, MN

Step

☐ Once you start your career, shorten your learning curve by finding a more experienced co-worker you can trust to answer your questions and give you some guidance.

☐ Remember that cultures don't change to suit you. You need to find a way to work within the culture while staying true to yourself.

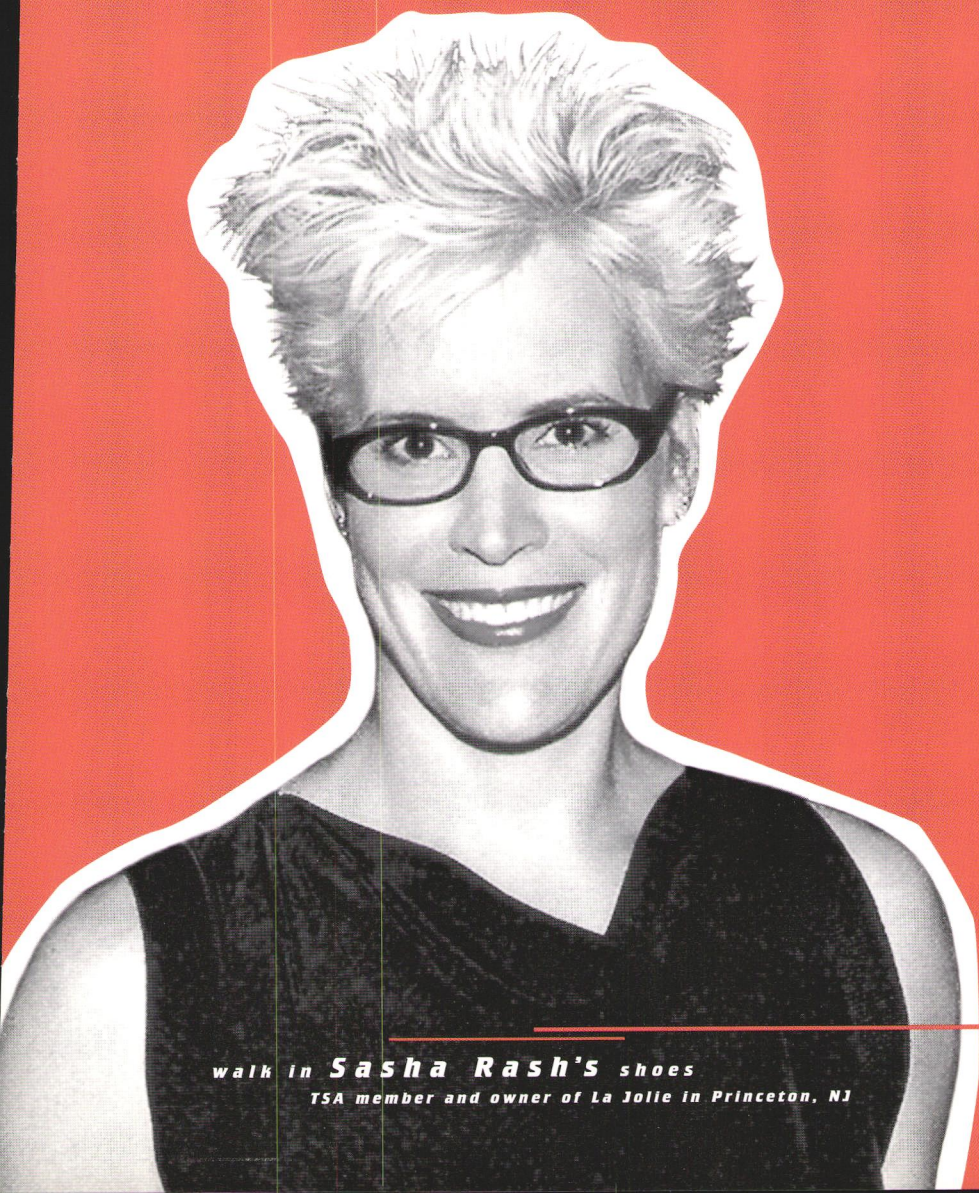
Find a mentor

“Look for a mentor –
someone emotionally mature, who can give you

direction,

listen and help you through your transition.

Someone outside of management.”



walk in **Sasha Rash's** shoes

TSA member and owner of La Jolie in Princeton, NJ

☐ Get your business card in the hands of as many people as possible. Become your own PR director.

☐ Recruit restaurant hostesses, TV reporters and hotel concierges as your clients. Each one will become your walking advertisement.

Be

your own agent

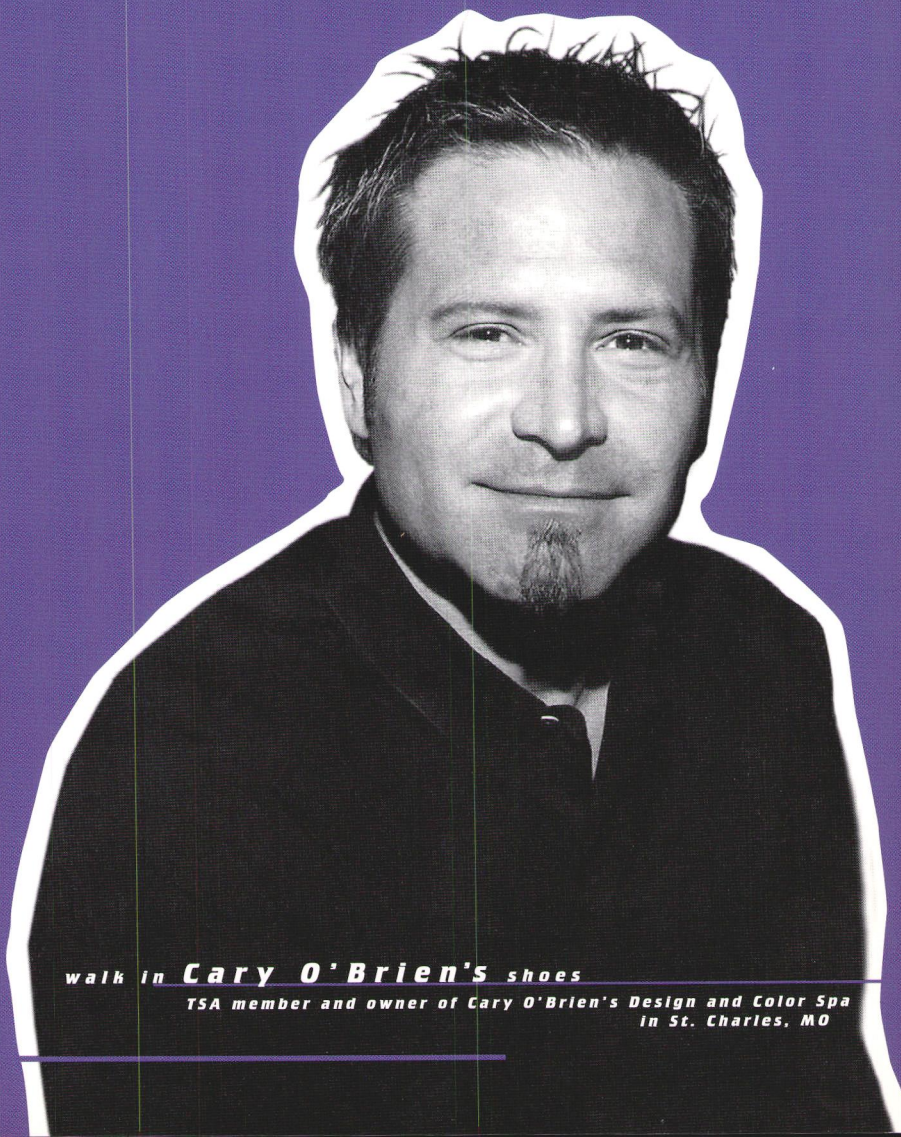
Step

6

**"Start to behave like an
entrepreneur.**

**Always be on the lookout for
opportunities to be better.**

**Be proud of where you work and what you're doing.
Tell everyone that you're a hairdresser,
and your book will start to fill up."**



*walk in **Cary O'Brien's shoes***

*TSA member and owner of Cary O'Brien's Design and Color Spa
in St. Charles, MO*

Keep getting better

☐ Strive to learn new techniques and trends by attending as many advanced education events as you can. Call TSA for a list of industry events. 800.211.4TSA.

☐ Diversify and expand your knowledge – go to museums or the theater, take art or music classes. Everything you learn will help feed your creativity and skill as a stylist.

☐ Read our industry magazines (*Salon Today*, *Modern Salon*, *Nailpro*, *American Salon*, *Day Spa*, *Nails*, *Launchpad*, *Canadian Hairdresser*, *Salon Magazine*, *Les Nouvelles Esthétiques*, *Process*, *Renew* and many more).

Step

7

"Education is the lifeblood of the industry.

It takes two things to be successful:

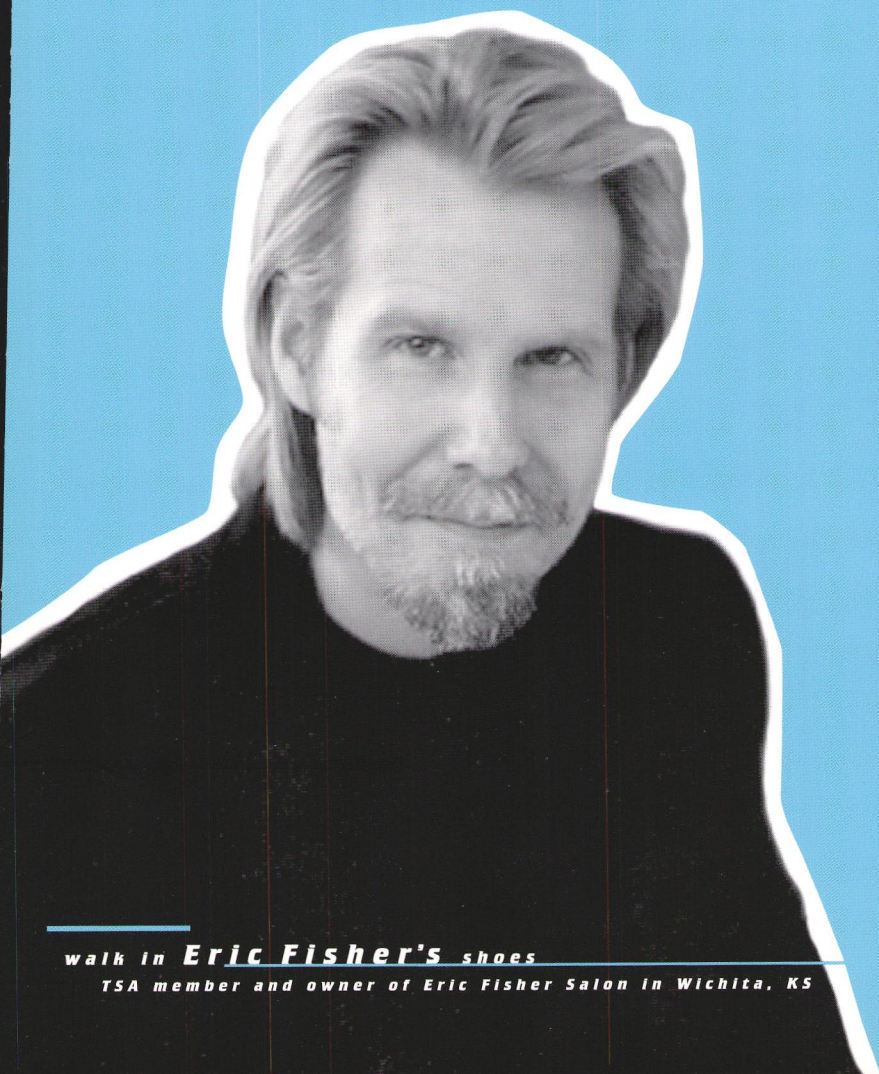
**commitment
and capability.**

Don't worry about the dollars – they're rewards, not goals.

Your goal should be to have a level of

passion

and intimacy with what you do."



walk in **Eric Fisher's** shoes

TSA member and owner of Eric Fisher Salon in Wichita, KS

☐ How can you tell if you really know something? By teaching it to someone else. Volunteer to be on your salon's education team.

☐ Become familiar with product lines that interest you. Ask about becoming part of their education teams.

Learn to teach

Step

8

“Embrace new stylists and nail techs.

By giving them the knowledge that you’ve accumulated, you will

**make room in your
mind to learn more.**

This is a generous, giving industry full of amazing talent.

Once you’ve got some experience,

it’s important to give back.”



*walk in **Melissa Yamaguchi's** shoes*

TSA member and co-owner of Yamaguchi Spa Salon in Ventura, CA

Step

9

☐ This career is about more than haircuts and highlights – look for opportunities to give back to the community by participating in local fundraising events. Ask TSA about upcoming events across the U.S. and Canada. 800.211.4TSA.

☐ Ask your owner or manager about organizing a fundraiser for a cause you care about – it will make you feel good and be good for business as well. Check out sites like fundraisingnetwork.org for advice.

Be

mindful

"Know that you are

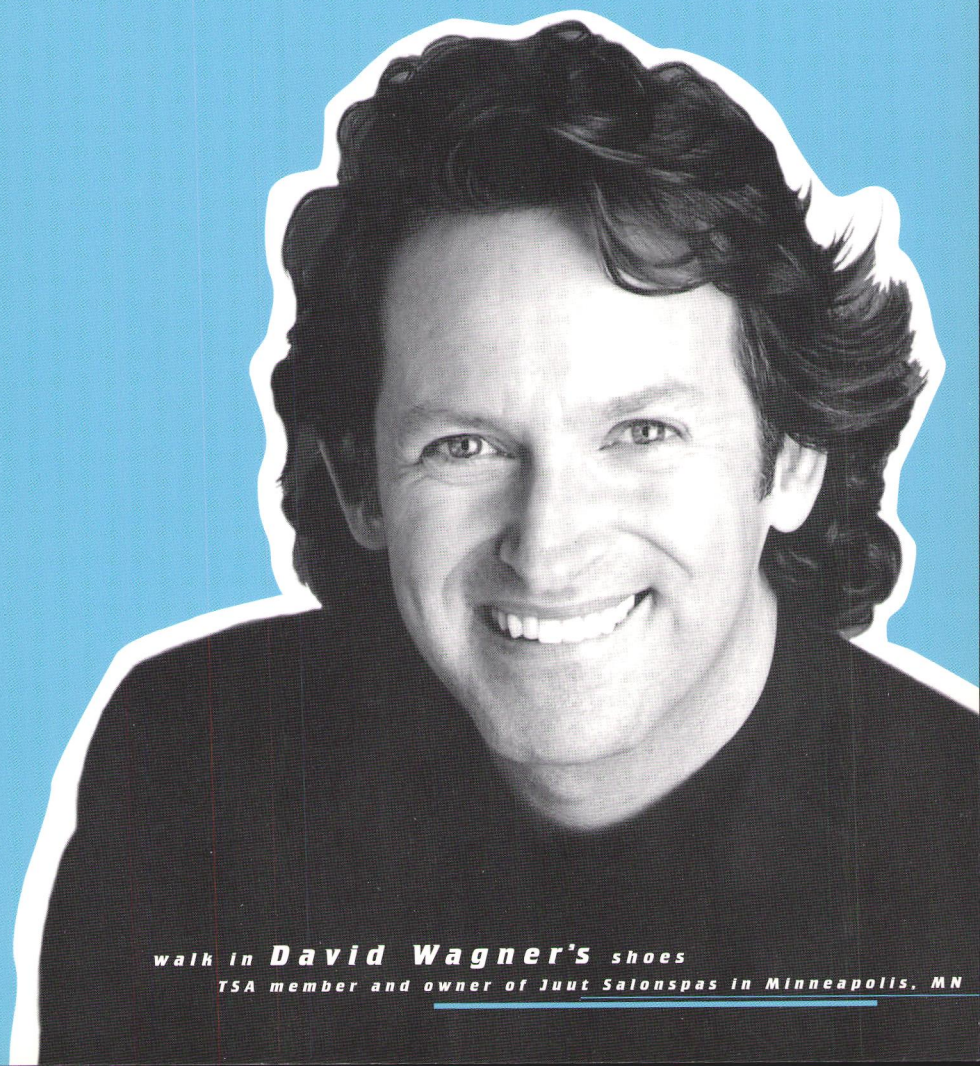
making a difference

to the people you are serving.

Whether you're making the day of a client or co-worker,

be aware of your

impact."



*walk in **David Wagner's** shoes*

TSA member and owner of Juut Salonspas in Minneapolis, MN

Step

10

Have

integrity

- ☐ Keep communication honest, open and direct with your new employer.
- ☐ Plan for your future. Create an accurate record of your finances by reporting all of your earnings, including tips, as they are considered income by the IRS.
- ☐ Treat everyone in the salon/spa with respect and appreciation. Build bridges of trust.

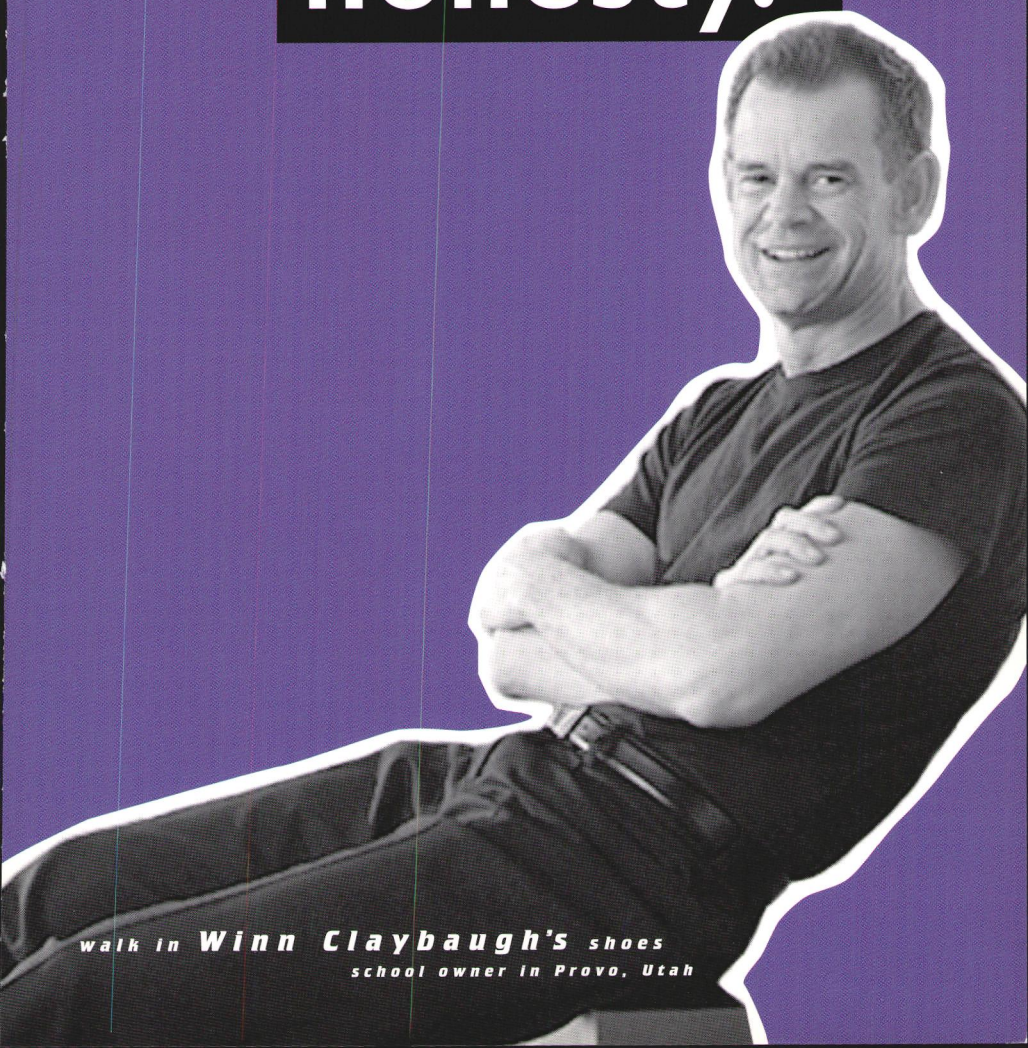
"Never burn bridges anywhere.

Be solution-oriented

rather than problem-oriented.

Approach everything with

honesty."



*walk in **Winn Claybaugh's** shoes*
school owner in Provo, Utah

Dear Students, I envy your timing!
You are becoming a member of the
professional salon/spa community at a
most advantageous moment. The
industry is growing, and there is a
pressing need for talented hard workers
across the U.S. and in Canada.

The sky truly is the limit for you. And even more importantly,
there are organizations like The Salon Association (TSA)
here to help. I can't say that all your days ahead will be smooth
sailing, but I urge you to stick with it. There are a hundred different
directions your cosmetology career can take you in. I encourage you
to have fun and think big!

Maryann Luongo

ML
maryann luongo

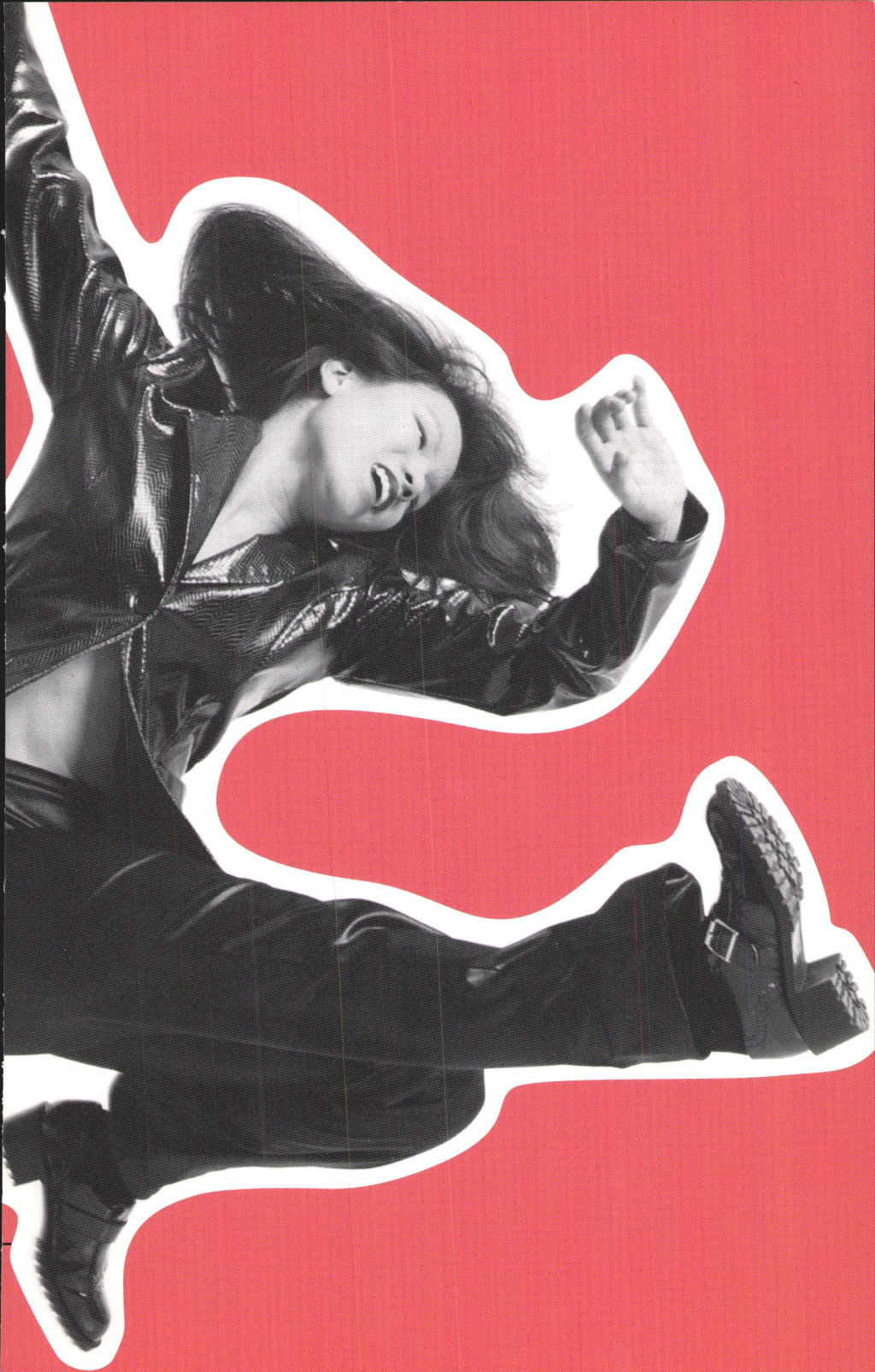
TSA volunteer, Beacon supporter and sponsor in Scituate, MA

Welcome to the salon/spa industry! Your decision to join this community will lead to many doors opening for you in the coming years. But no matter what direction you take, your work will always allow you to be **creative**, to have a flexible schedule, to work with different kinds of people, to make good money, to learn and to grow. You are a cosmetology student on a **bright path**. The members of The Salon Association (TSA) are here to help you anytime, for any reason. TSA members are owners of salons and spas, so if you are considering working in a particular city, we can hook you up with TSA members there. If you need information on education, we can inform. If you just want some advice from successful owners, we can advise. We truly want to see you **succeed**. Call us any time at 800.211.4TSA.

Best wishes,

TSA Board of Directors

Melissa Yamaguchi Sasha Rash NeCole Cumberlander E. Manuel Benavich
Eveline Charles John Galletti Cary O'Brien Richard Calcasola Serena Cleary



This image shows a full page of blank, lined paper. The paper is white and features evenly spaced, horizontal blue lines running across its entire width. There are no margins, text, or other markings on the page.

Never feel like you're completely on your own.

Whether you're looking for ideas to keep your career moving forward

**or you're seeking
financial planning advice,
check out these web sites
for more information.**

The Salon Association

www.salons.org

Modern Salon/Salon Today Magazines

www.modernsalon.com

International Salon & Spa Expo

www.isse-shows.org

Cosmoprof North America

www.cosmoprofnorthamerica.com

Strategies Magazine

www.strategiespub.com

Creative Age Publications

www.creativeage.com

Salon Magazine

www.beautynet.com

Canadian Hairdresser

www.beautybeat.com

American Salon Magazine

www.americansalonmag.com

Behind the Chair

www.behindthechair.com

Salon Employment

www.salonemployment.com

**National Interstate Council of State
Boards of Cosmetology**

www.nictesting.org

Masters Audio Club

www.mastersaudioclub.com

Vogue and W Magazines

www.style.com

Internal Revenue Service

www.irs.gov

Financial planning advice

www.financialplan.about.com

Retirement planning advice

www.retireplan.about.com

Health and wellness advice

www.wellness.com

TSA exists for the purpose of sharing knowledge and building community and serves its purpose through a mission of members sourcing and sharing business solutions.

Founded in 1996, The Salon Association (TSA) is a non-profit organization representing 7,000 employment-based salons and spas across the United States and Canada. Our workforce includes more than 50,000 professionals who welcome 75,000,000 clients each year. TSA is the industry's leading business resource for salon and spa owners.

TSA created a program for students entitled Beacon: a student source for insight and inspiration. Designed to expand a student's understanding into the "business" side of the industry, Beacon is held annually at TSA's Symposium. Beacon is attended by cosmetology students from across the United States and Canada.



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800.211.4TSA www.salons.org