

7 DISCIPLINES FOR SIX FIGURES



Mindset Training for New-age Beauty Professionals
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Welcome, everyone, to this professional journey, a deep dive into the world of beauty standards and the art of consistency. I'm excited to have you here and share insights that can not only enhance your craft but also transform your professional life.

Have you ever noticed how a great hairstyle can completely change a person's demeanor? The same applies to our professional journey. Just as we aim to uplift our clients with our skills and artistry, we must also elevate ourselves. In this chapter, we'll explore the goals of this workshop and why they are crucial for anyone navigating the beauty industry.

Picture this: you walk into a salon where the atmosphere radiates positivity, professionalism, and creativity. You know right away that this is a place that adheres to high standards. It's not just the way the salon looks; it's the way the staff carries themselves, the products they use, and the interactions with their clients. This is the essence of the beauty industry—a blend of

artistry and service underpinned by unwavering standards.

In our journey together, our goal is to explore how setting high standards and maintaining them consistently can elevate your work. By mastering these principles, you won't just become a better stylist or barber; you'll become a role model in your profession, inspiring others around you.

Now, let's dive into the heart of why high standards and consistency matter. Think of it as planting a garden. When you set the tone with high-quality soil, proper sunlight, and regular watering, you create an environment that produces stunning blooms. Conversely, if you neglect certain aspects, you risk growing a garden that's sparse and uninspiring. The same principle applies to your career. High standards are your soil: they're what your skills and professionalism will grow from.

As we embark on this workshop, I encourage you to approach it as a new season in your

garden. You have the tools, the space, and the capability to flourish; it's time to cultivate that potential!

Chapter 2: The Alpha Principles

Welcome to Chapter 2, where we'll unpack the crucial Alpha Principles that serve as the backbone of our approach: Setting a New Standard and Consistency. These concepts are more than just buzzwords; they are the keys to unlocking your full potential in the beauty industry.

A. Setting a New Standard

Let's begin with the first alpha principle: setting a new standard. Imagine you're a sculptor. You start with a block of marble, raw and unrefined. Your hands, your vision, and your skill carve away the excess to reveal a masterpiece. In a

similar sense, setting high standards in your work means recognizing the raw potential in yourself and others and chiseling away at mediocrity.

Defining what a high standard means for you can be illuminating. Ask yourself: What does excellence look like in my craft? Perhaps it's using the highest quality products, continually honing your skills through education, or offering outstanding customer service.

For instance, I remember when I first started in this industry. My mentor would often say, "It's all in the details." One day, I had a client come in for a routine haircut. Instead of just completing the task, I looked closely at the way her hair fell, how lighting reflected off her highlights, and even how she used different products at home. I took the time to ensure every detail was perfect, defining my own standard of excellence. That attention to detail not only impressed my client but also fostered repeat business and referrals—proof of the powerful impact of setting high standards.

Next, let's explore examples of high standards in practice. Think about icons in the beauty industry—professionals who are known for their craftsmanship and consistency. These individuals often set benchmarks that others aspire to reach, whether it's the latest trends, innovative techniques, or exceptional customer service. You can create your own benchmark too!

B. Consistency

Consistency is the second alpha principle, and it's where many stylists falter. Picture this: you're training for a marathon. You wouldn't just jog once and expect to cross the finish line strong. Consistency is your daily run, your regular training regimen, and it's what builds endurance.

In the beauty world, maintaining consistency in your standards is critical for establishing trust and credibility. Clients return not just for your skills but because they know what to expect

every time they sit in your chair. You become reliable in your craft, and word spreads.

Consider a time when you saw a significant change during a service: perhaps it was how a client's mood shifted when they saw their reflection or how grateful they were for the guidance you provided. These experiences are a testament to your consistency.

So, how do you maintain this consistency? Start by creating routines. Establish daily practices that reinforce your high standards. This could mean investing time in your education, practicing new techniques, or ensuring you have an organized space to work in. The tools around you—the shears, the products, the environment—should all reflect the standard you've set.

Think of your workspace as a stage and you, the performer. When everything is in its place, it allows you to focus on delivering your best performance every time. Eventually, this consistency becomes second nature, inspiring

confidence not just in your clients but in yourself.

As we wrap up this chapter, I hope you see how setting high standards paired with the unwavering practice of consistency will not only elevate your work but also redefine your professional path in the beauty industry. Like gardeners tend to their plants with patience and care, you'll cultivate an incredible career that blooms beautifully. Enjoying the process is essential, so let's continue this journey together!