Maintaining Your Digital World

Florida Board of Cosmetology News

Online Booking: Shopping for Salon Software?

Cheap Marketing Hacks that will Save Your Sanity

Stay Professional When Dealing with Difficult Clients

Fill Your Book via Online Reviews

Technology and Today’s Client

Calendar of Shows and Events

For the Salon Owner and Beauty Professional Only

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If you’ve been working in the professional beauty industry for more than 10 years, one way you probably built your clientele was to give each client three business cards, write her name on the back and ask her to give them to three friends who would enjoy your services. While that technique still works today, you can also take a similar approach online and amplify your reach and that of your clients multiple times over.

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Same trusted education, now fit for a professional.
Stay Professional when Dealing with Difficult Clients

By Christian Gaytan

Not every client will love you or the work you do but this is not to say we shouldn’t strive to be better. Aiming to please should be the default.

Let’s start off by clarifying something: this is not a comprehensive guide to dealing with difficult clients because we must consider our role as a service provider in a largely subjective space. The goal is not to take on the attitude of dealing with clients, rather, we should aim to please regardless of their demeanor.

Begin with a warm, and genuine welcome. At this point, we’re not aware of what the client will be like so it should be a habit to begin with enthusiasm and gusto. Use the client’s name, smile, offer a tour or a beverage. Killer customer service from the start will neutralize most people’s negative feelings.

I can think of several instances where from the beginning, the client seemed annoyed or irritated upon first meeting. In most cases, it was due to a bad day or crummy weather but by the time we got to the chair most had begun to warm up a bit. It may be elementary in nature but the first impression has the potential to be a powerful tool when diffusing a difficult client.

Be aware of body language throughout. Remember to make consistent and engaging eye contact as often as possible, doing so will help the client feel more connected and heard. I was told by a mentor early in my career that enthusiasm will take you further than skill. I still believe that to be true.

I’ve found not only are people attracted to enthusiasm, when faced with it they tend to soften up and tune in. As far as body language is concerned, keep great posture. Nothing kills a client’s confidence faster than a stylist’s lack-there-of. Also, be aware of facial expression. It should read nothing short of confident, enthusiastic and caring. For as long as I can remember the saying “kill them with kindness” really bugged me. I prefer to win them over with professionalism.

Communicate. Educate on everything. The most powerful advantage we will ever have is the knowledge and experience we have in our field. I

At this point If the client does not vibe it will not have been because of a lack of professionalism. Cut losses and get ready to do it again. Your next client just walked in...
always take the opportunity to talk through what I’m doing when I can even with clients who have tried to muscle me into submission with surface level knowledge of my work.

After carefully and methodically walking through every decision, movement and detail, they’re more interested than offended. Something to keep in mind is the purpose of this practice is not to establish dominance, rather, to earn trust. Keep your tone in mind, so you don’t come off overbearing.

Ask a lot of questions and clarify what you’ve heard. Be honest and give options when working. Few things in our line of work are impossible. When they are, be completely honest and educate on why. Giving options and recommendations helps clients with control challenges feel in command.

Close strong. If by this point, we still have not won the client over, continue to close strong. Don’t take it personal. Remember we can’t make everyone happy but it does not mean we shouldn’t try.

Be genuine and enthusiastic in the close. Follow through with the same business practices you would for anyone else. At this point If the client does not vibe it will not have been because of a lack of professionalism. Cut losses and get ready to do it again. Your next client just walked in...

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.
The Florida Board of Cosmetology

The Board of Cosmetology is responsible for licensing and regulating cosmetology. The board meets regularly to consider applications for licensure, to review disciplinary cases and to conduct informal hearings relating to licensure and discipline. The board engages in rulemaking to implement the provisions set forth in its statutes and conducts other general business, as necessary.

» Florida Board of Cosmetology Meeting Schedule

The next meeting dates are October 4 and 5, 2016. The meetings will be held at 9AM at the Renaissance Tampa, 4200 Jim Walter Blvd.

» New Location and Look

The Florida Department of Business and Professional Regulation has moved to a new office location in Tallahassee, FL. DBPR is now located at 2601 Blair Stone Road Tallahassee, FL 32399. In addition to the location change, the Department has also released a new logo. Check out the new look by visiting https://www.youtube.com/watch?v=YWtuw0aqTK0.

Does Your Salon Make the Cut?

With school just starting, it may be time to get a fresh haircut. Cosmetology salons and individuals who perform cosmetology services in the state of Florida must have a state license through the Department of Business and Professional Regulation (DBPR). DBPR and the Board of Cosmetology license and regulate a variety of cosmetology license categories, including cosmetologists and cosmetology salons.

Before hiring, be sure to always verify a cosmetologist’s license. Licenses can be verified by calling the DBPR Customer Contact Center at 850-487-1395, going online to www.myfloridalicense.com or downloading the free DBPR Mobile app.

Go back to school feeling confident after visiting one of Florida’s many talented licensed cosmetologists!
Online Video Streaming Subscription for Skin Care, Cosmetology

Salon Channel Video Streaming is making video training subscriptions available to estheticians, massage therapists, cosmetologists, medical spas and wellness professionals.

“Salon Channel Video Streaming is the next phase of innovation at Salon Channel,” said Shirley Gorospe, President of Salon Channel, Inc.

“With this new streaming service, our users will have access to over 93 full-length training videos in an easy monthly subscription plan.”

The beauty industry and the world of cosmetology is a promising one and when it comes to skincare, beauty, and massage therapy, the industry is growing bigger with each passing day. With top salons, spas, wellness centers and massage therapists vouching for keeping clients happy, the need for the best professionals who will be trained and completely knowledgeable in their chosen field, is required. Video streaming platforms like Salon Channel have become the most coveted and popular training resources among students and professionals for imparting knowledge and creating online training resources.

To know more and subscribe, visit www.salonchannel.com
Maintaining Your Digital World

Every morning I paint on some makeup, do up my mop, and put on a fresh outfit. I make myself over every day, seven days a week (okay, maybe five and a half…) because I know it’s part of the brand I’ve created for myself.

As hair professionals, keeping up our appearance is part of our brand. It’s second nature to maintain ourselves in the real world; we’ve been working on perfecting our image since birth.

But the world has evolved and now we must exist in two: the real and the digital. Maintaining your digital brand is not too far removed from how you maintain your physical one. Here are some common digital world questions answered in real world terms:

**How often should I post on social media accounts?**

This is an everyday maintenance task, akin to getting dressed in the morning. It takes two seconds; your business should have something positive to say every day. You want to post genuine, valuable content for your followers — something that makes them smile and want to share or take some other action like book an appointment.

Resist the urge to post things that are overtly salesy; that doesn’t encourage anyone to follow you. Your valuable content posts are the outfit you wear and the sales pitch posts are the jewelry. You can wear a fabulous outfit without any jewelry and get tons of positive attention. You cannot, however, wear nothing but jewelry and be surprised when people look away. Also, keep in mind too much jewelry can quickly ruin the appeal of a great outfit.

**My phone keeps dinging but do I really need to keep checking my social media notifications, direct messages and email constantly?**

If making a social media post is like getting ready in the morning, checking up on your post and inboxes is like the casual hair checks we all make in the station mirrors as we walk back to the shampoo bowls. It doesn’t have to take more than a second but it can save your image.

When someone comments on your posts, it’s like the midday eyeliner run, you can’t just ignore it. Address the issue. It doesn’t take but a second to hit a like button or send an emoji. As for direct messages through social media messenger services, write a brief response saying you’re with a client and will get back to the person soon. Save it into the notes section of your phone so you can quickly paste it in as a response to all messages that aren’t time sensitive.

For email you can similarly set up an immediate response that will automatically be sent to anyone that emails you. This will let everyone know you aren’t ignoring them even if you don’t have time in
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that moment to reply.

**Is posting on my social media page enough?**

Nobody likes the friend that constantly talks about, “Me, me, me, me, me!” and doesn’t even bother to respond when someone changes the subject. It is essential to your digital footprint you interact with other people’s posts on social media. Think of this piece of digital upkeep as similar to eating lunch.

We’re all well aware that lunch is good for us; it’s essential, really. However, every so often we’re with a client over the lunch hour so lunch has to wait or a few small snacks will have to suffice until we can splurge at dinner.

Sure there are certain ways to eat that are healthier and more beneficial than others but the bottom line is you must eat to survive. You must interact, engage, and actually be social for your social media presence to thrive.

**How often do I need to mess with my website?**

In the virtual world social media is like **going outside** to spread the word about your salon while your website is like your virtual salon/home base people will be driven to visit.

You might only have to renovate or redecorate your entire salon every three to five years but the hours listed on the front door, posted service menu, and prices may need updated long before then. The same is true for your website. This isn’t a set it and forget it thing. A website can be your greatest advertisement; it is online where potential clients are looking for a new salon and current clients are going for information.

Keep it relevant. Make sure the listed contact info, pricing, hours of operation, services and products offered, pictures of the salon, and employee bios are up to date anytime something changes.

Updating your website regularly also helps with its SEO rankings.

Think of this as your nail appointment every two weeks. If you do regular upkeep, it’s a quick, simple, painless procedure. Sure you can go a little longer in between appointments without dying but we never like to run into people that way. Admit it, you’ve done the, “Oh don’t look at my nails right now! I just…” dance.

We know how to maintain our brand in the real world because we’ve been living in it since the day we were born. Luckily the cyber world is not actually a foreign language and should easily mimic your real world brand. With a little work, your digital brand will soon come second nature like your morning makeup routine you can do in the dark.

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Ali Davidson is the Director of Membership for Associated Hair Professionals (AHP), which provides advanced education, business resources, marketing materials, career support, and liability insurance to hair-stylists and barbers. For more information visit [www.insuringstyle.com](http://www.insuringstyle.com) or email ali@insuringstyle.com
Raw, Unfiltered, Independent Education Comes to South Florida

IAS, Independent Academy Sessions; is the salon industry’s top educators sharing their expertise, passion, and talent on stage at the famed Delray Beach Marriott Resort February 5, 2017.

It’s call IAS because of its Independence from manufacturers. It is being branded as raw unfiltered education; because salon industry professionals can gain incredible knowledge without being specific to any brand, making the content of powerful education available to all salons and salon professionals regardless of what they use and sell in their salons.

The legendary Robert Lobetta (the face of British Hairdressing in the 1970s-80s) will be Master of Ceremonies along with two-time NAHA Winner Charlie Price who is today’s most recognizable face in North American Hairdressing also known for his television appearance on the show Shear Genius.

Joining these power houses is Albie Mulcahy of the famed John Sahag Salon of NYC. Albie is a rock star talent who constantly gives back to the industry. Chad Clark from California has been MC of the famed NY IBS and has wowed audiences nationwide with mutigenerational message of outstanding education. Phil Ring known as the Pixel Haircolor Illusionist has joined IAS to represent the new generation of innovative haircolor concepts. Misael Aponte is an internationally renowned master colorist and educator as well as the International Color Director for Oligo Professional. With his infectious enthusiasm and innovative visuals, he will show you the fine art of color placement. IAS is still acquiring top names to complete the lineup.

This is beauty on the beach education. It’s a chance for salon professionals to get up close and personal with the best of the best in the hair salon industry. This event showcases education at its finest with five generations of talent on one stage.

Eric Charles Mokotoff, founder of The Independent Academy Sessions has been educating haircolor for 2 decades, sharing knowledge from top color companies during his early career in NY. Now owner of Hair Studio Artists Salon in Delray Beach FL, it’s been his dream to bring outstanding education to South Florida where the message is industry unity, history and education being more important now than ever before.

For the past four years, Eric has been inspiring participants at the American Board of Certified Haircolorists annual Summit. When creating IAS, he simply reached out to his salon industry friends. IAS is not backed by anyone, it’s simply a dream to be lived out for Eric and to be shared by all.

For more information visit www.iasraw.com
The topic of online booking is a controversial subject. Many fellow nail techs don’t like it.

For many beauty pros online booking can create more of a headache than anything if clients don’t know what to book or don’t book enough time for their services. I know since I have had clients book a polish change when they really needed a full-on fill and nail art. Some clients just don’t know what to book and others take advantage of the system by changing their appointment to either lower their deposit and/or squeeze themselves into your schedule at the last minute.

There are a lot of obvious problems to online booking, but I still think it is an important tool that every beauty pro should offer and here’s why:

1. Often the clients work full time so they are busy moms and business women who rarely have time to pick up their phone during the day. It’s not until after hours they start planning their appointments and personal schedules. Once the kids and hubby are in bed it’s time to hop on the phone and shop, book, and browse. So it’s important to give them a way to book at times like 11pm when you’re not available to talk in person.

2. Most people don’t like to pick up the phone even if they can. In this day and age where texting is the normal method of communication, many clients find it too complicated to have to actually call you. They want to be able to just quickly book an appointment and move on. This is also the case for clients who use outlets like Yelp or Google to research businesses before they book. There’s nothing more annoying than finding a great salon on Yelp only to find they don’t have a website or don’t offer online booking. Clients want instant gratification so give them that with the ability to book right now. Locking them in as soon as they find you is the key to success.

3. Online booking is a great way to ensure your cancellation policies are enforced. There are many systems that offer client data encryption with means that you are able to legally store their personal and credit card information, charge a deposit, charge for cancellation or no-show fees, and on top of that these systems require online appointment seekers to agree to your policy which means little to no risk of charge-backs.

Time and time again I see beauty pros complaining about how clients flaked on their appointments and there’s no way to recoup the lost revenue. Well with online booking you now have a legitimate way to keep your clients responsible. It also means they can cancel and change their appointments (within your guidelines) when they...
need to without having to explain why. This offers an immense amount of peace of mind that most clients really appreciate.

4. Online booking is also extremely convenient for techs because they can see the history of each client, store client preferences, make notes, and much more. You can also easily schedule your day and keep it all on your phone or computer which eliminates the errors caused by tracking everything on paper. You can also send automated appointment reminders via email and/or text message without having to add any more work to your already busy day.

5. Last but not least, one of the most important features of online booking systems: the ability to gain and maintain customer email addresses. Email has got to be one of the most important if not the number one most important piece of data you can have for anyone you ever provide a service to. Email is your ability to talk to your client after they’ve left. It sticks with them longer than any phone number or mailing address and makes it possible for you to directly contact them when you want to. Social media posts don’t allow this same amount of direct contact.

Emails are so valuable that companies literally pay millions of dollars to obtain customer databases. That’s just how important they are. So if you’re not capturing emails then start today. Stay in contact with your clients, stay on top of their
minds, and they will be much more likely to return again and again.  

**Problems With Online Booking**

How do you work around clients booking the wrong appointment? You need to cover two major points: train your clients and/or change your booking process.

All it takes is one reminder of what your client needs to book and they will understand and remember. I did this personally and it worked every time. My clients loved the flexibility and convenience of being able to manage their own appointments and they were able to choose whether they wanted services at the same time, one after the other, or whether they wanted to add nail art.

Everything was very straightforward after their first training session on what to book. They also ended up training their friends and family members how to book appointments. You can even reward clients who book standing appointments. Booking companies provide custom app development so you can offer your own salon app to your clients.

Secondly to completely avoid any issues for your schedule just put everything as the same block of time and eliminate smaller appointments like polish changes or bang trims. If you boil your menu down to the top three to five major appointment types you’ll find that the timing really doesn’t differ that much.

For specialty appointments that require more precise booking you can make your clients call in, but they’ll expect that because what they’re booking is out of the ordinary (examples: Brazilian Blowouts, color corrections, artificial nail removal, extensive nail art, etc.). For example if you just put one hour blocks on your schedule for online purposes it doesn’t really matter what they book. I have found also that clients always either show up early or late so it all ends up working out. For me I knew I was willing to take five or six clients in an eight hour work day so I allowed one-and-one-half hour appointments online. It worked out flawlessly.

For me personally, knowing that my personal schedule and my hours of operation aren’t impeding my ability to gain new business is more important than the intermittent issues that come from booking errors. I would rather deal with a one-off stressful moment when I have to squeeze something in than miss out on that money all together.

The goal in everything we do as beauty professionals is to get people through the door. If you’re not even doing that you can worry and stress all you like but you’re not going to be making any money. Wouldn’t you rather have slightly more potential stress and a fuller book than complete control and missed opportunities? Getting bookings while you sleep is the best way to run a business in my humble opinion.

So what are some of the booking systems you can implement? My favorite is Booker. As a user of Booker for over four years I can personally attest to
When I became part of the Sport Clips family, it was a positive step on my career path. They’ve made it easy for me to not only provide for my family, but to have quality time with them, too.

I was looking for an opportunity to be part of a company that would let me grow as my life changed and grew richer. Sport Clips has given me huge opportunities for growth and advancement with great training, a top-notch work environment, and fun contests and rewards. But most of all, Sport Clips has given me the chance to advance my skills and my career as my life has changed. They include my husband and my family, which are very important. I’m glad I Made The Cut at Sport Clips.

Krystle - Sport Clips, Oklahoma

Sport Clips Stylists love what they do and love where they work! A career at Sport Clips offers:

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- Great Tips
- Growth Opportunities
- Fun Contests & Rewards
- Benefits & Paid Vacation*

*Benefits may vary by franchisee

I Made The Cut

Krystle - Sport Clips, Oklahoma

SPORT CLIPS HAIRCUTS is the fastest growing men’s and boys’ haircare salon and we want you to MAKE THE CUT as our newest MVP.

Sport Clips is a fast-growing men’s and boys’ haircare salon and we want you to MAKE THE CUT as our newest MVP.

If you’re ready to make the cut and join the Sport Clips team, text MVP to 77039.

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Sport Clips

the amazing abilities of this software. There are varied levels for different types of businesses; it offers integrated payment services, memberships, total access from any internet ready device and the customer service is amazing. Editor’s Note: Also check out StylieOne and Rosy Salon Software. Both have great options for Independents/Booth Renters.

Vagaro and MindBody are also great options. Square also started featuring beauty website builders and online scheduling which integrates with your Square account. All of these services also integrate with social media which means you can be posting promos and updates straight to Facebook, Instagram, Twitter, and email. Look for a booking system that has the encryption capabilities to store credit card information. That is one of the biggest features you want to ensure you have when shopping for a provider.

So there you have it. In this technology driven time there’s really no excuse to not have an online presence, nor is there an excuse as to why you can’t offer your clients the convenience they crave. Don’t be scared about losing control over your book. Open your mind to new opportunities and think outside the box. It will help you evolve as a service provider and will help grow and advance your business.

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)
Technology to Address Today’s Client Needs

Technology keeps improving and most estheticians incorporate it into their practice; however, it is important to do some planning before equipment shopping.

Good equipment is an investment. Skipping these planning steps can end up as a financial burden if you buy the wrong device.

Step one is getting to know your client. What are their demographics? Age, skin needs, beauty concerns, financial abilities, lifestyle and location. The extreme mistake of not knowing your client base is to put a waxing clinic next to a senior center. It isn’t going to come out well. Put it near a college and you will be more profitable.

We may think we want all our customers to be people from 18 – 80, but in today’s market, that isn’t enough. Targeting a specific group and their needs will do more to assure your success. You need to know both your local physical location in your city or town, and your geographic location. Location can make a difference in what people will be looking for.

Get to know your client. More knowledge makes it easier to select the technology that best addresses their needs. Client’s attitudes about treatments are shifting. Overly aggressive treatments are on the wane.

There is a shift toward having healthier skin.

Global trends are moving toward total wellness. It’s popular to have beauty from the inside out. The “hope in a jar” mind set is out. This is a good thing. Estheticians will need to be super selective in their product and equipment choices. Nutritional supplements are becoming more the norm in the clinic. They take their place on the shelves alongside quality result oriented skin care regimes.

Even in the medi-spa arena, American clients are adopting intolerance to down time. They don’t want overly aggressive treatments and the risks associated with them. More and more medi-spas are opting for therapies that meet these needs. Therapies get tweaked to reduce risks of side effects, such as with injectables.

In the past, technicians have wanted the most aggressive, strongest, “best results” devices. The definition of best results has shifted and now the most aggressive may not be the machine of choice.

Equipment alone won’t get the job done. Today’s treatments need to be de-stressing, to trigger natural rejuvenation. They need to incorporate result-oriented ingredients to nurture and enhance the skin.

Today’s esthetician reaches for a blend of botanicals and peptides, vitamins, minerals, antioxidants. And they incorporate technologies to enhance the treatment therapy goals. Today’s client wants it all.

Recently, I had the opportunity to experience a high tech anti-aging therapy at Sessions Spa in Bev-
erly, England. It was a blend of pampering, ingredients and technology. The equipment and products were Clarita, not available here in the US. However, you may be able to adapt the treatment if you have similar products and technology.

Treatment components include: Thorough cleansing massage (x2); physical exfoliation; ultrasonic exfoliation; penetration of anti-aging serums; option of facial toning using micro-current and toning gloves. (Toning gloves are an alternative to using probes.) soft setting mask; LED therapy and protective products.

Devices here in the US are not identical to those in Europe and the UK. They run on different output levels but the concept is the same. Regulations governing current levels are different in each country.

Combine top quality equipment with the best in therapeutic products. Results: no skin irritation and a lovely moist glow. Bonus -- sample size products to extend the effect of the treatment and introduce products to clients.

They also had thank you sessions for a fabulous experience. They encourage clients to hang out, relax and enjoy. Have a bite to eat at the on-site restaurant specializing in delicious, healthy choices.

As you look to the future, think healthy skin. Test equipment and products. Think blended care, healthy clients. Beauty from the inside out is combining the best in technology, ingredients and total health.

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.
Shopping for Salon and Spa Software?

By Kelly Taggart

Salon and spa software are essential to run the business. When shopping for salon and spa software it’s not always easy to know what to look for, especially when there are so many options on the market.

There is no doubt software will help organize and manage your business more efficiently; tasks like online scheduling for clients, better inventory control, targeted marketing, and more organization at tax time.

Highly effective software understands you and what you do. Since salons and spas have a very unique workflow, it’s critical to find software that truly comprehends how a salon or spa runs and fits into how you’ve chosen to run your business.

While shopping around, take your time and spend a fair amount of energy working with demo versions of the software to see if it’s a fit for you and how your salon works. Work through the process at your own pace to book a client appointment, switch over to access a client’s history, check inventory, ring up a sale, etc.

Then ask yourself: “Is it a smooth and quick process with few clicks? Can it easily be balanced while juggling phones and other duties? Are you able to create reports that fit your needs and import data into your bookkeeping software?”

In addition to fulfilling these specific scheduling and management needs, the software should be easy to use with quick access to information as you need it, whenever and wherever you need it.

Choosing the best software company for your needs is as important as the product and feature list; so do some research on the firms you are considering. Look into who owns the company; how long they have been in business; what their background is and what sort of reputation they’ve earned, both within the industry and with customers. Is their main offering for salons and or spas, or are they repurposing software from other industries?

Make sure the company you choose not only offers a good product for your needs, but clearly has your best interests in mind. There are several companies that are publicly held and/or have venture capital dictating their direction and others that have sold often. In such cases it may be hard to know where you and your business fall within the company’s priorities.

You’ll also want to weigh out the pros and cons of licensing software on your salon computer versus using cloud-based software. Using locally installed software you will have a copy of the application on your system once you install it but you’ll need to use a network in order to have
multiple computers that are connected to this software throughout the salon: front desk, office, color bar, etc. You are also responsible for purchasing and installing updates, as well as backing up your data.

The main downside of locally installed software is that you are responsible to work out any software conflicts with your computer system and or network. Be aware that most of the technical support calls and emails to software companies involve some sort of IT issue as a result of a locally installed software conflict.

If you opt for cloud-based software, you’ll have a regular service fee and may or may not have a contract for a length of time; however you are not responsible for patches, updates or backing up your data. Because the software is accessed through an internet browser, there should be no software conflicts. The main beauty about cloud-based software is that you can access your information from any device from anywhere you have an internet connection, inside of the salon or out.

One area for which you need to be mindful with cloud-based software is with data ownership. Be sure that you own your clients, not the software company, and that only you have the right to market to your clients. Just like with any contract, read the license agreement, as there could be such caveats lurking in the small print.

Know what you are getting into. Whether you are transitioning from one software company to another or from the old school schedule book, understand that no matter what software you choose, there will be a learning curve and some initial set up that will require your attention.

When asked about the set up stage, Jim Bower, founder of Rosy Salon Software said, “It’s not that much work on your part when transferring data (to Rosy) from most other software programs. If you have never used scheduling and management software before, it will take a little bit of time to input the initial data. That’s just a given. You just need to keep in mind that the benefits of having the software in place will kick in and save you and your staff a tremendous amount of time and effort from that point forward.”

Highly effective software understands you and what you do. Since salons and spas have a very unique workflow, it’s critical to find software that truly comprehends how a salon or spa runs and fits into how you’ve chosen to run your business.

Founded by former salon and spa owners, Rosy Salon Software is a comprehensive suite of Cloud-based scheduling and business tools with features designed for salons and spas. This service leverages the latest technology and allows users to build deeper relationships with clients while increasing their revenue and profitability. For more information about Rosy, visit www.rosysalonsoftware.com.
If you’ve been working in the professional beauty industry for more than 10 years, one way you probably built your clientele was to give each client three business cards, write her name on the back and ask her to give them to three friends who would enjoy your services. When those referrals came in for an appointment, they would receive an incentive and you would thank the original client with a free haircut, product or other service.

While that technique still works today — trust me, try it — you can also take a similar approach online and amplify your reach and that of your clients multiple times over.

Most of the time, it’s easier to retain a personal referral than a cold walk-in because you have a common relationship. Plus, you aren’t using heavy discounting to attract the new clients, which tends to attract coupon-hoppers more than long-term clients.

In its simplest form, generating online networking and reviews requires you invest time, but not necessarily money, though a few dollars for boosting social media posts will go much farther than the old days of running an ad in your local newspaper. In fact, by scheduling just 30 minutes one or two days a week to generate online referrals and reviews, you will fill your book in no time. Here’s how to get started.

- **Decide what type of new clients you want to attract.** Do you want more people like the ones who currently sit in your chair, or would you like to get new inspiration from a younger group?

- **Pick your platform.** Depending on the answer to the first question, build your social media accordingly. If you’re looking for women 45-plus, focus on Facebook. For women younger than 30, get busy on Snapchat. However, the majority of people who are actively looking for a new salon are searching on Instagram. In fact, Instagram is one of the most popular search engines for salons and beauty services today. If you don’t feel confident in setting up your social channels, ask your clients who manage businesses for a referral or contact your local college for an intern.

- **Set up your profile with marketing in mind.** Post an image of yourself or your work that will attract the type of new client you want to see. Include your specialties or the type of work you would like to do more of; for example, specializes in balayage, gray coverage and fashion color or weddings and special occasion hair. Make it clear you are accepting new clients and include the best way to contact you in your profile.
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• **Post pictures of the type of work you want to do more often.** Many salons have created photo and selfie areas in their salons now specifically for this purpose. For example, if you want to do more color, post pictures of your best balayage work and before and after photos of your most dramatic color changes. Want to become known for dresswork? Post pictures of bridal parties and homecoming styles. Make sure you have your clients’ permission before taking and posting their photos.

• **Post and tag your clients with their permission.** Talk about how fun it was to create that look. Then invite women who are looking for something similar to book a complimentary consultation.

• **Use hashtags:** Hashtags make it easy for people looking for a new hair stylist to find your work. Include your name or your salon name, city and type of work. For example, if you post a picture of your finished balayage and your salon is in Strongsville, Ohio, hashtags might include #Strongsville, #StrongsvilleSalon, #StrongsvilleColor, #hair, #haircolor, #blonde, #beautifulblonde, #balayage, #highlights, then tag your color company and the client if she has given permission to tag her. Hashtag anything that a person would be looking for to find you. Need some ideas. Log on to Instagram, look at how top colorists and social media gurus like Larisa Love at @larisadoll or Rebecca Taylor at #rebeccataylorhair post and tag their work. Follow their lead. Start searching hashtags to see how other stylists and your competitors are presenting their work.

• **Build your audience.** Invite clients to follow you on social media and to tell others how much they love your work. Include your social handles in salon signage, on retail bags, on menus, on your website, on your receipts—anywhere and everywhere a client might see them.

• **Create engagement.** Invite your clients to interact with you on your social platforms. Ask them to write a review of your services under their photo on your social. Also ask them to write a review on their social platforms and tag you. Give them all of the information so it’s easy. If you’re shy about asking in person, it’s easy to set up a short automatic survey that goes out to every client after every visit. For the last question, ask if they’re willing to review their experience with you and get their permission to post it automatically to social media with or without their full name.

Generating online engagement and reviews to fill your book begins with working your social media. Get started today so you can invite all of your clients who see you over the holidays to join in the fun online!

Jayne Morehouse is the president of Jayne & company, a full-service creative content development agency for beauty and lifestyle companies, brands, salons, spas and beauty professionals. Her expertise includes brand communications, public relations, social media marketing and advertising. For her free newsletter, send your name, salon name and email address to newsletter@jayneandco.com. Reach her at jayne@jayneandco.com. Connect with her @Jayne PR on Twitter and Instagram and on facebook.com/jayneandco.
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Six Things You Should’ve Done by Now

How tech savvy are you? How much has that affected your business? Even if you have a robust client base right now, it pays to establish and maintain an online presence for more business.

How much has that affected your business? Even if you have a robust client base right now, it pays to establish and maintain an online presence for more business.

Being well informed and proficient in the use of modern technology, specifically computers, not only helps you attract and retain clients, it helps you grow your connections, increase your exposure and access more development tools and resources. Before you make any more business decisions, ask yourself if you’ve accomplished the following key steps. If not, what are you waiting for?

Get a website. A Facebook page is a good start, but don’t stop there. Make sure you have a dedicated professional website. Many hairstylists don’t have one. It’s one of the first things that should come up when people Google you – and they will Google you.

Make sure people can easily search your name online, find your hours and location and get a sense of what it’s like to be your client. If a potential new client can’t find these things easily, they will be more comfortable going to a stylist who does have these things.

Update your website. Once you have your own website, it’s easy just to let it sit there. But it’s important to actively update it and offer the latest technology. It is also a good idea to optimize your site for mobile devices because so many people are booking appointments and researching things on their phones now. Does your website work on a smartphone? Check to make sure.

Also, refresh the photos on your website from time to time. It gets people excited to see you’re always working and proud of what you’ve done.

Email your clients. Email is a great way to confirm appointments in writing but you can also follow up after appointments, send clients important updates, alert clients to promotions, announce news about an award you received, and so on. Just be sure you are emailing clients when...
you have something important to say. This way you don’t clutter their inboxes.

Network online. I actively develop and maintain social media relationships on Instagram, Facebook, Twitter and LinkedIn. Because of this, I have strong relationships with beauty bloggers and the press, I am often written up as a result. People have actually searched my name online after reading an article on a popular L.A. website, found my website, read my reviews, then called to come into my studio. That’s how it works.

Get on Yelp. Having positive reviews really helps sell you to new clients. Ask good clients to write reviews and be sure to respond quickly to bad reviews in a positive, professional way. Clients will respect that.

Post photos – and videos. Photography and a strong consistent presence on Instagram is a necessity. Everyone is on it, looking at your clients’ hair photos – and they will call you for an appointment. You can even post videos of yourself doing hair makeovers. Start posting them on YouTube, Facebook or Twitter. Answer people’s questions online. Be proactive.

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.
Grow a High-Value, High-Profit Hairstyling Business

It’s no secret that hairstylists have a thirst for greater flexibility and control over where, when, and how they work. More and more hairstylists are transiting into independent ownership every single day, and booth rentals now make up half of the salon business.

But how do you build a business that competes on value, not price? Let’s break it down.

High-value, high-profit hairstyling businesses share common traits. Like putting a jetpack on your business, these practices fast-track booth rental success and profits.

**Cultivate your client list:** Treat each client like they’re royalty. Or Kanye. Either way, it’s all about them. Your goal? Make each interaction better than the last. Here are some ways to make your clients feel awesome:

- Instead of just asking what the client wants, think about ideas you could bring to the table that could make them look and feel beautiful.
- Discreetly make notes about what’s going on in their life so you can remember to ask about it in your next appointment.

**Don’t work with vampires:** As an independent hairstylist, you get to decide how, when, and whom you wish to work with. Get rid of energy-suckers who aren’t worth your time and effort. Vampires include: Peers who are not supportive or
overly competitive. Also known as the “frenemy”; Bosses who just want to make a buck off of you and don’t really care about your success; Clients who have unrealistic expectations and drain you of your creative energy.

**Let your space reflect your vision:** Want Kardashian-level clients? Then your workspace shouldn’t look like a Honey Boo Boo set.

Admit it. Part of the reason you left the salon is because you wanted to have control over your space. Use your creative juices to create a space that is pleasant for you and your clients.

**Keep a portfolio:** Want to get new clients? Creating a simple photo album on Facebook or showcasing clients on Instagram can do wonders to attract new clients.

Get in the habit of taking before and after photos, and ask your clients’ permission to share their new looks before posting. (Some might not be comfortable with it).

**Learn and sell a product line:** Selling retail is a great way to cash in on some additional revenue.

After your clients invest in a gorgeous new cut, color, or style, offer up quality products as hair “insurance” - a way to protect their new ‘do and help them get the most out of their investment.

Another reason to sell retail? Typically, you’ll make a 50% commission on each item sold.

**Offer online scheduling:** Fill up your calendar faster by making scheduling as easy as a click or tap on any web-enabled device. If you give clients the flexibility to book when they want to without waiting on a response from you, then you’ll get clients to commit right when they’re feeling gung-ho about getting their hair done instead of fizzling out after playing phone tag.

**Allow clients to pay with credit cards:** It’s rare if clients carry cash anymore. Don’t make clients pay in a way that’s inconvenient (and often impossible) for them. By allowing clients to pay with credit cards, you can easily upsell clients because they’re not worried about having enough cash and possibly get bigger tips. Additionally, you can have more security in knowing you’re not carrying around a bunch of cash.

**Automate work to make life easier:** The whole reason you got into this business is because you love making your clients feel good, right? Well, automate as many business tasks as you can so you can focus on doing just that!

Automate incentives, rewards, marketing campaigns, bookkeeping, appointment-setting, reports, and more. You get more time and peace of mind while clients get more value. It’s a win-win.

The right technology lets you put your business on autopilot so you can focus on what you love: making clients look and feel like a million bucks.

Launched in 2016, Stylie provides an intuitive yet simple point of sale (POS) and scheduling software – Stylie One – for independent hairstylists looking to seamlessly manage their business. The robust solution handles credit card processing, inventory, book-keeping, client information, marketing texts, appointment confirmations, online scheduling and calendars, and more, so hairstylists can focus on what they do best: making clients look and feel beautiful. For information visit www.GoStylie.com.
Better Business  Neil Ducoff

Convert First Time Clients into Loyal Customers

First-Time Client Retention Rate or as I like to call it FTCR, is the percentage of first-time clients that return for a second visit within a specified period of time, usually 90 days.

Converting first-time clients into repeating loyal customers is the undisputed growth driver for salons and spas. In fact, it’s the undisputed growth driver for all businesses. Here are my crucial facts about first-time client retention:

FTCR is not the same as request rate: Request tracking is an old measurement system. It only measures “who asks for who” -- not how many first-time clients return to the salon/spa for a second visit. The fact is request rate measures if “a column on your appointment book” is building a following.

We refer to request rate as a salon/spa’s Walk-Out Factor. If you want to know how much damage will be inflicted on your business if a “column on your appointment book” leaves, track individual request rates. If you want a “team-based culture” never track individual request rates.

FTCR is teamwork driven: Growing a successful salon/spa isn’t about how busy certain individuals are, it’s about how your entire team works in concert to create the highest levels of customer satisfaction. No matter how technically excellent the service is -- indifference, attitude, lack of professionalism, appearance and other factors by one or more employees can degrade FTCR. That first visit is your one shot at making a great impression.

FTCR is the prime factor for pay raises: Our prime issue with commission is that it is compensation based entirely on an individual’s service revenue. If you keep feeding new clients to a service provider with a low FTCR -- you’re paying that service provider commission on every new client they fail to retain. On team-based pay, the first critical number that measures performance is FTCR. Low retention -- no raise. Team-based pay puts your payroll dollars where the performance is.

FTCR measures if your systems are working: Check out this scenario: You go to a fine restaurant. The meal was amazing, but the service was horrible and it took forever for your meal to come out. You don’t return. The systems in the kitchen were malfunctioning. The wait staff was short-handed.

It’s exactly the same at a salon/spa. A new client’s hair or spa service may have been wonderful, but if the elements surrounding and supporting it were not, the client may be lost. FTCR is a measurement of how thorough your systems are designed and executed. You cannot achieve impressive first-time client retention rates if your systems are misfiring.

FTCR is your salon/spa’s quality score: If your salon/spa’s FTCR is 40 percent, that means 60 percent of the first-time clients you fight hard to attract are not returning. You can believe all you want your
salon/spa delivers on its promise to the customer, but if half or more of all first-time clients do not return, you and your team are talking quality more than delivering it.

**FTCR tells you truth about your brand:** Building on the fact that FTCR is your quality score, FTCR also tells you if your brand image is rock solid or cracked and breaking up. FTCR is a powerful indicator of brand strength because it measures your salon/spa’s ability to satisfy and WOW new clients that were attracted via marketing, reputation and word of mouth. Converting a first-time client to an existing/retained client is the ultimate brand acid test.

**FTCR doesn’t care who a client returns to:** FTCR is about building a company -- not building a column on the appointment book. If a first-time client returns to the original service provider that’s great. If a first-time client returns to different service provider that’s great. Owners need to communicate to every employee when a client returns to the business; it ensures the sustainability of the business and the growth opportunities for all employees. The higher the FTCR, the higher the salon/spa’s productivity rate. The FTCR battle cry is, “The skills of the entire team are available to each and every client.”

**FTCR and pre-book rate are interdependent:** There is a direct correlation between pre-book rate and FTCR. The higher your salon/spa’s pre-book rate, the higher the client satisfaction rate and the higher your first-time and existing client retention rate. Hair grows back. One facial doesn’t fix a skin issue. Failure for a service provider to communicate the mainte-
Finance cycle for a service is a failure of professionalism. Allowing clients to walk out of your business without engaging your pre-book system is simply squandering the client retention and frequency of visit opportunity.

FTCR measures consistency: Is your salon/spa’s service experience truly consistent? Consistency creates predictability. Delivering great service every time, across all columns on the appointment book requires systems, training, coaching, measuring, etc. The lower your FTCR, the more inconsistent the customer experience is. If your vision is to deliver world-class service experiences ... consistency is a non-negotiable.

FTCR defines your leadership ability: The previous eleven crucial facts about FTCR all require a level of leadership that may be uncomfortable for many owners. Leadership is about taking a company and its team to a better place. The more you develop your leadership skills ... the more impressive your FTCR. No compromise.

Here’s my challenge to you: Use these twelve crucial FTCR facts to rate your salon/spa. For each fact, rank how your business rates on a scale of one to ten (ten being extraordinary). Be brutally honest. Have staff members rank the salon/spa too. If you score a 90 to 120, your company is pretty extraordinary. The lower that score goes ... the more work you need to do.

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.
Scheduling and Management Solution for Rental Salons

Rosy Salon Software, a cloud-based salon software, offers scheduling and management software designed specifically for rental salons and spas. This new feature within Rosy’s comprehensive suite of cloud-based scheduling and business tools allows owners to easily manage any or all of their stations as rentals.

With all of the features that Rosy affords, both owners and renters can set their permissions as they see fit, while having the option to let the front desk manage their schedules. The front desk can schedule appointments and check clients in for everyone, while the renter’s financials and client information remains private.

A salon client can seamlessly book services at the front desk for more than one service provider and even purchase products from the salon’s inventory. Renters can simply disconnect from the salon at any point and either operate independently or plug into another salon account down the road.

“Because of the changing landscape of the industry, specifically how some states define independent contractors as it pertains to booth renters, we knew that we needed to come up with a solution for rental salons and spas,” said Rosy Salon Software Founder Jim Bower.

For more information call 877-346-7679 or visit www.rosysalonsoftware.com.

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Cruising Down Two Lanes, Then You Hit The Crossroads

As we wander our industry’s blue highways there are two lanes. One lane, the one we are traveling, is taking us hopefully to our desired destination. The other lane is going in the opposite direction.

As beauty industry professionals in our journey toward finding true abundance from the start of our quest we find constant challenges. With 40 years’ experience under my belt, I have observed some key common traits of those who have truly excelled in our industry and I would like to share them.

**Technical Excellence:** Our services are our product we offer as solutions to the challenges and desires of our trusting guests. While the artistry in what we provide is defined by our creativity, it is the high level of our standards that is our craftsmanship. Our success depends on our constant and continued improvement of skills through training and education. This raises our value for the services we provide as we are always improving the quality.

**Customer Service:** The higher level of our service to our guests, the more we are valued by our clients. This requires intensive attention to detail. The key is to exceed the perceived value of what we are providing. You will rarely find a quality product without it being accompanied by equal quality customer service. This added value often requires financial investment as well as a true desire to care about the needs and desires of our guests and being resolved to fulfill them beyond their expectation.

**Image and Marketing:** Our focus on individual or collective image is how we will be perceived by our prospective clients. In this regard, alignment is key so your promotions are in line with how you imagine the expectations of your desired market. Image and marketing go hand in hand. Your marketing is aimed at people you see as your prospective clients. Marketing is how we promote our image.

**Communication:** Our skill communicating with our guests is almost always the deal maker or deal breaker skill set. Whether internally in the salon, one on one with guests or externally communicating our vision and values, effective com-
Communication is crucial. We need to be clear and understood; mixed signals send mixed messages. 

Up to this point, these skills were the keys to the highway to assured success on this two lane road. But now we have reached a new crossroad. While the above skills are more organic in nature in our path the new crossroad we have to deal with is the digital age.

New skills and resources are available with the internet and social media. These are just as important as time honored business skills as these new components have an ability to provide data and access to untold amounts of contacts with those we seek to reach. To not embrace these new frontiers will find us lacking in a marketplace that now is driven by it. Remember, new stylists just joining the workforce have grown up with this technical knowledge and their skills are second nature to them.

While I believe the digital environment will never outsource a handshake or replace our craftsmanship and creativity, it can enhance our ability to reach new opportunities and achieve unimagined goals.
Cheap Marketing Hacks that Will Save Your Sanity

by Elizabeth Kraus

There are many salon marketing activities you could do if only you had enough time. Since you don’t have the time, check out these salon marketing hacks (productivity techniques used to solve everyday problems).

WordPress website templates should be your go-to for web development. Inexpensive (most under $80 on sites like themeforest.net and templatemonster.com) and ready for your customization, building your salon’s website on a ready-made template can save you countless hours of design time, make the process more efficient and get your branded website up and running fast.

For maximum marketing and return on investment (ROI), choose a template that is responsive; this makes it mobile, PC, tablet or any-other-device friendly. In most cases, you can check out screen shots and demo websites that show you how the design will feel to site visitors. Plus, most give you the ability to change theme colors, fonts, add widgets, customize navigation menus and personalize your site in other ways.

Even if you plan to work with a web content management service or web developer, starting with a ready-made WordPress template can shave months off of site design time which will reduce costs and get your website up and drawing traffic that much sooner.

In addition to the cost of the template, you’ll need a web hosting company like Go Daddy or 1and1.com. These platforms have WordPress-ready hosting options, most of which will start under $10 per month. If you’re able to do a little coding and have time to customize your template, the cost of the template and your monthly hosting fee could be your all-in cost for a website that delivers client acquisition, engagement and retention for years to come.

Now let’s talk about social media. Have you ever wondered how some people seem to be constantly sharing updates, responding to comments and curating their website’s content to social networks? Most of these prolific social publishers use post-automation platforms like Hootsuite to schedule social updates days or even weeks ahead of time.

Another reason to check out Hootsuite.com is that you can try the service for free and upgrade to a very robust paid option for less than $10 a month. Instead of traipsing all over the internet from social network to social network to post updates and monitor engagements, you can schedule posts to go out to an unlimited number of social networks at the time of your choosing, and monitor your networks to find likes, mentions and other social engagement all in one place.

Email marketing platforms like Constant Contact, Mail Chimp, My Emma, campaigner.com and others
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How far do you think your career will go without it?

You may be the best stylist in the world, but:

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Color stains.
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give you the ability to email all (or segments) of your contacts, find out who’s opening your emails and clicking your links (i.e., discover buying signals), and set up auto-responders that send clients emails on their birthdays, anniversaries, membership renewals and other occasions. Their sign up forms can be embedded into your website, helping you grow your contact list more quickly. Depending on the size of your contact list, your monthly fee could be as little as about $20 a month.

More sophisticated email marketing platforms like net-results.com come at a higher price point, but also provide more bells and whistles, such as marketing automation. Marketing automation gives you the ability to send followers content based on the links they click on in your emails or the pages they visit on your website. As long as a site visitor is in your contact list, when you have an email marketing automation platform, you should be able to get a good idea of what interests them based on their behavior with your content.

One of the low-cost marketing hacks that can make your website perform better is generating backlinks. One of the most valuable backlinks (links coming back to your website from other high quality sites) that you can incorporate is a Chamber of Commerce directory listing. In addition to the networking and business resources a Chamber membership might bring your salon, this backlink is one of the links that is most beneficial for your business, because Chamber websites are high quality sites when it comes to the way the Google algorithm evaluates backlinks.

If a website is the engine, keyword research is the fuel that makes the engine work. You can do keyword research in many ways, one of which is simply typing phrases into a Google search that “real people” who are looking for your salon or a salon like yours would be likely to type into a search. Within the search results, you’ll find out which of your competitors ranks for those sites, and which pages of their website work to attract these site visitors. You can also find suggested alternatives here.

In addition, you can utilize Google AdWords at no cost by creating an account and using the Keyword Planner to find out how many searches there are each month for the type of keywords or key phrases that real people might use to find a business like yours. Google Analytics and Google Webmaster tools also provide you with free information, including keywords where your salon’s website was clicked on or even just displayed in Google search results.

You don’t always have to spend money to make money; sometimes you just need to know where to spend your time and resources. Low cost marketing hacks sometimes produce the biggest payoff, so make sure you’re taking advantage of those that can help you grow your salon.

Elizabeth Kraus is a freelance marketing consultant with more than 10 years’ experience in beauty industry marketing. You can purchase Clients Rule: The 2016 Marketing Calendar for Salon and Spa on Amazon.com as well as other calendars and books she has written for the beauty industry.
Same trusted education, now fit for a professional.

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Understanding Compensation

by Jon Gonzales

The question of compensation is often asked by salon owners and managers throughout the U.S. and Canada. Unfortunately there isn’t only one answer; in fact, if you are a salon owner your answer is probably the opposite of most hairdressers.

In this article I will guide you in the area of compensation in order to help bridge the gap between those classified as employees and those who are management. This article does not apply to independent contractors or salon owners who rent booths.

In today’s ever changing business environment, there are different compensation models so it is important to clarify any misunderstanding regarding compensation between hairdressers and salon owners in order to prevent high staff turnover, to maintain business stability, encourage growth, and guarantee job security.

There is no such thing as a universal compensation system that will be effective for everyone. What might work in a small salon in Iowa, for example, may not work in southern California.

When it comes down to it, you will use a compensation system that not only works for you, but also works for your staff.

While most salons offer commission, an hourly or salary based compensation system with a benefits package based on incentives, rewards, performance and productivity should have been adopted long ago. With an hourly compensation model, you will be able to monitor and control labor costs when measuring your profit and lost statement.

With the new minimum wage and overtime laws, protecting the labor law rights of workers, salon owners must be careful they are not violating the rights of workers. This model would be an excellent model to use in order to satisfy the new overtime and minimum wage mandates by our government taxing agencies.

As the cost of living and rising business costs continue to escalate, we need to be raising prices periodically to keep pace with rising business costs. If we are to accomplish this goal, we need to raise our standards of excellence in education creating a demand for our services, not commissions, periodically to keep pace with rising business costs.

Many salon owners are not able to raise prices due to staff turnover, the emergence of low cost franchises, a difficult economy, declining profits, poor educational resources and a host of other challenges.

Most salons today still work on a commission basis or a combination of hourly wage or team based compensation. While the commission system may have worked in the past, it is important to explore other options or continue the present system of compensation with new guidelines for
new incoming stylists.

If the current commission compensation system you are using isn’t working, you can make this model work by raising prices not commissions. In a commission compensation system, hairdressers are paid a percentage of a salon service. In order to attract and keep employees many salon owners are falling into the trap of offering higher commissions in order to avoid losing their top hairdressers to a competing salon, or booth rental which will, in reality, lower your bottom line. In order to keep ahead of the curve you must raise prices.

Unfortunately, many salon owners are paying a high commission just to survive. Many salon owners are allowing themselves to be drawn into rent and commission wars just to survive and that can lead to lower profits, staff turnover and business instability.

If you do choose the commission model then a 40-50 percent commission rate minus a service fee for products can work provided you keep raising prices, not commissions.

A sliding scale can also work with a 40 percent commission on the first $1000 weekly total if they take in $2000 in services, a five percent added bonus. You set the amount that works for you.

Or you can start all new employees with an hourly wage; after six months another raise or a combination of hourly and commission can be offered but be careful with the new minimum wage laws.

Many hairdressers will think this is an unfair
compensation model between staff and management. I have read many chat discussion boards from hairdressers saying that. The perception is all salon owners are rich and greedy. How dare the owner make money off of their hard work? How dare they keep half of what I earn?

The problem is owners who pay too high a commission will have a difficult time in making a profit and growing their business and will probably just get by or fail. If there are no profits, how is the owner going to provide a benefits program, provide training and education, provide job security, develop a marketing and advertising program to increase salon traffic so they can create a demand and continue to raise prices?

The reality is that far too many hairdressers do not understand the business aspect or the need for a business to be profitable if they want to keep raising prices and insure job security. Perhaps a class on business should be part of the beauty school curriculum so that hairdressers will have a clearer understanding of compensation, as well as the duties, challenges, and financial risks salons must endure to run a business to create jobs.

As a hairdresser I would rather get paid a 40 percent commission with incentives, job security, raise prices, bonuses and stay busy rather work in a salon where I earn a 60 percent commission and sit all day with no clients and have no job security.

It is so much more beneficial to work in a salon
where there is strong leadership from the salon owner, a positive and professional salon team environment, job benefits, a very busy salon, attracting high end customers, education and ongoing support from management, and maintain job security.

If we are to be compensated and respected by high-end clientele we must work hard to create a demand for our services and raise prices, not commissions. If a new owner offers you more than 60 percent commission and expects you to bring a clientele, let that serve as a warning and a red flag.

We need to be thankful we have jobs, opportunities, and the ability to not only make people look good, but feel good about themselves. An outstanding hairdresser will never be out of a job.

When discussing compensation, I would suggest you grandfather your present compensation system for your current employees. I do not advise you to lower their wages if possible.

I do recommend that you structure a new compensation program for all new incoming employees based on hourly wage, commission/hourly wage rewards, incentives, team based, bonuses, based on performance and productivity.

If you’re currently paying over 50 percent you may have to make some hard decisions especially if you’re not making a profit. If you do lower commissions do so when you raise prices.

I must warn you that this is a very delicate topic, when discussing compensation with your staff and can lead to potential staff turnover. I would discuss this on an individual basis not at a salon meeting.

When considering your compensation system, I urge you to make sure you comply with your state labor laws and wage standards. Each state has different laws.

Let us all work together to build business stability, profitability and job security by working hard to create a demand for our services and raise the standard of living of our workers.

Let us all unite as a team (yes the salon owner is part of the team) to elevate our profession to a level that raises the image of our profession in the eyes of the consumer and business community.

Only then will we be able to provide our employees with a generous compensation package, maintain business stability, provide on-going education and create a positive, professional salon environment, incentives and rewards, and job security as rewards for hard work.

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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
Leading Provider of Beauty and Wellness Education Gets Licensed

Milady, a part of Cengage Learning, has appointed LMCA to build a comprehensive licensing program and serve as its exclusive global licensing agent.

LMCA will now work to bring the Milady brand to a host of products including shampoo, conditioner, hair color and dryers, as well as salon and spa goods and accessories.

Milady, a part of Cengage Learning, is the leading provider of beauty and wellness learning solutions and has been the industry leader for just shy of 90 years. Known not only as the market leader of pre-licensure resources, Milady offers online training and professional development classes for salon and spa professionals, changing the lives of tens of thousands individuals every year.

Sandra Bruce, executive director of Milady said, “LMCA’s professional approach to licensing perfectly matches Milady’s image with its consumers. They will build and execute a comprehensive and strategic brand extension licensing effort that takes Milady into appropriate products used by its students and alumni daily.”

Milady, part of Cengage Learning, is the industry’s go-to resource for programs in cosmetology, esthetics, barbering, nail technology, makeup, massage therapy, salon & spa management, and business training. While also offering web-based training and professional development solutions for salon and spa owners and technicians, Milady helps change the lives of tens of thousands of individuals each year. For more information on Milady, visit www.milady.com.
Intuitive Business Solution for Independent Hairstylists

Let your beautiful self sit down. Stylie launches Stylie One, its seamless business management solution built especially for independent hairstylists. Supporting the independent hairstylist with simpler software including inventory, scheduling, auto-marketing, point of sale and more to help manage his/her business, Stylie One is designed to cut down on time spent on administrative processes while increasing the opportunity to connect more deeply with clients.

“Independent hairstylists typically manage 250 or more loyal clients, leaving limited time for the operational tasks that come with renting a booth or running a salon suite on your own,” said Michelle G., an independent stylist and now in-house advisor to Stylie.

Stylie One’s team has spent decades pursuing their vision of simpler software and more intuitive design, and it’s paid off, with their tanning salon software products. They’re now bringing that same intuitive simplicity to help a stylist’s unique business practically run itself. The mobile and desktop platform offers features so hairstylists can keep their world simple while helping clients feel beautiful.

For more information and to sign up for a free trial, visit www.GoStylie.com.
Face & Body Conference Coming to Atlanta this Fall

Advanced Education Program a First in Georgia

Face & Body®, presented by trade publication Skin Inc. magazine and produced by Allured Business Media, has added an advanced education conference and expo in Atlanta, Georgia to its portfolio of existing events in San Jose, CA, and Chicago, IL. Face & Body® Southeast takes place Oct. 15-17, 2016, at the Cobb Galleria Centre. Face & Body® strives to provide the highest quality education in the industry, which skin care, spa and wellness professionals can immediately implement in their businesses.

The event’s keynote speech will be given by Atlantan Alison O’Neil, a career medical esthetician and aesthetic rehabilitation professional. O’Neil founded Beauty Becomes You, a nonprofit focused on providing positive experiences for older adults and their families by fulfilling common everyday grooming needs of seniors with limited access, opportunity, and means to aesthetic health programs, aesthetic healthcare services including basic hair, skin, and nail care as well as massage therapy provided by volunteer licensed professionals.

Face & Body® Southeast’s supplier Class opportunities include 70 expo exhibitors as well as 55 Advanced Education Conference classes such as Acne Management & Extraction; A Global Perspective on Ethnicity and Pigmentation (by Atlanta Erin Madigan-Fleck of Naturophoria); Essential Oils for Better Health in the Spa; Natural Cosmeceuticals: Myths and Realities, and GMOs: Should You Be Wary or Welcoming?. Continuing education points can be earned in the Advanced Education Conference classes.

“We are thrilled to bring our program to Georgia,” said Face & Body Group Show Director Sandy Chapin. “While Georgia law only requires 5 hours of continuing education credits every two years for licensed estheticians and cosmetologists, the Georgia Board of Cosmetology recommends that working professionals exceed the minimum to stay current on trends. We see a need here, and we’re happy to fill it with our well-regarded Advanced Education Conference program and to engage with skin, spa and wellness professionals in the southeast.”

Advanced Education Conference attendees will find robust tracks, workshops and networking that include:

**Business Track:** Attendees will walk away from the business track with the tools to improve business practices and boost bottom line.

**Wellness Track:** The industry’s leading educators will teach attendees how to incorporate new wellness practices and improve current offerings.

**Science Track:** Exploration of the latest in skin...
care ingredients and skin research to improve fundamental skin knowledge and update treatment efficacy.

**Workshops:** Hands-on, interactive and robust education. Workshops will be offered in chemical/mechanical exfoliation treatments and advanced modalities.

**Advanced Education Networking Lunch:** As part of their registration, Advanced Education Conference attendees can enjoy lunch with their peers and learn more top trends and breakthroughs on Saturday, October 15th.

National Esthetic Teacher Training (NETT) educators are invited to join the Advanced Education Conference program to earn CEs or for relicensure. For more than 20 years, Face & Body has brought industry professionals a top-notch, product-neutral Advanced Education Conference program, numerous networking opportunities and a leading expo. This highly-regarded event is presented by the professional skin care industry’s leading publication, *Skin Inc.* magazine.

Early bird registration for the Face & Body Southeast Advance Education Conference is available for $275 until August 15, 2016. The regular rate is $300 until October 14, 2016, with an onsite registration rate of $350. For more information on the Advanced Education Conference and to view the full class schedule, visit http://www.faceandbody.com/southeast/education.
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

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iSTUDIO SALONS IN ORLANDO AND FORT LAUDERDALE HAS SPACES FOR LEASE ~ iStudio Salons, Florida’s leading salon suite concept, now has limited spaces for lease in both Orlando and Fort Lauderdale. The difference is in the details. Custom lighting and cabinetry, contemporary design, continuing business and marketing education to ensure your success. ORLANDO | call Barbara 407.900.5120. FT. LAUDERDALE | call David 754.229.5896 www.istudiosalons.com

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BE INFORMED! Get in the know about the rapidly changing landscape of the professional beauty biz. Beauty Industry Report keeps readers up-to-date on what is REALLY HAPPENING in the Pro Beauty Biz. Visit www.bironline.com and contact Lisa lavello at lisa@bironline.com.
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More info at 941-586-8360 or www.sarasotastyles.com

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- Contact owner Kimberlymcveigh@yahoo.com

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Looking for an experienced hair stylist who wants a partner to help them build their clientele. We have a busy salon in a higher end plaza with A++ location in Carrollwood Tampa. We have very good walk-in business. Our haircut/color prices range from $20-$85 and we focus on color, texturizing services, and smoothing treatments. We pay you to attend free educational classes and give you all of the tools you need to build your business. Commission up to 60% and a guaranteed hourly wage. (813) 390-5277

**LICENSED NAIL TECHNICIAN NEEDED BELLEVIEVE, FL ~**

Embellish Nail Studio located in Belleview, FL is seeking one more licensed nail technician to complete our team! We are a small drama free salon that offers nail services only. Must offer acrylic, manicures and pedicures. Open to commission or booth rental. Contact Lisa for more info. 352-347-1711 or 352-216-2473.

**SHOPS FOR SALE**

**SALON FOR SALE KISSIMMEE, FL ~**

Hair and Nail Salon on Busy Downtown Main street for Sale. Kissimmee, FL 4 Hair station, 2 Shampoo station, nail tech room and equipment Pedicure chair, Manicure station. Two Restrooms Number of employees: 2 + Owner Owner willing to stay on as Chair rental/Stylist. Remodel last year: Fully Equip. with Washer/Dryer, Refrigerator, Microwave and back room storage. Facilities: Just under 900 Sq Ft. Rent $800.00 Per Month. Gross Revenue: $46,000 FF&E & Inventory: $9700 Asking Price: $34,900 Contact Owner: Clarissa Bruno 407-414-5519

**EDUCATION**

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SEPTEMBER 2016

- 4-6: China International Beauty Expo chinainternationalbeauty.com
- 7-8: MakeUp in New York New York, NY makeup-in-newyork.com
- 10-13: 12th Annual Beauty Fair Sao Paulo, Brazil beautyfair.com.br/us/
- 11: NailPro Sacramento Sacramento, CA www.nailprosacramento.com
- 11-12: The Intl Congress of Esthetics and Spa, Long Beach, CA 1-800-471-0229 www.LNEONLINE.com
- 11-12 SalonCentric Summit Grand Rapids, MI education.saloncentric.com
- 18-19: Armstrong McCall’s World’s Fair Austin, TX www.worldsfairhairshow.com
- 18-19: Strategies Team-Based Pay Conference, Chicago, IL www.teambasedpayconference.com
- 18-19 Professional Beauty England professionalbeauty.co.uk
- 19: Jon Gonzales presents Success Secrets of Top-Earning Stylists & Beauty Professionals, Las Vegas, NV www.hcds4you.com 800-390-4237
- 24-25: The Makeup Show Dallas, TX www.themakeupshow.com
- 24-27: BehindTheChair’s Color & Style Show Fort Lauderdale, FL 800-760-3010, behindthechair.com
- 25: NCEA Prep Class, Pleasanton, CA www.nceacertified.tv 201.670.4100
- 25-26: Professional Beauty Ireland Dublin professionalbeauty.co.uk
- 30-10/2: Aesthetic & Anti-Aging Medicine France euromedicom.com

OCTOBER 2016

- 1-2: SalonCentric Live Show Omaha, NE education.saloncentric.com
- 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
28-30: Long Beach International Salon & Spa Expo, Long Beach Convention Center www.probeauty.org/ISSE
29: National Aesthetic Spa Network Palm Beach, FL www.nasnbiz.com

FEBRUARY 2017
5: IAS, Independent Academy Sessions, Delray Beach FL www.iasraw.com
13: National Aesthetic Spa Network Santa Ana, CA www.nasnbiz.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
18-19: The Makeup Show Orlando, FL www.themakeupshow.com
19-20: Nashville Fashion Focus Nashville, TN www.cosmoprofbeauty.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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