



WINNING

the

BEAUTY

Game

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Jaye RENEÉ

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INTRO



Hey guys. It's Jaye. Welcome. And thank you so much for purchasing my ebook: *Winning the Beauty Game*. I'm telling you this little investment; it's really going to clarify some things in your mind and future business endeavors. My goal is to help you blow up your business in one of the world's largest industries. Whether you have a nail salon, a beauty salon, own a lash bar, or if you sell bundles- it doesn't matter. What matters is that you have taken the initiative to understand the inner workings of an industry that we love so much. I'm telling you that there's a reason that so many people from all over the world, so many celebrities, and so many big companies are getting involved in the beauty business.

This is because the beauty industry is an evergreen industry, and evergreen means that it's something that can go on and on and on...and be sustainable over time. So, while you may be frustrated or have been frustrated in the past, I want to end that frustration for you because this ebook is going to help you. As you read your way through this ebook, I'll be here to help along the way. You can always find me on my website at JayeRenee.com, or email me at Jaye@JayeRenee.com, I'm always ready to help you succeed.

I can't wait to hear your success stories!

Jaye xo

LEARN THE SECRETS *of Winning the Beauty Game*


Let's get started. Welcome beauty bosses! I'm Jaye Renee. I'm a 20-year beauty industry veteran, author, speaker, and beauty industry educator. I'm a duly licensed professional. I'm a licensed barber, specializing in haircutting, wigs, and prosthetic hairpieces. I am also a licensed nail technician. This is where my journey in the beauty industry became most interesting, when I decided to go into a brand-new part of the industry that was completely foreign to me.



I ventured into the nail tech part of the industry a few years ago just to prove to some clients that were beauty industry professionals, that this industry is not over saturated. I went to school, worked at a salon, built up a clientele, and eventually ended up teaching at a nail school. I taught nail classes within that space and outside of that space. But I say that to say no matter what, I don't want you to ever feel that this industry is so saturated, that you have no place. You have a place. And it's a very special space.

Oftentimes, when you're frustrated, it's because you don't really know something that maybe you should know. I'm here to tell you that because you've taken the initiative to find information to take you to the next level, I promise you'll get there. Again, I've been in this industry for over 20 years, and have been licensed for a long time. After all this time spent in the same part of the industry, it was only a few years ago that I decided to go back to get another license. In doing so, I realized that I had a knack for helping people to truly understand the underlying inner workings of the industry, to help them understand what their clients want, what their customers want, and how to get that out of them. Because of this, they're able to have a business that is profitable in almost any economic setting.


LEARN THE SECRETS *of Winning the Beauty Game*



Right now, the economy and the state of things is probably at the top of a lot of your minds, right? And that's probably, well, why some of you have toes in to get into this industry, right? Other things are uncertain, but I want to tell you, number one, keep your head up. There are so many things that you can do and that you will do, and I'm going to help you do it.




Now, why is it important for me to share this information? It's extremely important for me to share this information with you because this is an industry where people are often reluctant to share their secrets. When someone finds what works, it's not always that that person is going to share it with other people. But it's very important that we do that, because the beauty industry, the professionals that are in it- we have some of the most powerful hands in the world. We craft so many things and so many dreams. We craft Hollywood. We craft celebrity images. We craft everyday working people's images, and the underlying root of what we do is we help people feel the best they can. This allows us to help people to live their best lives.



There have been numerous studies showing that people who look good, feel good, are well-groomed, and take care of themselves, make more money. So, if they're making more money, they have a better opportunity to provide for their families. Therefore, by you being a beauty industry professional, and offering products and services in this industry, you are not only helping someone to look good and feel good, but you're helping them to provide a better life for their families. And this is so important.

LEARN THE SECRETS *of Winning the Beauty Game*



By now you might be wondering: how am I going to help you? This ebook, for those of you who are reading, is a beautiful ebook that is quick to read, easy to understand, and has the great fundamentals of what you need to advance to the next level from where you are. Now, we're going to go a little bit more in-depth into things. Before we get started, I want to tell you to keep an open mind, as the things that I'm going to share with you are not just limited to the beauty space. Everything is connected. Things are holistic. When you begin to compartmentalize your life and separate things, it can get out of hand. Understand that your business is connected to the rest of your life. Okay? So, keep an open mind, and stay positive. Even if you feel like you're not sure of what's going on, whether it's in your personal life or business life, just keep going.

I promise you- things will become clearer, things will get better, and you'll be happy that you stayed the course. Oftentimes, when you're starting new things, it's hard to be able to get people on board who don't fully understand what you're doing. This is something that I will share in the ebook.

Because if people don't understand it, they can psych you out of it. And very often that's how we get psyched out of our blessings. That's how we get psyched out of getting to where we want to get. We get so close, and then we share something with someone, and they say something that we don't like. This is what takes us back or completely knocks us off course. I'm telling you to stay the course focus. Don't worry about people who don't understand. Don't worry about people who don't get it. You focus on you, the job that you have been chosen to do, in the space that you've decided to carve out in the world, and I'm telling you everything's going to be great. Ready to get started? Ok, get your pen, get your paper. And let's dive into it.



"
You
FOCUS
ON YOU
"

REST ASSURED

You Can Win the Beauty Game

I titled this ebook *Winning the Beauty Game* because I want you to think of the industry as a game. Just like every other game, you can't win it unless, you know the rules, and you can't win it until you know what and who the players are. You can't win it until you know what the perspective is of the creators of the game and know what they want you to do to be the winner of the game. Am I right? So, in that same way, you need to know who the players are in the beauty industry in order to win the beauty game.

You have to know the rules of the game, and it helps if you know if there are already cheat codes, right?

There are some cheat codes to this industry, and this is the cheat code that I'm giving you. It's important that if you have no idea, that you don't feel bad and say "I'm stupid, I don't get it, I don't fit in" just because you're someone that didn't know the rules. Think of this as a game, because once you know the rules, you win.



REST ASSURED

You Can Win the Beauty Game

Now, the reason I am giving you this cheat code is because I've spent tens of thousands of dollars traveling over 15 years, learning sales techniques, marketing techniques, going to beauty shows, convention speaking, educating, participating in mastermind groups, and taking courses upon courses on the subject's I specialize in. In doing so, I have learned so much over the years. One of the major things that I have learned that has been crucial in helping me to not only explore other businesses, but to help others do the same, is how to look at this industry as a game. This means identifying the players, identifying your role, identifying the rules of the game, and more.

This will change your life because once you learn the rules of the game, you will win. You'll have your colleagues coming to you saying, "Oh my gosh, what are you doing? How are you doing it? Because I want to do the same." You will be able to put your business plans in place, put your business structure in place, put your marketing plans in place, and put your processes in place so that you can take your business to another level. Now, is this the only thing that you'll ever have to invest in to understand the workings of the industry? The answer is no, but this knowledge is going to amaze you and act as a true stepping stone for your success in this huge industry.




WANTING *More*



Now that you know that there are secrets to the game, you have to know who the players are, what the rules of the game are, and the perspective is of the game's creator, right? You have to know if there are cheat codes, how to use them, and how to work around them. Once you know all of that, you have to know that it's okay to want to win the game and that it's okay to want more. It may sound silly to you, but believe it or not, so many people are afraid, ashamed, and feel guilty because they want more. I don't want you to feel this way.

You are put here to expand. You were put here to create. You were put here to want more, to do more, and to dream more. Once you have a goal or dream or flash of insight or an intuition, that's not something that comes out of nowhere. That's something that comes from deep inside of you. That is something that God has given you to bring forth to the world. Something that only you can do, something that only you can give. And it's important that you do it because if you're afraid to do it, or if you won't do it- that thing will torment you. It will eat at you. You won't be satisfied because you know that there's something that you're supposed to do, that you're not doing. You know that there is a talent that God has given you, that you're not capitalizing on. You know that there are words that God has given you to share with other people in the world that you're not sharing, and you'll be unfulfilled if you don't.

WANTING *More*



So, don't let shame, guilt, hurt, or unsuccessful past projects stop you because all experiences have lessons and you learn from everything. While you're thinking, "Oh, this didn't work," "That didn't work..." it's okay. Sometimes what you were doing was not meant to work out. Many times it's because you didn't know the rules of the game that you were playing before. But you understand the lessons now so that you can come back and know what didn't work so that you could succeed the next time. Maybe you had a partner that you weren't supposed to be partnered with. Maybe you were in a location that you weren't supposed to be in. Maybe it just wasn't the right time. Maybe the money wasn't right. There are so many things that can line up or not line up that will determine your success. Regardless of these things, the most important thing is to know that you deserve it and that you deserve to win the game and want more.

For us, if you have grown up in a place or around people where one team is looked down upon and when you decide that what you have is no longer enough or you don't want to settle, there can be a lot of people around you that will bring you down, even if they love you and it's not intentional. They do this because sometimes they're trying to look out for you, don't want to hurt your feelings, don't want you to be hurt, or don't want the world to beat down on you. With that being said, understand that sometimes people have been so beaten down by other people and told that they can't do things that when they see other people rising up, trying to do the things that maybe they couldn't do, their first instinct is to try to protect them because they don't want them to be hurt.

This treatment is not always because they don't care about you or because they're hating on you. Sometimes it could be the case, but there are so many times where people had goals and dreams that they wanted to reach and achieve, and they fell short. It doesn't always work the first time, and it doesn't always work the second time either, right?

WANTING *More*

There is a quote that says “She who perseveres gets the crown,” because you have to not only know what you want, but you have to keep that in sight. You have to be able to persevere during the wins and the losses until you figure out the rules of the game. Part of the reason that I wanted to write this ebook and give out this information is because I don’t want people to have to struggle, trying to figure out the rules of this game.

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She
WHO
PERSERVERES
GETS THE
crown
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I know the industry, I know how well it works for people, I know what it can do for you, and I know what it can do for your family. However, I also know that for many people, they people will spend more than tens of thousands of dollars. I’ve probably spent ninety thousand dollars on classes and courses over 15 years on understanding this industry. That includes going to events, corporate events, behind the scenes and non-manufactured events, sponsored events, individual practitioner events, all sorts of conventions, hair shows, and almost everything under the sun. Everything that you can imagine in the industry... I’ve been there.

I don’t want people to do that for years until they find what works. I don’t want you to have to stumble because you don’t have to. I have owned my own businesses, beauty products, hair salons, imported hair extensions, and things like that 15 years ago when it was unheard of and did pretty well.

WANTING *More*


I have always had people in my life that gave me information, built me up, helped me take some shortcuts, and helped me not bang my head around things as much (even though I had to bang my head around other reasons for other things)! People helped me, so I want to help you. I also want to remind you that it takes a strong person to want more. It takes a strong person to be successful. Because, when you have things and people see you growing and expanding or see you love what you're doing while you're making money and being successful...that brings a lot of emotions out of people and that's the real deal.

Some people just don't want it because it's too much. Some people don't want the judgment. Some people don't want to be seen as being materialistic. It's not materialistic to want more, to succeed more. Again, we are put here to create and expand; to be in control of the matter and the materials. I'm telling you that whatever you want, you can have. When you understand that and when you master it, it's just a matter of putting the pieces of the puzzle together, knowing where to put the pieces of the game to win it, and I'm going to help you do that. So, don't be afraid to want more. You have to want it. If you don't want it, it's not going to come. Not only is it important to want more, but you have to know what you want.

What do you want? What does success mean for you? What does success look like to you? Is it a condo? Is it a house? Is it a home? Is it \$15,000 a month? Is it \$10,000 a month? Is it \$5,000 a month? Is it being able to put your kids in a certain school? Is it being able to take care of your parents? Is it being able to travel around the world? Is it being able to work from anywhere in the world? This industry is so big. This industry is so vast. You can work from anywhere. You can have a hair salon. You can have people that work there with you and for you, you can have a product business, you can sell bundles, you can sell lashes, you can sell body scrub. You can sell body lotion wherever, work your business, and run your business from anywhere in the world.



WANTING *More*



This industry has come so far, and it's so amazing. Not only is it important to want more, but you have to know what you want. It's great to write those ideas down and have a plan, but it's not always easy to write things out. It's not always easy to go into details, because sometimes again, you may not know certain things. Maybe you want to sell products online. Maybe you don't know how to set the infrastructure. Maybe you don't know how to put up your booking sites. Maybe you don't know how to create funnels. Maybe you don't know how to work email lists. There are people out there for you, and that's 50% of what I do when I'm helping people as well.

So, never feel like, "Ugh, I can't do this because I don't know how to do it and I don't know what to do." There are people, not just myself, but there are other people out there that when you're ready, when you know what you want, when you have it firmly in your mind, and especially when you have it written down- they will show up when the time is right to help you. So, there is no excuse.

Don't necessarily worry about how things are going to come together, but know what you want to come together for you. When you know what it is, write it down, have it in your mind, and see it for you. Don't go around telling everybody either, because when you go around telling everybody all the time before it happens, it stops it because not everybody has pure thoughts for you. Not everybody wants you to succeed. Not everyone can see that vision. And it could create that opposite vision in their minds and mess up your success. We don't want to do that. So, your job is knowing what you want, putting that together, and writing it down in a journal. You'll be amazed at how people, places, and things will show up in your life to help you accomplish those things. Your job is to know what you want, not to focus on how they're going to come. With that being said, you have to know that when there are resources and people that come into your life, and when something is telling you that this is it- take advantage.

WANTING *More*


I want you to want more. I want you to be proud. I want you to be specific about what you want. I don't want you to focus on the details of what you want in terms of how you're going to get it, but to focus on knowing what you want. Don't worry about "Oh, well this is going to come from this person. This is going to come from here. I'm going to use the funds from this to do that." Don't worry about that. Your job is to know exactly what you want, and things will come together in amazing ways for you to get it.



There's an important point that I want to make before we dive deeper into this ebook. I want you to know that if you have tried and tried in various aspects of this industry, don't give up. Whether you've tried to go to hair school, nail school, get microblading education, etc....if it hasn't worked, don't give up. Maybe it wasn't the right time for you. Maybe it wasn't necessarily the right place. This industry is so big and there is so much money involved, that not everything and not everyone is going to be for you. Not everyone and everything is exactly what it is. So, maybe what didn't work for you the last time didn't work for a reason. It wasn't what you needed, but it's not your fault. There are so many other variables involved. So, I don't want you to say, "I tried this. It's not for me.

I can't get it. Everyone else gets it. Oh, she gets it because she's popular and all this other stuff" or whatever the case may be. I'm telling you, there are so many things that happen beyond your control. If something didn't work for you before, it's not always your fault.

WANTING *More*



I have taught in the professional school environment for years. There has always been a disconnect between the professionals and the schools, and what the schools teach. Because of the school's loyalty is to the municipalities, or to the states so that they can cover the licensing regulations because their primary goal is safety and sanitation, as it should be if they're representing the public and public interest. But, in terms of professionals learning the trade and learning what's going on in the real world and real skills in this beauty industry, beauty schools, unfortunately, fall short in a lot of ways. I love these schools, so no disrespect, but a large number of hours spent on education and training in school cannot compare to the behind the scenes and everyday life of this industry. It's not going to really show you what you need to succeed. So, if you are going to school, if you haven't gone to school, I urge you to continue to get continuing education, to gain in-depth knowledge of not only the specific technical aspects of what you're trying to do, but also the behind the scenes.

Learn and ask questions like: How does the industry work? How does it work as a business? How am I going to reach people? These days, social media is really important, websites are important, online booking is important, crafting your brand is important, and so many other things. Because now, whether you have a small business, work with 20 people, or if it's just you- your brand is important. How are people going to perceive you? How do they know that you even exist? The point of this right now is for me to tell you that if it hasn't worked before, don't worry about it. It will work. It's not your fault. You're going to have more education. You're going to have more knowledge. You're going to have keys to understanding this game and how it works so you can win.



WHAT *Now?*

So, now what? Now you're in the industry, what do you do? Are you selling products? Are you selling lashes? Are you selling wigs? Are you selling shampoo, conditioner, wig products? Where are you selling? Are you offering services? What services are you offering? Are you doing nails? Are you doing lashes? Are you doing microblading? What are you doing? What services are you offering? You decided you're going to be a part of this industry, but now what, what are you going to do? What are you going to bring to the table? Not only that, how are you going to bring it to the table? Once you figure out what you want and once you get on the ball with that, it's not just focusing on that one thing. You don't just want to have a product if you can have a service to compliment the product. You don't just want to have a service if you can have products to compliment that service.

The key to this industry, as in many other industries, is multiple streams of income. Ultimately, how can we get there? You may not know everything right now, and that's fine. We'll get to that. But these are some things that you want to know.

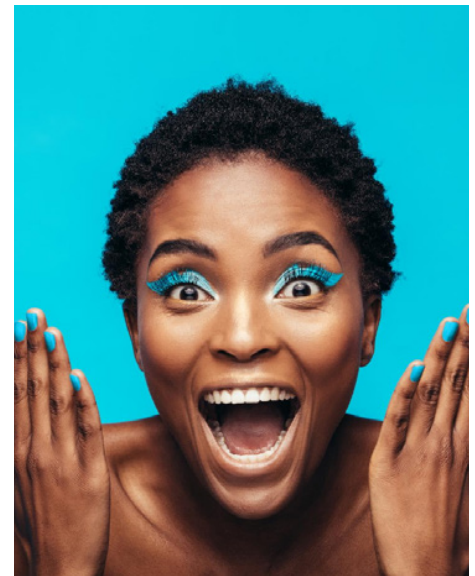
For example, say you go to school and start with nails. You can only see X amount of clients per day. How can you make money in your sleep? What products can you offer? Or what else can you offer your clients? In asking yourself these questions and finding a solution, you are not only making money when you're servicing your nail clients but making finding opportunities to make money in your sleep. What can you sell your client's when you provide them a service? Additionally, what can you sell on your website so that you're making more money? These are some things that you want to think about.

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The key
TO THIS
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STREAMS OF
income
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WHAT *Now?*

Who are you trying to reach with your products or service? Understand that not everybody is going to be a client for you. Not everybody is going to be in your target market. Not everybody is going to fit your demographic. These are some things that you want to know. If you're selling products, the great thing about selling products is that no matter where you are in the world, you can sell products to anyone, anywhere. However, services are more limited to your local location, unless you're a traveling stylist, traveling makeup artist, etc. Many people that travel are celebrity artists, people that work with big companies, are brand representatives with larger companies, and things like that so their demographic is a little larger.

But you want to answer these questions for yourself. Now that you're going to participate in the industry, what are you doing? What products are you offering? What service are you offering? Where will you be offering that product or service? If you're offering products, then it's the process. How am I going to sell these products? If you have a website, what host is your website, what shopping cart system are you going to use? How are we going to follow up with your customers? What email marketing platform are you going to use? Are you going to have graphics that have your branding? Who is going to put together your product design and packaging? If you're selling products, who is going to decide your actual prep packaging for your products? If you need to mail them out, what is your distribution network? How are you going to send it to them? These are all things that you have to think about.



WHAT *Now?*

In addition to that, the clients that you're trying to reach, what do they like? What do they dislike? You have to get into their minds and think like them. Understanding and thinking about why people buy and what are some triggers that get people to buy is important. Think about the customers that you want to sell to, the people that you want to do business with, the people that you want to offer your services to; what do they like? What do they dislike? These are some things that you need to know.

Where did these people congregate? Where can you reach the maximum amount of people with the least amount of time, effort, and money? Because in order to get clients, you are going to have to have some form of investment. It's going to be time, money, or some sort of effort, right?

So, where are the people that you're trying to reach? If it's online, where do they hang out? What hashtags are they following? What influencers are they following? If it's in your local area, where are they shopping? Where are they hanging out? Where do they go to happy hour? Who's doing their hair? Who's doing their nails?

“ YOU WANT
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OF COMPLIMENTARY
PRODUCTS &
services ”

You want to think of complementary products and services. If you're a lash tech or hairstylist, who's doing nails in your area, who's doing hair in your area? Who's a makeup artist in your area? Who's a photographer in your area that you can link up with to cross-promote your products and services, or possibly offer packages too? In asking these questions, you have the opportunity to double your exposure, so you want to think about that. Who can you meet? Where can you go? What can you do, so that you can reach the maximum number of people with the least amount of effort so that you can maximize your time?

WHAT *Now?*



Some of you already know what you're doing, some of you are brand new to this industry. So, for some of you who already know, maybe you want to expand. For those of you who have no clue where to start, this is something that you really want to get into. Even if you have been in the industry for a long time, these are some things that you're going to just kind of update for yourself. For example, I've only been on Instagram for three and a half years now. Getting on Instagram is a whole new thing for me. The whole idea of social media promotion and promoting yourself that way, or promoting what you do is a different animal for me, you know? So, I'm figuring out and getting used to it. But at the same time, I have to reimagine my brand and figure out the same things so that I can promote my brand effectively on social media.

Even when it comes to social media, you need to think about: Who are the people that I'm trying to reach? Where are they, what are you doing? What are they like? What do they dislike? What can I offer them? It doesn't matter how long you've been in this industry or how long you've been doing what you're doing in order to keep being successful. You have to keep asking yourself these questions over a period of time.

Another thing you want to think about is whether you're licensed or not. If you're licensed, if you're not licensed, there are some things that you can do when you're licensed that you can't do if you're not licensed. Some states don't require regulations on certain things, and some do. So you just want to make yourself aware of where you are in terms of your profession, and if what you do requires licensing or not.

WHAT *Now?*

No matter what, whether you're licensed or you're unlicensed, you want to make sure that you get all the training you can get. You want to make sure that you stay on top of everything in this industry to give your clients and your customers the maximum benefit. Because I'm telling you that the people that do really well are not afraid to invest. They're not afraid to see what's going on to stay on top of what's what. You have to be able to do it. If not, you're just going to be left behind and you're going to wonder why everyone is succeeding and you're not. This is another reason why I wanted to do this ebook because people are wondering why they aren't taking off and having massive, massive success. Well, I'm going to tell you the behind the scenes, why they're making it, and why you or other people may not.

" GET
all of
THE TRAINING YOU
can get "

Be mindful when you're thinking about this industry. What can you do? What products are you offering? What services can you offer? Can you offer products with your services? Can you offer services with your products? Can you do multiple streams? How can you make money when you're not behind your desk, behind your chair, or standing up bend over someone doing their lashes? You want to make sure you understand that. And if you have a store, if you're selling a product, how can you make more money with that product? Can you offer a service, just to maximize your potential? Because, when it comes to the marketing of the product or service, we're still going to spend it and spend the same amount of time investing. So, you want to make sure on the backend that you're getting the most money, understanding who you're trying to reach, where they can be found, what they like, and what they don't like. Understanding what your customer's expectations are is also important. If they're expecting you to be licensed, and you're not, you let them know what the case may be. Start thinking of what we touched on in this chapter, what your plan may be, and write it down to begin forming your path to winning the beauty game.

YOUR *Network*

All right guys, this next part of the course is extremely important because it's something that, in terms of your thinking of beauty business stuff, we don't necessarily talk about. This is something that I always talk about in high-level mastermind groups and other courses. But I'm telling you, it has one of the biggest impacts on your business. That is the company you keep, and we're talking about your network.



I'm sure you've heard that your network is your net worth and it's for so many different reasons. The people that you're around the most have such a profound effect on your life. Your life is a composite of the five people that you spend the most time with or the five people that are closest to you. If you want to look at your life where it is and where it can be, look at the five closest people to you, and you can gauge where you are and where you'll be in the future. By looking at the people you're around, it will tell you if you don't necessarily like the people that are closest to you or the way that their lives are going. You may have to tell them, "I love you, but I have some other things I have going on. I need to get a different group. I need to get around some people that are going to have a better effect on me." I'm telling you, this is science, you can't refute it. It is impossible for beautiful plants to grow in bad soil, right?

YOUR *Network*

Of course, that's relative, because certain plants and trees still grow in adverse conditions. However, those adverse conditions are ideal, and those are far and few between. There are some people that can grow and blossom in any environment, but those people are the toughest, and those people have gone through the most. Those people have developed themselves on the inside to be so strong, and it may seem like they are in this environment that's not really conducive to them, but they really are because they've learned to go inside themselves to not pay attention to what's around.

" YOU WANT TO
evaluate
WHO IS AROUND
you "

When looking at the people around you, do they have goals? Are those goals similar to your goals? Are they good goals? Are they working towards something like you are? Are they working on having their businesses grow? Do they think people who own businesses are stupid because they should have a nine to five? If you have a nine to five, but you want to build your business on the side, do the people that are around you think you're stupid because you have a nine to five and you should quit? You want to evaluate who is around you. Are they conducive to what you want? Are they trying to do anything

progressive? Are they stuck where they were five years ago? Are they stuck where they were two years ago? Or are they stuck where they were 10 years ago? If nothing is changing in their lives, I'm not telling you to just ditch them, but I'm telling you that you have to look for a network or surround yourself with people, places, things, books, videos, audios programs that are showing you something different because your network is not just people that you're around every day.

YOUR *Network*

You may feel like you can't get away because you were born here, you can't move, you're stuck in your room all day. You may feel like you don't have the money to travel, that you're starting from the bottom, from zero, from scratch. Your network is not just the people that are in your life every day. Your network of people are authors that you've never met, mentors that you've read their biographies and you've never met them. You can have people in your network that affects without having them physically in your network. Don't feel trapped or feel like other people have an advantage over you because they have access. Let me tell you, you're here right now, you're listening to me, I'm in your network, right? I'm in your network, and I'm growing every day. This is what we're doing; we're growing, we're building businesses, we're changing narratives. We're taking nothing and we're turning into something; if you have something we're turning it into something more.

This is similar to a mastermind group, which is based on a law that states that when you have more people together and they're focused on a common goal, their power is multiplied. This is because you have more ideas, more people focused, and more things moving out of the way of those people to get the tasks done that they want to get done. So you want to make sure that you have people that are really on board with your mission, even if it's just a support group kind of thing. A place where you come and share ideas, share where you are, share things that didn't work for you, or share things that you want to go better in the future. It can be a support group in that way because you're going to get ideas, be there to catch each other when you have failures, which is not really a failure, it's just a hiccup. You fall, and you have people to pick you up.




YOUR *Network*



Find a group, create your own mastermind group, get on somebody's email list, take somebody's course where they're going to be able to support you, and you can be a part of something if you have no one else. Even if you have other people, you can have a mastermind group for work. You can have a mastermind group for your personal life. You can have a mastermind group for helping to raise your kids. You can have groups for all kinds of things, but your network is your net worth. Because not only that, they're going to help frame the way that you think. If your network is thinking positive, you're going to think positive. Even when you slip, somebody is going to be there to pick you up. That's the whole point. That's the whole power of having a great network. It's really, truly powerful.

Another thing is you have the opportunity to work with, meet, network with, and possibly do business with people from all backgrounds, all ages, and all walks of life that you probably wouldn't have met and done business with. The way that you really succeed is by expanding the way that you're thinking and getting outside of your little bubble. One of the best things to do as a beauty professional is to get outside of the industry and see how other businesses are running. Some of the best marketing ideas, products, and services that are developed for your clients are going to come from looking at other businesses. It's going to come from talking to other people, even if it's still in the industry, it may be in different aspects of the industry.

YOUR *Network*



You could be a practitioner doing the work or you could be styling the hair. You or someone else can be an educator. Someone else could be a product manufacturer. You have to get with people that are in different spaces, even if they are in relation to what you're doing. But it will allow you to have a different perspective, because once you have a different perspective, you will get all sorts of thoughts and ideas, and things come into place that never would have because you're thinking in a different way. So, it is very important to monitor your network. Again, respectfully and with love, I'm not telling you to ghost anybody who has been in your life. I'm just telling you that people who aren't working towards the same goals as you, people who aren't looking to do more or aren't looking to do better have a tendency to pull you down because of their self-doubt. Their belief in themselves, negativity, and pessimism can catch you and can affect you. Especially, if you're having a vulnerable moment when you are not feeling so sure of yourself. In those moments, one word could make or break you. One word can stand in between you and the success that you've been working so hard for.

Do you want someone who's pessimistic to be there when you need an extra push? Someone who is always complaining, everything is always going wrong, and if it's not one thing, it's another kind of person to be there? Or do you want someone who says, "Listen- fall down, seven times, get up eight."? Personally, I want that kind of person by my side because that eighth time could be it. If I'm going to fall, I want to fall for something. I don't want to fall for no reason. So, if I'm going to fall, I'm not just going to stay there. Let me get up, let me fix it. Let me put everything together so that I can tell a story and say, "Listen, girl, I fell, but let me tell you when I got up I learned something and worked harder."

YOUR *Network*

You want to make sure that you have people around you that can remind you that if you fall 99 times to get up 100. Each time you fall, ask yourself, what did I learn this time? Remember that crack was there on the road? Next time you come around on this path, walk around it. Cause now, you know, it's there, right? You can't win at this beauty game with players on your team that don't support you. You need to know who the players are, and the players that are winning this beauty game are not surrounding themselves with people who are going to tear them down and wear them down, burden them or drain them.

Be aware of your network because your network is your net worth. When you feel like you have nothing, when you don't know where something's going to come from, when you are constantly expanding your network, make sure that you have people that are going to give you the extra push. Because you need to keep going, and God is not going to give you anything without giving you the capacity to get those things done. He's not going to give you a dream. He's not going to give you a vision. He's not going to give you any kind of charge without also giving you the means, the power, the potential, the strength, and the resilience to get that done.



CUSTOMER ATTRACTION *Part 1*


Get your notes, because we're discussing one of the most important aspects of the beauty game: customer attraction. This is one of my favorite aspects of understanding the beauty game because not many people know this topic. Many people in the industry, whether they have products or services, they somehow think that the way to get clients and customers is to chase them down trying to tell them how much better their product or service is. But how much better would it be if you were able to attract clients directly to you?

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Anything that you chase runs away. But what you allow free-flowing, what you resonate with, what you vibrate with, what you harmonize with, what you call to you; in certain ways, they will come to you and gravitate towards you effortlessly. You don't want to chase people and beg for customers. Instead, you want people to like what they see enough to contact you, to want to do business with you because of what you're putting out there.

So how do we get customers and clients to be attracted to us? I'm going to share a few things with you that will help to craft the perception of you in the minds of your potential clients and customers. I'll call these prospects. Whether you realize it or not, people have a perception of people, places, and things, even if things don't have a "specific" brand. In the minds of some people, they have a brand, and they base that on the vibe or feeling they get from you such as your tone of voice, what you do, the colors that you like. If they're looking at your social media, your Instagram, they're looking at what you're saying, what you're doing, and so on. This is why it's important to be authentically you.

CUSTOMER ATTRACTION *Part 1*



Sometimes we feel like we have to fit into a box and do certain things in order to get a certain client or get a certain demographic. But when you're authentically you, people gravitate towards you, and not only that, the people that I gravitate towards you are going to be the people that you want. Now, if you have a certain persona and you're putting a certain version of you out there that's not really, the people that you attract are going to drain you over time because you can't keep it up. But when you're authentically you, the people that gravitate towards you are going to mesh well with you and help fuel you.

I'm going to share some things that are going to help you to position yourself in the minds of the people that you want to do business with. Previously, I talked to you about the people that you're trying to reach and do business with. So, for the people that you want to do business with you, there are certain things that influence most people's perceptions. Here they are:

1 The appearance of intelligence or being smart about something.

There are many levels of intelligence, and the intelligence level that matters to the clients and customers doing business with you is intelligence and smarts about what you're supposed to be doing.

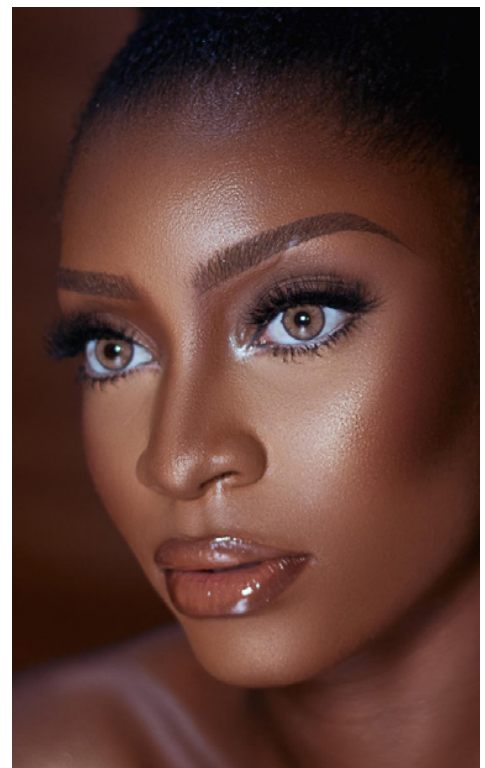
People are not coming to you and expecting you to be Einstein about everything in the world. You don't have to be the sharpest crayon in the box. When it comes to your stuff, and when you know your stuff, that suffices. Whatever your area of expertise is—be the best. Learn the most that you can of that area of expertise and that will satisfy people's appetite for the appearance of intelligence.

CUSTOMER ATTRACTION *Part 1*

2 The appearance of wealth, power, and or happiness.

Now, the appearance of wealth does not mean going on your social media and showing off, buying stuff can't afford, and things like that. Because when people see those material things, sometimes they can see through it and it doesn't really matter. What matters is how happy you are and how satisfied you are with what you have. We all have a level of wealth when we wake up everyday breathing because that's a level of wealth that not everyone gets to have. To be happy to have friends, to have family, to have clients and customers, and people that care about you, and have the opportunity to see the beauty in everything is wealth.

You may feel like you're not wealthy because you don't have certain things. Let me tell you, you are so wealthy to be able to go out and have trees that provide you with air, flowers that provide you with beautiful scenery, and clean water to drink. Wealth is an "abundance" and it is not just material wealth. When you see the wealth in everything, it correlates into wealth and money and success in your business. It may seem a bit "out there" to some of you, but when you appreciate what you have you will see the wealth. Even if it's a dollar; what is wealthy is when you have a dollar, and that's all you have, and you give it to somebody else because you know that no matter what, it's coming back around to you. That's wealth. And it's a mindset.



CUSTOMER ATTRACTION *Part 1*



When you have that mindset and you can exude that mindset when people see you, whether your business is new or just getting started, people are going to be drawn to that when you have this wealthy mentality and attitude. People want that. Even people that know you, even if you have nothing, even if you're starting from scratch.

In the Bible, Matthew 6:26 says, *"Look at the birds in the sky. They don't plant or harvest or gather food into barns, and yet your heavenly Father feeds them. You are more valuable than they are, aren't you?"*

We are supposed to be God's most perfect creature. If he provides for the birds, and the birds don't worry about savings, or money, or houses, or whatever, then what are we worrying for? The birds are out doing their thing because they know they're provided for. So once you have the level of confidence of a bird that doesn't even trip, cause he knows he's going to find a worm and get what he needs, your wealth will come. Even if something is not going well right now, that confidence and authority is wealth and it's a mindset of not being afraid to use the resources that you DO have.

CUSTOMER ATTRACTION *Part 2*

The most successful people in this world and definitely in this industry, whether they know it or not, abide by these principles. When you exude wealth and know that no matter what you're going to be provided for, you're not afraid to use the resources that you have to put back out there for something that God told you that you have a talent to do.

Some people share stories of spending the last money they had on a dream because they knew deep down that it was going to work, and it worked. It worked because they weren't afraid to do that. There are some people that they hoard, they won't spend a dollar, they won't spend \$50, they don't want to spend \$200 on a course of their business. They won't spend X amount on a course to help them succeed, but they'll spend hundreds of dollars on a bag or a belt. That mindset is not going to circulate and bring you back what you want.

Now, you may have the appearance of wealth initially, but somebody can look into your eyes and see that you don't feel confident because now you have that expensive purse, but you can't eat later that night. Therefore, when I say the appearance of wealth, it's not just somebody looking at you and seeing that you have the newest Gucci or the newest Louie, it's somebody looking at you and seeing you glow because that appearance of wealth is a confidence. You could have nothing in the bank. You could have lost everything. But true wealth is the mindset and attitude that I'm describing to you now.

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CUSTOMER ATTRACTION *Part 2*

3 The appearance of power.

The appearance of power is similar to the appearance of wealth. Power is control of yourself, your mind, your thoughts, and being disciplined. One of the biggest jokes with us beauty professionals is the issue is not always being on time. We have an issue with time and being disciplined. We have an issue with some things, but when we control those things, things go our way.

Time is what you make it, right? There is no such thing as time management, so you can't "manage" time. Time is relative. The thing that takes us off the path and messes

us up with our appointments, our clients, and getting to work on time is not time itself. It's our regulation of ourselves. It's our discipline of ourselves. It's us being able to do things when we say we're going to do it, and getting things done when we say we're going to do them. We know we have power over it. When we're not a slave to constantly running behind, losing things, or being unprepared we have the power.



When you take control of the power to discipline yourself, you'll start running on time, preparing for things that may go wrong, and finding that you have extra time in the day. You'll have extra supplies, extra resources, and if something goes

wrong you won't be afraid to ask for help. That power gives you a confidence and when you have that you exude a certain power. People are attracted to that power. When they see that, they will want to work with you and do business with you.

CUSTOMER ATTRACTION *Part 2*

4 The appearance of happiness.

People want to be happy more than anything else, right? When people want to be happy, people want to be wealthy. People want to be rich. People want to be loved. People want all these things because we want to be happy, and we want to enjoy our time here. If not, then what is all this for? If people see you and you can exhibit happiness and wholeness, they will want that and be drawn to you. We all want to be happy, no matter what people do, because we want to be happy.

Physical appearance is another thing that affects people's perception of you that attracts and draws people to you. Now, I don't want you to think that means that you have to have a certain body type or dress a certain way, but whatever your physical appearance is if you're confident in that, it draws people to you. When you're happy and you're confident in the skin that you're in, that draws people to you.

Never get caught up in thinking that our industry is based on making people look just one way or the other. If you have a client that comes to you saying they want a certain thing, and this is going to make them happy, then give it to them. Don't get in your head and assume that you know what's best for that client or customer because they know what they want. They know what's going to make them happy. If you give them that, they will be happy. But if they come to you and you say you have a better idea, in their mind they're defeated, they hate it, and they're not coming back to you because it's not what they want. Clients don't want what you want. Everybody's happiness and ideals are not the same as your happiness and ideals. The way to have a satisfied customer is to understand what they want and to give that to them. People come to you because they want to feel better. They trust your ability. They trust your judgment.

CUSTOMER ATTRACTION *Part 2*



The final thing that affects people's perception of you and can attract people to you is your style and your charisma. Charisma means that you're charismatic. You have character for some reason or another and you're magnetic to people. You can't fake this because whatever your personality is, let it shine through because whoever is going to catch it will catch it. This is something that I've had to get used to for years because I am "sophista-ratchet." My friends and family know it, my students know it, people that work with me know it, but not everybody does. I would attempt to craft my brand or certain things to display certain parts of me, and not others. I would feel like it wasn't authentic and it just wasn't me. So, let your personality shine through because whoever is going to see it, is going to see it.

As long as you're authentic, you'll draw people to you that are your best matches. They see that you know what you're talking about. They're attracted to that appearance of intelligence. They see that you're confident in what you're doing. Whether you have everything, or whether you have nothing and we're rebuilding, they see that we have it and that we're confident in that. They are attracted to that appearance of wealth.

CUSTOMER ATTRACTION *Part 2*

We are in control. Time is not going to control us. We're not constantly running behind. We're not constantly at the mercy of other people. We're not constantly unprepared. We have our things. We are prepared. We have backup equipment just in case something goes wrong. We're in control. We have power. They're attracted to that appearance of power. No matter what, we're happy, and we're content. Whether we're growing, or wherever we are in life, we're happy. We can look at things and we can see that things could be worse and that things can be better, but either way, we're blessed.

People are attracted to that appearance of happiness. That's what they want. Again, the physical appearance they're attracted to has to be authentically you, and whatever

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is good for you. Most importantly, your client cares about what's good for them because they came to you. They want a product. They want a service. It could be hot pink and it may not be your cup of tea, but chances are, if they came to you, they have probably seen your other work. They've probably seen something inspirational or inspired by something like that, that you did and they're coming to you for a reason. Don't try to change their minds. If it's not something that you're interested in or something that you can do, please refer them to someone else.

CUSTOMER ATTRACTION *Part 2*



Now, we don't want to give referrals all the time, but when we give referrals, that will come back around to you. Don't be selfish and feel like you have to get all this money because when you send it around, it's going to come back around and you're going to have people referring you that you've never even heard about. It happens all the time and it's a wealth mindset. That's that abundance and appearance of wealth. That's you being confident in that. Because again, if you're worried about eighty dollars or one hundred dollars, and you're holding on to it tight, that's all you're going to get or maybe less. If you feel confident that someone else can help your client and hook them up, you send that money out. It's going to come back multiplied.

Be authentically you, let your style shine through, and you'll attract the clients that you were supposed to attract. These aspects of customer attraction are very important. Because like I said, what you chase runs away; but what you draw to you, it stays and it's magnetic. Even if you're not perfect, even if you don't deliver everything the right way all the time, or if you don't say things the right way all the time, people understand it because those are your people. You're looking for your people and many times, in many aspects of what we do in life and as beauty professionals, we're the shepherd. We have our flock, and our flock knows our voices when it's authentic, when it's confident, when it is happy, when it's feeling powerful, when we're being authentically ourselves. And when they come to us, and we're respecting what they want- it's magic.

DEMONSTRATING


Ability



The next important factor in winning the beauty game is demonstrating ability. This is a big one because you have spent large amounts of time figuring out who you are, what you want, products or services you want to offer to the industry, and how to attract clients to you. Now, you want to demonstrate that you can do what you say you're going to do. You can do this in many ways. For example, with social media, you have Instagram where you can have photos, videos, etc. of past work that you've done.

You can also have third party credentials such as testimonials from past clients, or media if you have been featured somewhere. For example, if someone invited you to be a part of a publication, attend events, etc. that is part of demonstrating your ability because those outlets trust that you know what you're talking about. If you go to my website you'll see that I have "As seen in USA Today, HuffPost, the Miami Herald..." and things like that. That is the third-party validation I'm talking about because obviously there was something in those publications that was about me. That was about something that I was doing, and that is a way to say that I know a little bit of something when it comes to the topics I speak on. Testimonials are extremely helpful to show people what you can do. Encourage your clients to write testimonials and to leave you something nice on Instagram, or you can even share personal letters or emails. Personally, I have always been bad about gathering or saving my own testimonials.

DEMONSTRATING *Ability*



I went to school for communications and broadcasting, and enjoyed being in front of the camera, on the radio, or doing voiceovers. I loved the audience, but when it came time to actually putting it out there, that was hard for me. I really, really had to work at it, but I love it. I was in elementary school and my elementary school had one of the first televised, morning announcements. My job was to help produce these whether it was recording, being on camera, etc. and I loved to do that. So, it became one of my first loves to be able to share information with people in a setting that's like video, TV, podcasts, radio, and things like that. Now, I'm not perfect and I'm working on it, but I'm becoming better with "tooting my own horn" and putting myself out there.

If you feel like you just don't feel comfortable, it can take work. There are some people that naturally love the camera, but for a lot of us, we tend to stay behind the scenes a little bit. Even if we put ourselves out there, it can be hard to put it out there, so don't feel bad. But you still need to figure out how you're going to demonstrate your ability to people. Even if you don't necessarily directly show pictures and things like that, you can do behind the scenes, YouTube things, or a podcast. You can have a podcast about the industry and your point of view on it and what you do behind the scenes.

If you have a beauty business, you could talk about the behind the scenes of your beauty business. For example, if you're selling a product, it could be itch cream, hair growth serum, wig products, or whatever, and you can think outside of the box in different ways to demonstrate your ability to people that are going to be drawn to you. It doesn't necessarily have to be right in front of your face, either. It doesn't have to be a video. It doesn't have to be a photo. It doesn't have to be a text. It doesn't have to be an email. It could be other ways, but it's important that you do figure out a way that you can connect with your potential audience. Once they are attracted to you, you can convince them that you know enough about what you're doing so that they want to do business with you. Because the whole point of demonstrating your ability is convincing them. Once you have their attention, they'll decide if they like you and part of them might be unsure if you're the one. So, the final part of getting them to do business with you and spend that money is to demonstrate the ability. Keep that in mind.

CONVERTING


and Processes

We have now covered so many different details in preparation for your ultimate success, so now it's time to talk about money. We discussed how to figure out the products and services that you're going to offer. We discussed how people perceive you, how you're able to attract people to you, how to figure out where they're going to be, and demonstrating your ability to be able to serve them. These are all very important, but it doesn't mean anything if it doesn't convert into dollars. It doesn't mean anything if people don't actually do business with you. After all, I don't know about you, but I love the industry, I've been in it for a long time, and in addition to helping people there is great money in this industry. I want you to do everything we've discussed in this ebook so that not only you have a great business, but you have a great business that makes more money than you've had in the past. I want you to make more money than you ever thought you would, more money than you ever have before.

When talking about converting these practices into dollars and making money, we have to talk about different ways that we can do that, including different payment mechanisms. Because you've demonstrated everything that they needed, so now is the time for them to actually pay you. They've already decided they wanted to spend money with you, so it's up to you to find out how to make it easy for them. One of the things that you can do to make it easy right now is to figure out and understand your process, or your booking system. Anytime that you have a part of your business you have the sales side and you have the operating side. The operating side is the process side.

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process side ”

CONVERTING *and Processes*



For example, you have someone that is going to pay you money for a product or service. They're going to buy some lashes. They're going to buy some hair. They're going to pay you for doing the weave, right? That is the sales side. Meanwhile, the process side consists of how you're going to take that payment. You can take payment in a few different ways. If you have a product, it can be a shopping cart, click funnels, and multiple payment platforms that are out there. You can take that payment online and fulfill a product order. Your product may be physical, or it may be digital. If it's a digital product, they can get it right away. If it's a physical product, you have to get it to them through a distribution network. You can do this by sitting home, packing up items yourself, mailing it out and going to a delivery service, or you have a team that's doing it for you, or you can use a fulfillment company that does it for you. So, not only do you have to understand the sale and once that money comes into you, but you need to know what happens on the other side to fulfill that product, to fulfill that order.



On the service side, they come into you. However, in this way, things have progressed when it comes to booking clients. Gone are the days where big salons are the majority, as many beauty professionals are taking the individual route or becoming an independent contractor running their own booths and suites inside of salons. People are now building their own businesses. So when you do that, you want to make sure that you're mitigating your loss and that you're not at the mercy of walk-ins or not at the mercy of the people. People have to respect you and your time, and you have to mitigate your losses.

CONVERTING *and Processes*


So, if you have a service, answer these important questions: How are you going to administer that service? What booking systems are you using? Is the booking information easily accessible to people so they can request an appointment? Do they leave a deposit before they even come to you?

And you can place these systems on automation. If someone finds you on social media, they click the link in your bio, say they want an appointment, click the appointment, see what day you have available, schedule the date, agree to terms and services, and they're done with the process. After booking, they can send you their deposit, you can "okay it" if it works, and then you see the person when she comes in. When she comes in, she gets the rest of the service, pays the balance, and he/she goes about their day, right?

When you have products, you have to figure out a few different things compared to services. How are we going to display the products? How are we going to get the money? Shopping cart. How are we going to follow up? Email list. You want to figure all that out. When you're thinking about actually getting the money, what it all comes down to is the different processes and different steps that you have in place so that you're able to do that.



CONVERTING *and Processes*



No matter what, you should have a website. I don't care if it's a one-page website. I don't care if it's a two-page website. You have to at least have something basic, so you can say it to someone and refer them. For example, my website is Jayerenee.com, and even if I'm running somewhere, I can refer someone to that and from there they can access my Facebook, Instagram, YouTube, my products, and services. They can go there and no one can take that from me. Then from there, I can build up my own personal email lists. However, if I'm at the mercy of an Instagram or YouTube and something happens or something's offline, my business is affected.

So, you want to ensure that not only in that process, even if you're basing your sales and your services on social media, you want to ensure that you have a website. You also want to make sure that you've outlined your processes. Again, remember that these look different for products and services. Let's say that you specialize in wigs and hairpieces. That's your product; wigs, extension hairpieces, maybe even shampoos and conditioners for that as well. In addition to that, you can do the services for that. You can do wig installs, trim, maintenance, cleansing, and other services along those lines. So, you have to make sure that you have processes in place to sell those products and get those products in the hands of people through your distribution channel. On the service side, you want to ensure that you can take that appointment, take their deposit, and that they can understand the terms and conditions before they come to you. Then, once you fulfill that product and service, you can complete payment. It's important to make sure that you can convert those people that come to you into sales because you're not doing all of this just to play around. You have to understand that there are processes in places, whether you're on the product side, or on the service side. And if you're both, you're doing double duty. It's a lot of information, but you can make it happen.

WHY PEOPLE


Buy




To start to wrap this up, I want to remind you of your responsibility as beauty professionals. We've talked about the things that people are looking for in terms of what they're attracted to, how to attract clients to you, and things like that, but certain things are going to keep them with you. That is understanding and respecting time, understanding, and respecting scheduling processes, procedures, or other things in place. What I want you to understand, is that not everyone is the same. Something that I have learned is that one in three people in America has a learning disability. They can be all different. It could be autistic, a visual disability, physical disability, they may not be able to see certain colors, they may not be able to read, they may be dyslexic, or another disability.

When putting together marketing materials or anything for your business, it's important to consider all people groups. Not everyone can read policy information and not everyone can hear you talking on a video. So, if you want to be able to get the most information available to most people, consider putting your policies and procedures in a package that can cater to all those things for visually impaired people, hearing impaired, or who may be impaired by some kind of reading disability. In doing so, you have a chance to reach more people. If someone doesn't necessarily follow the directions that you want, please understand that nine times out of 10, it's not facetious. Most people don't want to deliberately do the wrong thing and become embarrassed by it. Understand and remember that we are the professionals and we have an obligation to be the bigger person in most situations and scenarios, so let's do that.


WHY PEOPLE *Buy*



Another thing to remember is to make sure that you are being clear about your location. If you are doing hair out of your kitchen and your bedroom, just make sure that your clients and people that are coming to you are aware, and make sure that they're respected when they're there. You know, you don't want to have your boyfriend laying in bed while your braiding somebody's hair in your bedroom. It's important to maintain people's privacy and make them feel comfortable when you're providing them a service, wherever that may be located.




For terms of service, let people know what your policies are. Whether it's no kids, no extra people, charging a fee if they're 15 minutes late, or if they're 15 minutes late they can't come, no booking again if people no show, and policies like that. Whatever your policies and procedures are, put that upfront. For refund information, if you offer refunds, let them know, or if you don't offer refunds, let them know. If you offer conditional refunds, let them know what the conditions are under which you will accept refunds. If you accept exchanges, let your customer know the conditions where you will accept exchanges.



These things are important to ensure on the professional side and the responsibility side that you are being mindful of, and especially with the things that piss most people off. Because I'm telling you that nine times out of 10 if you're on time, if you're orderly, if you're doing what you say you're going to do, you will be rocking and rolling because, for a lot of people, this game is a joke, this industry is a joke, and a lot of times what results is a joke in their income. But if you come in and you take it seriously, go about your business, and follow everything that I have talked about in this ebook, you'll be good to go.

WHY PEOPLE *Buy*




Now, let's dive into why people buy because people don't always buy for the reasons that we think they're going to buy. People buy for their own reasons and we're going to discuss those. Again, my knowledge of this is from spending lots of money over the years, researching, and interacting with people to figure out why they do what they do. Because our industry is not just based on the beauty industry. We deal with people, and when you deal with people, you have to understand how people operate and human relations.

People buy what want not because it makes sense, and it's important that you understand that. You already know how to figure out what clients want, ways to provide it to them, and how to create thrilling experiences for them. But this is the final piece of the puzzle. It's the key to understanding why our clients do what they do and what makes them want to spend their money. At first, you may be thinking to yourself that people buy things and spend money on things because that's what they want. But you will learn what provokes and compels them to open their wallets.

★ **Secret reason number one to why people buy: Their feelings.**

People buy when it makes them feel good. It can be how it feels to have that product or service, or even how they feel by the results that those products or services bring. This is incredibly huge for you. If you can give them something that makes them feel a way that nothing else can that's power in that. Make them feel great and they will buy every time.

★ **Secret reason number two: They buy it to belong.**



People buy because they want to be included. They want to belong to whatever group is affiliated with whatever it is that they're buying. They feel that if they will buy X, Y, or Z, they will belong to the "in crowd" that is commonly known for whatever the thing is that they've purchased.

WHY PEOPLE *Buy*



★ **Secret number three: They buy to be a member of something.**

People buy so that they can say that they're a part of something exclusive. They want to be one of the few that belongs to a specific group club, association, or organization. They want to feel as if they're roaming in a social circle, limited to a selected few. They want to feel connected to something bigger than themselves. They want to be able to associate themselves with people of like minds and shared interests. Even if it's just to escape for a while.

★ **Secret number four: They buy because of influence.**

If you're a person of influence, offering something to them, by them buying what you're offering, it allows them to feel closer to you. It's like that influence will rub off on them. Your confidence, your air of professionalism, your sense of authority, and control of situations are all qualities that people want to have. People want to be admired and looked up to. They want to feel as if they had the power to make a difference because they do. They feel that an influential person can help them become more influential, and it's true. And they will buy it because of it.



WHY PEOPLE *Buy*

★ Secret number five: They buy for validation.


People buy to feel validated because they want to feel important. The purchases they make, as a result, give them that desired effect. These purchases will validate or confirm their positions in life. It could be their career, social circles, school, etc. Think of the red sole Christian Louis Vuitton shoes, AKA red bottoms, which we all love. The thrill of someone walking behind getting a peek of that red sole, knowing that you've made it, is enough to have so many people spending hundreds of dollars on them. People want to be a part of that tiny group of people who speak the red bottom language. It validates them. How about men and their cars? For so many men, the car that they drive is the validation, the seal broadcasting to everyone that they've made it or that they're at least on their way. After all of your hard work, it's only right that you have something to show for it, right? Your position has been fought for, deserved, and rightly won, so it's only right that people know about it.

★ Secret number six: Perception.

People buy to create the perception they want other people to have of them, how they would like to be looked at as a result of purchasing. Perception very often is reality and this fact is a strong motivator for people to buy. For better or for worse, some people go above and beyond their budgets, spending money just to be perceived in a certain light. That's the power of perception. The term "fake it till you make it" embodies a sentiment that many people feel about the power of perception.



WHY PEOPLE *Buy*



Why is this important to you, and how can you use this in terms of what you're doing and offering your products and services? Well, when you understand people's motivations, people want to be perceived in a certain way because they want to be seen. They want to be heard. They want to be accepted. So when you know that as a professional in the beauty industry, you can figure out how best can my product or my service that I'm offering to give this person the feeling of importance? So when people come to you, it's not always that they want to look better just to look better. It's a feeling that they get. It's an acceptance that they get. These are things that all come into play when figuring out how you as a professional can give your clients what they want. And when you understand this strong reason that people buy based on perception, you can really dig into how you can present your products and services to clients or potential clients in a way that you can let them know that you can increase their perception and help them be perceived in the way that they want to be perceived in.

This is extremely important when you're dealing with people that may be in the beauty industry, too. Maybe you're a hairstylist, but your client might be a makeup artist and they're trying to increase their brand. Maybe you're dealing with someone that's in the television industry, a big blogger, or a major influencer. Maybe you're dealing with someone who's the CEO of a company. Maybe you're just dealing with someone who has a small business, right? It's the same thing. You may be dealing with someone who is on the board of education and their community. Maybe it's someone who is a state delegate. No matter who it is, all of these people want to be perceived and need to be perceived in a certain way. They want to be respected. They want to be seen. They want to be heard. And once you can figure out how to use this reason for why people buy and why people pay money for things, you can better position yourself as a beauty industry professional. You will also be able to influence their view on why you are the number one choice for them.

WHY PEOPLE *Buy*



★ **Secret number seven: People buy it to fulfill a fantasy.**

People buy to fulfill fantasies, a secret desire, and dreams. They buy to escape. After all, life can be boring and life can be repetitive. People long to be taken away from all that mundaneness and to have a chance to enjoy themselves. People long for something different, for a thrill, and for excitement. If you can tap into these secret desires and create excitement in their lives, you will have plenty of willing and eager buyers.

This is arguably one of the strongest motivators to get people to buy. You never know, the one time that someone comes into your business, that one time may be their only chance for them to get in, to get a sense of adventure and to feel like someone totally different. So, don't let them down. They may be so tied down with work, other responsibilities, and drama at home that even something simple can be a welcome respite. This is something that's so powerful and so important to beauty industry professionals. Even if it's for a short period of time, while that person is with you, while you are performing the service or you're giving them a product, understand where this is coming from, and understand the power that this has. Sometimes people are so weighed down and so bogged down with everything else that's going on in the world that they just need an escape, they just want to get away.

So, even if they're not coming to you for your products or your services to fit in, help their perception, or to be seen in a certain light, sometimes it's just to get away. Sometimes it's just to escape. Sometimes it's just to fulfill a fantasy. While you look at social media and you look at so many people in your feed with extra glam, their bodies are perfect, and everything looks perfect, it's easy to get sucked into social media and thinking that this is how people are. But we know that the other 99% of people are not necessarily what we see scrolling in our feeds all the time, but sometimes want to feel that way.

WHY PEOPLE *Buy*

Sometimes if I'm not that glam person that you see on Instagram, sometimes I want to be it for a day, or an hour, or a little while. If I want to feel that way, make me feel like that. I may not be this large celebrity or hugely important person in certain circles, but if I'm coming to you as a professional, I'm spending money with you. Maybe I want to feel like that for the day. So, when you can understand this as a beauty professional and can understand how this can affect your customers and your clients, it will make a huge impact on your business. If you can understand and can make them feel a certain


way, not only are you winning because you're really giving them what they want and helping them feel this way, you know something and you have something that 90% of beauty industry professionals don't even know. Most beauty industry professionals focus on surface-level things like what the product looks like and feels like. But we're discussing high-level stuff here that will take your business to the next level.



This is getting into the behind the scenes and the mental aspects of what people are looking for from us. When you understand it, you're able to deliver that, you're offering them something that most people can't. Because again, most beauty industry professionals are looking at surface level stuff. They don't fully understand the mindset.

They don't really understand and ask themselves; "What do my clients really want from me? What are they really looking to get from me?" They're looking for a feeling. They want to feel important. They want to feel seen. Some of them want to escape. They want to pretend like they're that person that they see on Instagram. They want to pretend that they're the person that they see on the movie screen or on the television.


WHY PEOPLE *Buy*



One of the biggest things that I have to tell or remind a few of my clients not to do is to talk their customers or clients out of what they're for. If someone comes to you and they're asking for something, give that to them and don't insert your opinion. Don't say, "Oh, this doesn't seem like something that would fit you. This doesn't seem like something that's your taste." Especially if you don't like it; your customer is not coming to you to give them what you want. They're coming to you so you can give them what they want. No matter if you love it, no matter if you like it, no matter if you think it's for them, no matter if you think it's out of the world and it's totally outside of their character, you don't know if that's the one day that they get to be totally someone else. They could be Beyonce one day, they can be Sasha Fierce another day. You don't know, and it's not on you to put them in the box. We don't want to be put in boxes so it's important not to put your clients in boxes.

This understanding alone has done so much for clients that I have. I've had clients that have had customers come in and they want products or services and they tell them what they want. The stylist or whoever says, "Are you sure you want this, this seems a little out there for you. You want to be one of those girls?" and they insert their own opinion. So the client says, "Oh, well, you know, maybe I don't want it. Just give me what I usually get." So then you give them what they usually get. And that client feels defeated because you've talked down about what they actually wanted. Then you either never see them again or you don't see them for a while because they told you what they wanted and you inserted your opinion. Our opinion is not needed all the time and sometimes it's not wanted. The only time you can say something else, say it might not work, or that it may not be the best option, is if it's going to damage the integrity of the service.

WHY PEOPLE *Buy*



For example, if someone comes in with hair that is black and they want to be a platinum blonde, you have to tell them it's not going to happen in the service if you want to keep the hair on your head, and it's going to be a process and series of business to get there. So, besides the technical issues, and besides maintaining the integrity of that person's hair or lashes or skin or whatever you're working with, do not insert your opinion, let people explore and fulfill their fantasies. You don't know if that's the last \$200 they have to spend for that week or month or whatever. Let the customer spend their money how they want to. Let them enjoy whatever fantasy they're trying to create. Don't interrupt what they possibly have going on.




The final reason that people buy is loyalty.

People buy because of loyalty. Period. Despite what you may think and despite what I think sometimes, loyalty is still a thing. There are still loyal people out there. For example, I'm a huge LA Lakers fan and a Baltimore Ravens fan so that makes me very likely to buy many of the things that are affiliated with those teams when other people wouldn't. Right? Other people wouldn't care about purple or yellow or black or anything with the Raven or anything with Lakers. Most people don't care if they're not a fan, and they don't care about products or services that are related to them, but because I'm a fan and because I'm loyal to those brands to a degree, it means that I'm loyal. Because I'm a fan, I would spend money on things that other people wouldn't.

There are many people that will buy just about anything affiliated with their favorite brands. In fact, the reason brands are created in the first place and cultivated is because of people's passionate loyalty to them. That's the reason that we even create a brand in the first place. When you have your beauty industry business, the main reason that you're spending money and investing in your logos, your product development, your brand, this whole aesthetic of what people know you for is because you want loyalty from your clients and your customers. You want potential clients and customers to be able to say they like you and they support you. That's the whole reason we even waste our time with brands is because of the loyalty that is affiliated with it.

WHY PEOPLE *Buy*




Loyalty makes people feel as if they are an extension of their favorite brands and teams, and they will make purchases accordingly. The truth is people rarely buy something because it makes sense to do so. Every time we spend money, we don't spend it because it's logical. We do it because it's emotional. Our emotions are powerful forces that influence so much of what we do, even when we aren't aware of it. If we are as logical as we would like to believe, then, especially as women, we wouldn't have as many shoes as we do. And men probably wouldn't spend enormous amounts of money on small cars and other things that we won't talk about. Nevertheless, these reasons are the driving forces behind the lion's share of your sales and it would be wise for you to understand them so that you can figure out how to best incorporate these motivators into your business.

Now, again, even when it seems like people aren't loyal, there are still so many people are and people that still buy on brand loyalty. They're still loyal to friends. They're still loyal to stylists. They're still loyal to things that they hold in high regard. So, how can you incorporate loyalty into your business so that your clients, your customers, and your potential clients can feel a sense of honor to maintain their loyalty to you?

For example, October is Breast Cancer Awareness month, right? You see pink everything. They've created a whole brand around breast cancer through the American cancer society. There are so many people that buy pink everything, even professional beauty products are pink. Pink flat irons, pink dryers, there's pink everything, and everything you can think of has been incorporated into Breast Cancer Awareness month for people who want to show a sense of loyalty to Breast Cancer Awareness. Unfortunately, many of those people have lost people due to breast cancer or are people that have people in their family who have survived breast cancer. Therefore, they are loyal to the cause for one reason or another because it means something to them. That's one of the biggest examples I can show of people buying products and services to support branding because of what the American Cancer Society has done for pink and breast cancer awareness with just that color. There are many things that people buy that they never would buy in the first place, just because they want to show support or loyalty to this brand.

WHY PEOPLE *Buy*



It's important for you to understand these hidden secrets of why people buy. Because again, like I just mentioned, we don't always spend money logically. We don't always spend money on what makes sense. We don't even always spend money on the things that we say we're going to spend money on. Have you ever had a time when you had a certain budget and you went out and you spent money on certain things, and you came home at the end of the day and you spent money on things that you didn't plan to? And the things that you wanted to spend money on, or you wanted to invest in, or that you wanted to pay for, you didn't? It's because we don't always think logically about what we're going to invest in and we're not immune. Our clients are not immune, our customers are not immune, our prospective clients and customers are not immune. We all think the same way.

So, all of this information is really important for you to remember as a beauty industry professional because you can figure out how you can incorporate this knowledge of why people buy in order to increase your sales. Not only just to increase your sales and your profits, but to make sure that you're fulfilling the fantasies and that you're satisfying the real need that your customers have. To summarize, let's go over these secrets about why people buy one more time.

- ★ **Secret reason #1: They buy because of feelings.**
- ★ **#2 They buy to belong.**
- ★ **#3 They buy to be a member of something.**
- ★ **#4: They buy because of influence**
- ★ **#5: They buy for validation.**
- ★ **#6: Because of perception.**
- ★ **#7: To fulfill a fantasy.**
- ★ **#8: Loyalty.**

SALON

Choreography

The next topic we're going to discuss in your journey to winning the beauty game is salon choreography. Now, when I say salon choreography, I'm talking about your process. There are two processes that you're going to have, especially now in the industry. One is going to be the overall process that someone goes through from becoming an interested party, a potential client, or a lurker, to becoming a client. That could be in person or the second way could be online. It could be someone that finds you online who is interested in your products and services and going through the process of eventually booking an appointment for that service. These various processes are important to understand and develop so that you lead your customer to you efficiently every time.

I call this salon choreography because it's a whole big dance and some of these aren't always thought about in-depth, but it's very important. For your own choreography, I want you to ask yourself: How do people go from being a potential client?

For example, someone is looking for a service for makeup and needs a makeup artist in Houston, Texas. Let's say you're in Houston, Texas and you're a makeup artist. There could be various scenarios. One scenario is someone that's out and about that see's a flyer, or someone recommends them to go to a certain salon. They call the salon, make an appointment, and come in. On the business side, there are a few things that you want to think of. Word of mouth brought that person in, right?



SALON *Choreography*



The first part of this dance and the choreography is the person answering the phone when that person calls. This could be someone answering the phone or answering a text message if you allow that. This choreography depends on how you allow people to schedule an appointment. It could be text messages, emails, booking from your website, or a link in your bio on social media. You have to determine how the process is going to go. Are people going to receive a follow-up email? Are they going to have the option to reschedule? If necessary, are they going to be able to view your policies and procedures before they come in? These are all some things that you need to think of.


When I say salon choreography, what I want you to think of is how that dance is going to go. What are your processes? How are your people going to move around? This is something that you need to think of because people just don't go from nothing to something in your business. They don't just go from a stranger to being a loyal customer or a loyal client. There's a process. So you must know what this process is going to be. Another name for this is your onboarding process. What is your client onboarding process? How do you get them into your business? How do you get them into your web? Do you have advertisements that are going? Things like that.

SALON *Choreography*

Your onboarding process is something essential to understand. You need to know how people are going to go from not knowing you, to participating in your business. Let's say you have an advertisement online and you have an offer out there, and someone accepts the offer via email. They email you or sign up for your email list, and then you or maybe your assistant responds. You let them know of some appointments that you have available and they schedule with you. Whatever this dance is or whatever your onboarding process is that gets someone to go from stranger to client, you need to know what it is. It needs to be broken down. You need to be able to write it down and you need to know how that works. And when they come into the place of business, how does that work? What does that dance look like? Are they going to be greeted by an assistant or a secretary? Or are you going to greet them? Are you going to sit them right down or will you get your workspace together and then come back and get them? How is that going to work for you? What's the atmosphere going to be like for them? These are all the things that you want to think of in terms of every single step of the way that you're dealing with your client, both during the booking process and during the service. You want to know what that is and what that looks like for your business. That's your salon choreography. That's the dance that you want to figure out. Even after that service is completed when they're finished, what's your follow-up process? Are you going to reach out to them? Are you going to text them or are you going to email them? Are you going to have your assistant email them to follow up, to see how their service was? If they have any questions? If they want any tips for maintaining that service once they're gone, what does that dance look like?



SALON *Choreography*



Everything before and after the service or sale is important. This salon choreography is known as your onboarding process. How are we getting them from a stranger to make an appointment? And when they come to us, or come into our place of business for an appointment, how is that going to look when they go from checking in to the service being completed? And then once they leave, what does that look like? Some other operating procedures that you have to make sure that you have clear are your policies and procedures. Ensure that you have your booking policies and your procedures available for them preferably before they even come in to see you for the first time. You want to make sure that when they're booking that service or buying that product that they have all the pertinent information that they need to make that decision.

If you're doing a wig service, you want them to come with their hair clean and dry. You let them know the policies and procedures. It may be if you want them to come alone, or if you don't want them to bring any other people. If there's a security code, or if you have security, you want to let them know whatever it is at the time so they can agree to that. Those are your standard operating procedures. One of the most important things involved in these processes is figuring out how to automate as much of these things as you can, and using booking systems or various technologies to do that. Because the more time that you spend actually doing the things that are going to make you money, the more money that you can make. That way, you're not focusing on answering phones, asking questions, reviewing policies and procedures, etc. and you're focused on doing the services and selling the products so that you'll get more bang for your buck.

So, decide on your salon choreography. How does your business move? How do your customers and potential clients move from being a stranger to client and customer? What's your onboarding process? How do your systems work? What's your standard operating procedure? These are some things that you should know so that you can streamline them, you can cut away the fat, you can stop doing things aren't productive or stop doing things that aren't making you money, and you can focus on doing more of the things that are.

DO MORE *and Do It Again*

It takes more money, more time, and more resources to get new people coming into your business than it is to keep the clients and the customers that you already have. This is one of the reasons that I always preach focusing on client retention and customer retention because it's easier to sell products and services to someone that's already done business with you than it is to get someone that's brand new to your business.



So what are some ways that you can gain a new customer and do it again? Some ways that you can go ahead and keep that money flowing? When people come to you to do a service, make sure that you rebook them before you leave. One of the big things that I suggest to my clients is to offer a membership program to your most loyal clients, and to the ones who are especially looking to maintain whatever service they have from you over a period of time. Offer them prime time hours, offer them a little something extra so that they can already be on their books. They can have a standing appointment. If you have someone that's coming in every

eight weeks to get their weave refreshed, put her in your books for the appointment that she wants every month. Even if you charge her an extra \$15 a month or \$20 a month for that membership or for that convenience, she won't mind. Because a lot of people can't remember when you're booking systems open. Some people don't just an open schedule, and a lot of professionals nowadays open their schedule once a month for new appointments so that they can book month to month. But if you have people that want to book with you from now throughout the year, or for the next six months, why stop them from doing that?

DO MORE

and Do It Again




Create a membership program. You can have an extra \$10, \$15, or \$20 per person and that's a convenient charge. On top of that, they can have their standing appointment, too. If she likes to come Fridays at 10:00 AM, every Friday, or every three Fridays, whatever it is, you have it locked in. Not only does it help her because she doesn't have to call or go online to keep booking appointments because she may forget and she may lose her spot, but you also have guaranteed money in your book. You have guaranteed money there. You don't have to exert that extra effort trying to fill that space in your schedule. So make sure that you offer that convenience.

The same thing goes for your products. If you have products, whether you're selling lashes, selling clothes, or whatever you're selling, you can offer recurring billing. People like to get stuff all the time. If you're selling lashes to people and they love a certain lash style, they're probably going to wear it two or three times. They may want to explore some of the bigger and the fancier lashes, too. And if they love it, they're going to want to get that lash on a regular basis. If they wear them more often, they may need up to four lashes a month if they wear them once a week, and you can offer a price or bundle program to those customers. You also want to make sure that you have various packages for different people, with different bundle amounts or tiers offered.

DO MORE

and Do It Again




People pay for convenience. Don't think that you have to figure out how you're going to sell one product at a time. Even with wigs. I know people that sell wigs. Don't just think that you have to focus on selling one wig at a time. Girls love different wigs to wear all the time. Give her a long dark wig, give her a short little bob, give her a nice honey ginger-colored, or a blonde platinum-colored wig. Offer packages because people will spend more. If they're going to spend one dollar with you, they're going to spend three. Once people make that decision to spend money with you, they're more likely to open up and spend more money than you thought. So don't just limit yourself. Anytime you're offering any product or service, don't just offer one way. Don't just offer your services by the appointment. Offer it by the appointment, and the opportunity to book four appointments out, or book for the year out if you want to. Again, using lashes as an example, you need a pair of lashes a week and that's four a month. You need two pairs of lashes a week because you wear them every day and you don't really take care of them, that's an eight-pack bundle. That will get them through the month.

You can also offer them a little treat, send them a nice handwritten note, or send them something nice. What I want you to do is focus on ways to think outside of the box to get you repeat business. Recurring programs, recurring billing, recurring membership programs, or booking before your clients leave are things that you want to make sure you do. Because the more you have on a recurring basis, the more you have already pre-booked and prepaid for, the less you have to do. You really have to think outside of the box about how to offer things as a convenience.

If you're not in the same area, send them something nice. There are so many things that you can do. I always suggest that people look outside of the industry to see what other industries are doing and how they're doing it. That way you can get a better idea of how you can think outside of the box and service the beauty industry. It's not good enough that you make a sale one time. It's not good enough that you work with these people one time. You want to figure out how to do it all again. You want to get as much recurring income as possible. You want to make as many recurring sales as possible. That's how you can level up. That's how you can make more money, double, triple, etc. with this beauty game.

WHAT'S NEXT

For You




What are the next steps for you? By now I'm sure you have some questions that you have asked yourself like: What do I want? You have to know what you want. It's not enough just to know what you want, but you have to have it written down because if you don't take the time to have what you want written down, how can you honestly expect to get it? That's something simple that you can do. If you want something, write it down. If you don't even write it down, why would the universe think that you're going to do everything else that's required of you to get what you want?

It's simple to get a pen, post-it note, index card, or notebook. Just write it down. You can write it shorthand. It takes a couple of seconds. It doesn't have to be in detail. You don't have to know exactly what it is that you want. You don't have to know all the details, but just write what you want and it really gives you a breakthrough because so many of us are afraid to admit what we want out loud. We're afraid. We're afraid to commit it to writing because once we admit it, once we write it down, we're held accountable. Don't be afraid to know what you want and put it out there.

Not only write down the things that you want. Make a note of the things that you want to do, that you may not know how to do. Make a note of the things that you need to get help with because there is help out there. Whatever you want to do, write it down. If you want to be able to speak better, interact with your customers better, attract customers better, be more magnetic to people, be more influential to people, be able to perform your services better, or sell better products. All these things you can do, even if you don't know how to do it. There's always someone out there that can help you. You want to be able to write these things down so that you can say you want to be able to do something. You may not know how, but you may know someone that can help you become better at that thing. Maybe you can reach out to so-and-so and they can help you accomplish that thing on your list of goals.

WHAT'S NEXT


For You



Another next step is to review all of your business information. Review your website, social media, email marketing platforms, payment platforms, etc. and ask yourself if you're happy with them. Are they doing the jobs that they're supposed to do? Review your booking site. Are you booking people or is the functionality working for you? Are people able to go from stranger to making a deposit or booking an appointment with you effortlessly? Is that working for you? Review your email marketing software. Are you able to send emails to your clients, potential clients, or even people that have shown interest in you without any issues? Are you happy with that? Review your payment platform. Are you able to get paid effortlessly? Is it seamless? Are you happy with it? If not, maybe you should consider a different payment platform. Not only that but are they set up? Because maybe you want these things, but they're not set up. You want a booking system, but you don't know what it is or you don't know how to set it up. You may not know how to get paid via payment platforms. And if you don't know how, you don't need to feel bad, because there's help. You can get help for that. Lastly, you need to review that you're getting the best bang for your buck because there are a lot of platforms out there that do the same thing. You don't want to be paying \$200 for something that you're not fully utilizing when you can spend \$19 a month on the same thing. So you want to make sure that not only is functional, but you want to make sure that it's reasonable.

The keys to winning the beauty game are here in this ebook. Review everything that you have gone over in this course. Again, these steps are not always what you hear in the industry. They're not necessarily what people are going to tell you, but if you follow this, you will be successful in this game and I encourage you to take the time to go over and to take advantage of this knowledge. You can win this beauty game. I know that there are so many people around you that you may feel like they're wanting to do the same thing. You're probably looking at so many people who seemingly are doing the same thing that you're doing, but I'm telling you there's room for all of us here, whatever you want to do. There's room here. So please don't get discouraged. I want you to stay connected.

WHAT'S NEXT *For You*



Being a 20-year veteran of this industry has taught me a lot and I'm so, so grateful that I've been able to be here to witness the changes and to see my words come to fruition. I've been saying for at least 10 years, that so many people from all walks of life, big companies, celebrities, etc. are going to want to get into the beauty industry because the beauty industry is one of these industries that we consider to be evergreen. It's always going to be here. People are always going to spend money in this arena and this industry. If you figure out how to position yourself and your business so that you're magnetic, you're attractive and if you can perform and deliver on what you say you will, there's no limit. One thing that stops people and stops most beauty professionals from really achieving the success that they want is not the ability, it's not the talent, it's not the fact that they want to do it. For most people, what stops them is being isolated and being afraid to reach out, and to get help if they don't know how to do something. I want you to know that you can do it and it's okay not to know everything.


When you're a beauty industry professional, we do so much; not just the product side, not just the service side, but we're running the businesses. We're putting the policies and procedures together. Many of us are our individual practitioners and we're sole proprietors or individual contractors. We're working for ourselves. And then there are others who are working within a salon or within an organization or a company and that's great, but even when you're in that environment, you don't always have the resources you need to grow. You don't always have access to the things that you need to be successful. That's not anything bad on the person that you're working with or for, either, but sometimes it's just hard to get everything in one area. And that's just the truth. You can have a proprietor that does everything that he or she can to make sure that their employees and their stylist and their contractors have everything that they need but sometimes they may not know what to offer you. I want to encourage you to reach out to professionals that can help you.


WHAT'S NEXT *For You*





I'm so excited that you have decided to join this amazing industry. I'm so thankful that you have decided to take advantage of this course, winning the beauty game. Again, it's different and it's meant to be that way. The things that are going to make you the most money are not always the things that are going to be 100% directly based on you using your hands. The more that you can focus on the things that are actually going to bring you that business and make you more money, the less physical labor you're going to have to do. Trust me on that. Even if you can't see it now, even if you don't understand what I'm saying right now. Over time, write down what you want. You want your business to grow and know that your money can be limited by the number of hours that you're going to spend behind that chair, behind that desk, that table, etc. When you can figure out how to incorporate other streams of income and other avenues, your business can grow beyond your wildest dreams, and I'm going to help you do that. So thank you, cheers to you starting this journey and to you winning the beauty game, I'm here for you every step of the way.


LET'S
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