

Stylist's Guide



Your job is important

People express themselves through hair. It's the first thing humans observe in others. As a stylist, you give people individuality, confidence, and life.

Since stylists help individuals become their true selves, you act as a guide/sounding board/unofficial therapist. Customers rely on your confidence, strength, and knowledge to understand and guide others. You are sometimes the only person that customer talks to and lets in.

Remember Boundaries

People pay what you charge
Investment relates to value
What do you want others to believe you are worth?

How to handle After-hours

People don't value availability
Set hours, stick to them, teach others
Relax as others learn your policy

Reminders

Know the professional you want others to see. Remind yourself regularly. People will treat you the way you let them. When you believe...others will as well.

For More Information

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