

Salon Mastery: Mindset, Money, and Success Principles - Kevin Gatto

In "Salon Mastery: Mindset, Money, and Success Principles," salon owners and managers, led by Kevin Gatto, will learn how to build a thriving business by applying Jack Canfield's Success Principles. Participants will gain practical tools to cultivate a positive salon culture, enhance their leadership skills, and foster a growth mindset. Kevin will discuss the importance of setting clear, actionable goals and committing to continuous improvement for personal and professional growth.

A key focus will be on budgeting and financial management, teaching owners how to track revenue, manage expenses, and allocate funds effectively. Financial discipline will be explored, emphasizing investment in team development, marketing, and client experience. The session will also cover strategies for expanding services and scaling a salon while maintaining a positive work culture. By the end, attendees will have actionable insights to grow their salons into sustainable, profitable businesses with a strong mindset and financial clarity.

Kevin Gatto is a prominent figure in the beauty industry, known for his skills in color and cutting, as well as his passion for education and entrepreneurship. His commitment to education is evident through his roles with East Coast Salon Services contributing to training for brands like Wella and TIGI Color, and as a PLATINUM.COLOR.KEY for KEVIN.MURPHY COLOR.ME. Gatto demonstrated his entrepreneurial spirit by acquiring Pileggi on the Square Salon during the COVID-19 pandemic, leading it to success through his business acumen.

Now, as a certified trainer in Jack Canfield's The Success Principles, Gatto helps salon owners enhance their strategies and mindset. With nearly 30 years of experience, he continues to innovate in hair coloring and cutting, inspiring aspiring beauty professionals.

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The Six-Figure Stylist Mindset -Kevin Gatto

Kevin Gatto empowers stylists to shift from a service provider mindset to a business owner mentality using principles from Jack Canfield's *The Success Principles*. In this class, he teaches stylists how to take control of their growth, overcome limiting beliefs, and set clear financial goals to achieve six-figure success. With nearly three decades of industry experience, Kevin shares proven strategies for pricing, client retention, and schedule optimization to maximize earnings. Through visualization, affirmations, and daily success habits, stylists will develop a mindset for long-term success. This session also explores how to attract high-end clients, increase pricing with confidence, and build a strong personal brand. Kevin's practical approach gives stylists the tools to turn ambition into action and results. Attendees will leave with a clear roadmap, renewed confidence, and the strategies to thrive behind the chair.

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