

– Antony Whitaker presents

SUPER STYLIST





Antony Whitaker

Antony Whitaker is the ultimate educator and motivator, with a worldwide reputation based on more than 30 years experience in the hairdressing industry. He is internationally acclaimed as a gifted, multi award-winning stylist-turned-educator, seminar presenter, motivator, business coach, podcaster and best-selling author.

From being a former creative director of Sassoon Salons and schools in the UK, to becoming a multiple salon and school owner in Sydney. As well as twice being named Australian hairdresser of the year and being awarded the much coveted 'Grand Trophy of the 'Association International Professional Press' in Paris.

Antony is now recognised and respected worldwide as one of the industry's leading educators and motivational speakers. Having taken his message on management, money, marketing, team-building and retailing to hairdressers in more than 50 countries.

His series of inspirational GROW books for salon owners and managers sets a new benchmark of business excellence for hairdressers.

The Grow My Salon Business podcast is one of the industries leading podcasts featuring a wide range of experts all with one goal in mind, "to help 'you' to grow your salon business!"

In the fast moving world of hairdressing Antony Whitaker has remained at the top and continues to train, lead and inspire many of the hairdressing world's biggest names. His unrivalled reputation as an educator across the industry ensures he is respected, admired and in much in demand.

“
**The easiest way to get started,
is to start.**

Antony Whitaker

How to use this workbook

This workbook is designed to be used with the online 'Super Stylist' course.

The 'Super Stylist' course has over 10 hours of video content, which comprises 9 modules, and within each module, there are a series of videos or lessons. In total, there are in excess of 33 video lessons that vary in length from 6 minutes to approximately 30 minutes.

At the end of each video, there are some 'Action Steps'. The purpose of the 'Action Steps' is to get you to integrate 'the lesson' into your daily habits.

I suggest that the best way to work through the course is to allocate a fixed amount of time, say 30-60 minutes, at least once or twice a week, and work through at least 1 Module every week and integrate the content with your daily habits as you go. If you do that, it will take you somewhere between 6 to 9 weeks to complete.

Can you go faster than that? Yes, of course you can! The main thing is that you are 'consistent' and do a little every day or two and that you integrate the action steps into your daily habits.

Remember, like most things in life; you don't just do the 'course' and get processed and then come out the other end magically transformed! You need to DO the course and 'DO THE WORK' too! Momentum, consistency and implementation are essential if you want the results you are capable of!

At the end of every module, there is a short multiple-choice assessment for you to monitor your progress. You will need to finish all videos and pass all assessments in order to receive your certificate on completion.

Inevitably some of the exercises and 'Action Steps' will be more relevant to one person than the next. But I encourage you not to dismiss something without first giving it a try. In fact, I encourage you to try everything and adapt the course ideas to suit your culture, your salon, your clients and your own goals and ambitions.

My goal is that as you work through this course, you feel empowered to take control of your career and maximise your earning potential.

Best wishes



P.S. As I am based in the United Kingdom the spelling is 'British English'. And when referring to currency I use the term 'Dollars' and the numbers I use are purely to illustrate an example. You adapt the numbers and currency to suit depending on whether you use Euros, Pounds, or US, Canadian, Australian or New Zealand dollars or whatever your relevant currency is.

Super Stylist Course Calendar

Module	Lesson	Length	Date Scheduled	Done <input checked="" type="checkbox"/>
Introduction	Lesson 1 Course content overview	12:22		
	Lesson 2 How to use this course	12:02		
	Lesson 3 Mindset	08:30		
	Lesson 4 How we learn	06:49		
Module 1: Getting focused	Lesson 1 What does it take to succeed?	18:10		
Module 2: I want to be a Super Stylist	Lesson 1 Results count	30:04		
	Lesson 2 The three ways to grow your productivity	29:29		
	Lesson 3 What is your reality?	10:08		
Module 3: Inspire Me	Lesson 1 Consultations	34:41		
	Lesson 2 Inspire me!	12:34		
	Lesson 3 Is it a script?	10:40		
Module 4: The marketing of you	Lesson 1 The marketing of 'you'	14:14		
	Lesson 2 Give yourself an audit	27:36		
	Lesson 3 Building the referral-based business	26:06		
Module 5: What do you believe?	Lesson 1 What do you believe?	24:55		
	Lesson 2 Beware the dream stealers!	11:04		
	Lesson 3 Own your motivation!	08:05		

Super Stylist Course Calendar

Module	Lesson	Length	Date Scheduled	Done <input type="checkbox"/>
Module 6: Repeat business	Lesson 1 Pre booking, the fastest way to grow!	26:09		
	Lesson 2 Welcome to the experience economy	18:55		
	Lesson 3 Client retention	14:23		
Module 7: Selling Stuff	Lesson 1 Selling stuff	29:58		
	Lesson 2 Selling is a mindset	15:35		
	Lesson 3 Teach me or someone else will	15:38		
	Lesson 4 The power of questions	09:17		
	Lesson 5 People don't buy on price alone	16:04		
Module 8: Know your numbers	Lesson 1 Know your numbers	10:58		
	Lesson 2 Key performance indicators	21:50		
	Lesson 3 Old school	09:18		
	Lesson 4 How many clients do you need?	24:50		
	Lesson 5 How much would you like to earn	25:42		
Module 9: Become More	Lesson 1 You are a goal setting machine	30:05		
	Lesson 2 How committed are you?	25:06		
	Lesson 3 Step outside your comfort zone	08:50		
	Lesson 4 The wrap up!	18:38		



Module 1

Getting Focused

Summary

- To have a successful career in hairdressing requires focus and hard work. Start by getting clarity about what it is you want from your life and your career.
- The true value in a job is not to be measured in what you get, it's in what you become in the process. What you get, you can also lose tomorrow. But what or who you become is yours forever.
- You need to be good at the technical and creative skills of hairdressing, but you also need to master the people skills and the commercial realities of what's required to succeed.
- The number 1 ingredient for success is having the right attitude!

Your action steps

Your action step is to write down a few points, or sentences that are your answer to the following 4 questions. Remember, you can't get them wrong, if it's your answer it is the right answer. And don't worry, you are entitled to change it, or add to it as time goes by.

1. What would make you professionally happy?

2. What are your ambitions?

3. What do you want from hairdressing?

4. What do you need 'to do', and who do you need 'to be' every day, so that you 'show up' with the 'mindset and 'attitude' needed to succeed? How can you make a commitment to yourself to be that person?

“
Your present circumstances don't
determine where you can go;
they merely determine where you start.

Nido Qubein



Module 2

I want to be a Super Stylist

Summary

- Being good at the technical and creative skills is only half of what will make you successful. Personal productivity matters! Like it or not, "Results count".
 - The average hairdresser isn't paid well, because their level of productivity doesn't allow it. You can determine what you earn, by increasing your personal productivity.
 - Unlike other careers, the amount that hairdressers earn varies dramatically because their productivity varies dramatically.
 - Results are numbers. Results are facts not feelings.
- 'Key Performance Indicators' or 'KPI's' are the results that measure your productivity and therefore what you will earn!
- KPI's includes things like your client count, service revenue, retail revenue, the percentage of clients you pre-book, client retention etc

Exercise

1. What are the characteristics of the best hairdresser, the Super Stylist?

2. Imagine that you are the owner. What are the skills you are looking for? Write them down.

3. The best hairdresser is or has the most.

Your action steps

Your action step is to write down a few points, or sentences that are your answer to the following questions.

If you can, I suggest that you do it now or at least that you do it before the next lesson.

1. What do the most successful stylists do that you don't.

2. What do they 'say and think', that's different to what you say and think.

**“
You are today where your thoughts
have brought you. You will be
tomorrow where your thoughts take you.**

James Allen

Knowing your numbers

I strongly believe that every hairstylist [barber or beauty therapist] needs to be aware of their numbers.

Essentially this course is about improving the number [the results] that you are getting, so it's important that you [and the salon owner] know the starting point so that everyone can see the progress that you make.

In Module 2, Lesson 2 titled "The three ways to grow your productivity" I talk about numbers and everyone on the team should have their figures on hand so that they can start to relate to their results and how they can have a positive impact on them.

Below we have included a space for you to fill in what your current averages have been up until now as well as space for what your averages could be 12 weeks from now.

Ideally these numbers are the average over a 12 week period of time. By working out the average over 12 weeks it allows for highs and lows and the figure will give you a benchmark to reference your progress against.

Date:	Insert your average over the last 12 weeks in this column	Insert your averages 12 weeks from now in this column
Average weekly client count. [Average Total number of clients per week]		
Average spend. [sometimes called average bill or average docket or average transaction value]		
Average total sales [Combined total of retail and service sales]		
Average Frequency of Visit. [Not all P.O.S systems will give you this]		

Summary

- There are only three ways to grow any business
 - 1. Increase the number of clients**
 - Referrals, Retention, Pre-booking, Reduce the time taken per client, and Increase or modify your working hours
 - 2. Increase the average spend**
 - Up-selling salon products and services.
 - 3. Increase the frequency of visit**
 - Pre-booking and up-selling future salon services
- What gets measured, gets managed.
- Small and consistent increases in each area will impact on what you earn.

Your action steps

Your action step is to write down '2 points' for each of the following 3 questions.

If you can, I suggest that you do it now or at least that you do it before the next lesson.

1. What are 2 practical steps you can take that would have an impact on the 'number of clients' you see each week?

1.

2.

2. What are 2 practical steps you can take that would have an impact on the 'frequency of visit' of your clients?

1.

2.

3. What are 2 practical steps that you can take that would have an impact on the 'average spend' of your clients?

1.

2.

**“
If it doesn't challenge you, it doesn't
change you.**

Fred Devito

Summary

- It's important to not assume that your view of the world is how it is, it is how it is for you, and you are not the client.
- There are things that you have no control over, external factors. And there are things that we can control the internal factors.
- Control the controllable.

Your action steps

Make a list of things that you can have control over that you will start doing today so that you will be more successful tomorrow...

. What do you need to learn?

. What do you need to think?

. Who do you need to be?

I suggest that you do it now or at least that you do it before the next lesson.

“

**Practice isn't the thing you do once you're good.
Practice is the thing you do that makes you good!**

Malcolm Gladwell



Module 3

Inspire me!

Summary

- You have about 10 seconds to make a positive first impression and to build trust and confidence with the client in your chair.
- A consultation is an opportunity to have a blank canvas in front of you. No limitations on price, no preconceptions other than you are looking at your client and describing the services and products that you believe are right for them.
- Ask open ended questions, one question leads to another...
- Don't let your clients ever feel that to get a change of style they have to have a change 'of stylist'

Your action steps

- "Try on" some different consultations, see what works and what doesn't.
- Listen to other stylists and see what their 'questions' are, notice how some questions open up possibility, and others shut it right down.
- When you are doing consultations practice listening, really listen! Then, take the time to make suggestions about the haircut, the colour and take-home recommendations.

Do it before the next lesson.

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“
**Don't let what you cannot do interfere
with what you can do.**

John R. Wooden

Summary

- The clientele you attract is a reflection of you. Inspire them! Educate them! Excite them! Be passionate and enthusiastic about what you do.
- Generating add on sales is not about conning people into buying something they don't want. As consumers we get to choose, but you can't choose if you're not given a choice! And that is what up-selling is; giving people more choice.
- Your job is to educate, to inspire clients with your knowledge, your enthusiasm, your passion. And not to let your preconceptions determine what 'you think' they can and can't afford.

Your action steps

- Role play with a colleague and identify and discuss where the opportunities are within the client journey to 'inspire the client to want to have more'.
- Monitor every week what your average bill is and understand the impact that you can have on increasing it.
- To work out your average bill:
- Total weekly sales figure, divided by the number of clients you did, equals your average bill.

On the very next page you will see a pdf download for a graph to track your average bill.

If you can, I suggest that you do it before the next lesson.

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“
**Not everything that counts can
be counted and not everything
that's counted truly counts.**

Einstein



		Average Bill Template												
		1	2	3	4	5	6	7	8	9	10	11	12	
Average Bill \$	200													
	180													
	160													
	140													
	120													
	100													
	80													
	60													
	40													
	20													
	0													
			Weeks 1-12											

The purpose of this exercise is for you to track your average bill every week over a period of 12 weeks on the above graph.

A graph is, 'a picture' showing you what the numbers are doing. And if the graph is showing results tracked over a period of time then the picture will show you the trend of what is happening.

This exercise is for you to keep track of your 'Average Bill' over a 12 week period.

In order to work out your 'Average Bill' you need 2 numbers.

1. How many clients you have done in a week [The total numbers of clients regardless of the service they have].
2. The total revenue from those clients [including retail sales] each week.

The formula to work out the Average bill is: Total sales revenue over a week, divided by total number of clients in the same week = average bill.

i.e. If you did \$2,000 in total sales over a week and did 25 clients...

$\$2,000 \div 25 \text{ clients} = \80 is the average bill.

If \$80 is your result for week 1 then put an 'x' where \$80 and Week 1 converge on the above graph.

Repeat this exercise every week for 12 weeks. Join the 'X's up with a line and it will clearly show the trend.

The higher the figure is for your average bill, 'the better'. Because a high average bill, is an indicator that you are working smarter not harder. In other words; Compared to someone else with a lower average bill, you are producing 'the same amount', or more money than them, but with less clients.

Summary

- A script is a useful training aid, it gives structure and direction.
- Once you have understood the script, make it part of 'who you are', just better!
- Being competent at consultations, dealing with complaints, pre-booking or recommending 'take home' isn't just about mastering a script. It's about being genuinely knowledgeable, sincere and caring.
- One of our unique advantages is the relationship and trust we build up with clients, so don't default to an algorithm to recommend 'take home' product or a 'colour choice', use your professional expertise instead.

Your action steps

- Write down a few words, phrases, expressions or sentences that you feel comfortable using in consultations.
- Refine it, look for variations, experiment with what works and discard what doesn't.
- Be like Robert DeNiro and practice it, until it becomes part of who you are!
- "Be who you are, just better!"

Do it now or at least that you do it before the next lesson.

“
You have to learn the lines before you can forget them and then you can improvise.

Francis Ford Coppola



Module 4

The marketing of 'you'

Summary

- The function of Marketing is to do 3 things...
 1. Generating new clients
 2. Turning those clients into regulars
 3. Keeping them as long as possible
- Largely because of Social media, we now live in a time where we are in many ways becoming our own brand.
- You cannot 'not' communicate. Everything you do and say, or don't do and say is communicating something.
- Style isn't about age, and it isn't about money and designer labels. Real style is about an expression of taste and confidence in yourself.

Your action steps

- Define who your ideal client is (sometimes referred to as your 'target market').
- Discuss with your team who you think your 'Target Market' is, and whether the marketing of the salon, and the marketing of the individuals who work in it are a match.
- What are some things that you could do to present a more cohesive brand image?

Do it before you move onto the next lesson.

“
**The greatest waste in the world is
the difference between
what we are and what we could become.**

Ben Herbster

Summary

- A personal 'audit' is self-examination of some of the traits that go towards making a successful stylist.
- The objective of a 'Personal Audit' is for you to do a self-assessment. It's for you to acknowledge what you are good at. And to acknowledge what you need to 'work on', to be the success you want to be.
- Ask yourself, "What do I need to be like, in order to reach my full potential?"
- Remember, you don't grow by doing less; you grow by doing and becoming MORE! Be the best version of 'YOU' that you can be.

Your action steps

- On the very next page is the 'Personal Audit exercise'. Work through it to highlight your strong points and any areas that present opportunities to grow.
- After you have completed the 'audit' on yourself. The next step is to choose the top 3 criteria that you want to focus on improving.
- Then Brainstorm!
 - Either on your own, or with colleagues.
 - Come up with 5 practical things that you could do for each of the 3 criteria that would move it towards a 10.
 - Make a start!

Do it before you move onto the next lesson.

“

**The goal is not to be perfect by the end;
the goal is to be better today.**

Simon Sinek



Personal audit

A personal 'audit' is self-examination of some of the traits that go towards making a successful hairdresser.

The objective of a 'Personal Audit' is for you to do a self-assessment. It's for you to acknowledge what you are good at. And to acknowledge what you need to 'work on', to be the success you want to be.

This is just for you! No one else. This is 'YOU asking YOU' - No one is being, ageist, sexist or bullying or being overly invasive or picking on you in any way. But remember to get the most out of this exercise, it's important that you're honest and objective with yourself.

So, using the questions below mark yourself out of '10'. With '0' being the lowest, meaning that you've got some work to do! And '10' being the highest. Meaning that you are already an absolute 'Super Star!'

And anything between '0' and '10', to indicate that 'maybe' there are some areas that you could get better at.

I have gone into complete overkill with this exercise! Because I have listed '37' different criteria to rate yourself on! Perhaps, some of them could possibly be combined. And some of them will be 'more' or 'less' relevant to different people, and different salon situations.

Please 'don't over think it!'
And definitely don't get too worked up about it!

Hair	RATE 0-10
1. Haircut. Does your haircut look like an example of good hairdressing, is it fashionable/contemporary and clean?	
2. Colour. Do you have colour, is it well done? Does it suit you, or is it grown out, faded and patchy?	
3. Hair condition. Is your hair in good condition? Or is it split, frizzy, dry, broken or over processed?	

Appearance	RATE 0-10
4. Fashion sense. Are you stylish and contemporary, do you look like you're in the fashion industry?	
5. Make-up. Do you wear make-up, is it well applied and modern?	
6. Clean clothes. Are your clothes clean and pressed, in a state of good repair?	
7. Clean shoes. Are your shoes always clean and in good repair, or are they scuffed and dirty?	

Client Experience	RATE 0-10
8. Greeting. Do you greet every client by introducing yourself and using their name?	
9. Names. Do you introduce all other team members who have contact with your client?	
10. Clothing protection. Do you go out of your way to protect client's clothes and personal belongings?	
11. Scalp massage. Are all your clients' given/offered a scalp massage?	
12. Refreshments. Do you offer all clients a range of refreshments?	
13. Music selection. Before you put music on, do you look around the salon to see who is there and choose something appropriate or do you just put something on to please yourself?	
14. Recommend options. Do you recommend alternatives to clients to keep them on a journey?	
For example, perhaps suggest that next time you change the colour or more/less layers?	
15. Help with bags, coats etc. Do you help all clients with coats and bags as they make their way in and out of the salon?	

Communication Skills	RATE 0-10
16. Communication skills. Do you communicate well with other team members, managers, and clients?	
17. Receptive and intuitive. Are you receptive and intuitive to client's needs? For example, do you know if they want to talk or sit quietly and relax?	
18. Good listener. Are you a good listener, or do you constantly interrupt others and finish off their sentences.	
19. Discretion. Are you trustworthy and discreet or a gossip?	
20. Self-motivation. Are you a self-starter or always needing someone else to get you motivated?	
21. Self-discipline. Do you keep yourself in check and constantly look at how you can improve, or do you need someone else to keep you focused?	
22. Charm. Are you charming, well-mannered and polite, or abrasive, argumentative and morose?	
23. Fun. Are you 'fun' to have around, or grumpy and too serious?	
24. Do you look happy? Do you smile and look like you are enjoying life, or do you look tired miserable and worn out?	
25. Dealing with conflict in the team. Do you deal with conflict (in your team) in a constructive way, or do you ignore it and hope someone else sorts it out?	
26. Dealing with complaints. Do you handle complaints well, or do you get defensive and hate admitting that you may have made a mistake and just try to get them out the door?	

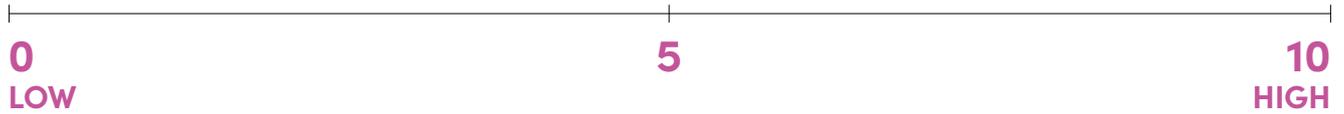
Health and Hygiene	RATE 0-10
27. Health. Do you look after yourself? Do you have a good healthy diet and lifestyle or do you party too hard and frequently have time off due to illness?	
28. Hand washing is a non-negotiable. Do you wash your hands for the required 20 seconds between every client? No if's, no but's no maybe!	
29. Sniffing and Blowing. There is nothing more 'off putting' than someone sniffing and snorting their way through the day. Whether it's as a client, or a team member, they really don't want to have to hear you sniffing and snorting your way through the day!	
30. Personal hygiene. Do you use deodorant, are you clean? Do regularly wash your hands and use hand sanitiser during the day?	
31. Fingernails. Are they neat and manicured, or bitten down to the quick, is your nail polish chipped?	
32. Smoker. If you smoke do you use breath mints, mouthwash? Do you wash your hands after a cigarette? Do your clothes, hands and breath stink of smoke? Have you got nicotine stained fingers?	

Professionalism	RATE 0-10
33. Punctuality. Are you always at work before your first client, do you run on time during the day?	
34. Proactive about client's time. In the event you may be running late do you go out of your way to contact clients and offer alternative options. For example, another stylist, or reschedule the appointment?	
35. Speed. Are you quick and efficient with your time?	
36. Can do attitude. Are you someone who has a 'can do' attitude and goes out of your way to try and make things possible?	
37. Go the extra mile. Are you someone who looks for opportunities to go the extra mile to make a client's experience better? For example would you offer to get them lunch if you're going out while their colour is processing, or to offer to help with an unhappy child or check their car if it's on a parking meter?	
38. Follow up call. Would you ever give a client a follow up phone call to ensure they are happy with a new colour or haircut?	

After you have completed the 'audit on yourself'. The next step is to choose the top 3 criteria that you want to focus on improving.

1. _____

AUDIT



Step 1. Based on the personal audit that you gave yourself choose one of your professional character traits that you would like to improve.

Step 2. Rate yourself on a scale of 0-10

Step 3. Come up with 5 practical things that you could do to move it towards a 10.

1. _____
2. _____
3. _____
4. _____
5. _____

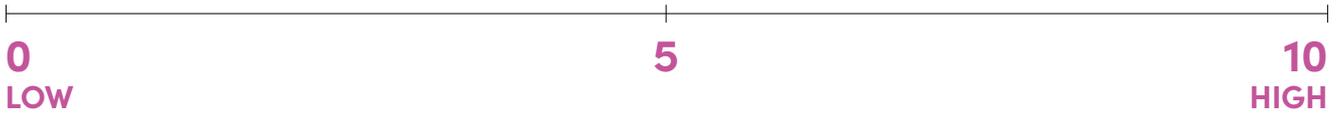
“
The only thing worse than starting something and failing is not starting something.

Seth Godin

After you have completed the 'audit on yourself'. The next step is to choose the top 3 criteria that you want to focus on improving.

2.

AUDIT



Step 1. Based on the personal audit that you gave yourself choose one of your professional character traits that you would like to improve.

Step 2. Rate yourself on a scale of 0-10

Step 3. Come up with 5 practical things that you could do to move it towards a 10.

1. _____
2. _____
3. _____
4. _____
5. _____

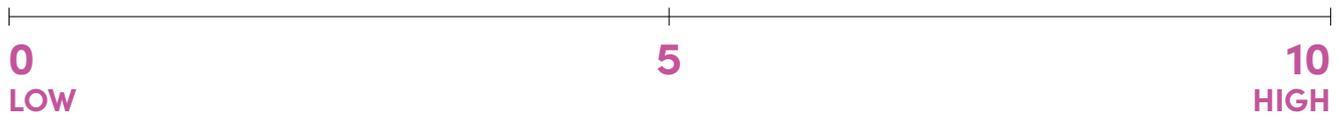
“
**Where there is no struggle,
there is no strength.**

Oprah Winfrey

After you have completed the 'audit on yourself'. The next step is to choose the top 3 criteria that you want to focus on improving.

3. _____

AUDIT



Step 1. Based on the personal audit that you gave yourself choose one of your professional character traits that you would like to improve.

Step 2. Rate yourself on a scale of 0-10

Step 3. Come up with 5 practical things that you could do to move it towards a 10.

1. _____
2. _____
3. _____
4. _____
5. _____

“
**If we think of everything we have to do,
we feel overwhelmed.
If we do the one thing we need to do,
we make progress.**

Simon Sinek

Summary

- "Small businesses today cannot afford to advertise their way to growth. Having a steady influx of new clients is dependent on the ability of the business to grow from their existing client base".
- Building a referral-based business is the most cost effective and productive source of new business, but it doesn't just happen.
- The way to increase referrals is to ask for them and deliver a product, an experience and a relationship that is second to none.
- Social media particularly instagram.
- Introduce yourself properly to every client, if appropriate shake their hand, look them in the eye ask their name and use it, remember you are building a relationship.
- Give every client a card with your name on.
- If appropriate, ask if they would post a selfie on their social media platforms and tag you in it.
- If appropriate, ask clients if they would write you a review on Yelp or Google or Facebook as it would really help you grow your business.

Your action steps

- Make a commitment to introduce yourself properly to every client.
- Make a commitment to use every client name at least 2 or 3 times during each visit.
- Make a commitment to personalise the referrals script, [to suit who you are] and use it to ask for referrals.

“

**The most powerful and enduring brands
are built from the heart...**

Howard Schultz



Module 5

What do you believe?

Summary

- What sometimes prevents you from moving forward are your disempowering beliefs. Beliefs that are often based on references from past experiences.
- Expectations create reality. Watch what you say after the words “I am...” because that is who you become!
- To bring about real changes, don’t just work on the behaviours. But instead work on the ‘beliefs and identity’, and watch the attitude, actions and results change.

Your action steps

- Choose either retail, average bill, or service sales.

- Set a goal for what you would like to achieve in whatever area you choose.

For example, you may have chosen ‘Retail’. So, your goal might be, “To average \$300 week in retail sales”

- If you are to succeed in your goal what might your IDENTITY be?

Finish this sentence “I am...”

- If you are to succeed at your goal:

What BELIEFS would you need to have?

- If you are to succeed at your goal:

What ATTITUDE would you need to show up with every day?

- If you are to succeed at your goal:

What ACTIONS, BEHAVIOURS and HABITS would you need to consistently have in order to give yourself the best chance of success?

Do it now or at least that you do it before the next lesson.

“
**Whether you believe you can or believe you can't,
you are probably right.**

Henry Ford

Summary

- 'Fear and self-doubt' are emotions that everyone has. And that you need to not let those emotions stop you from achieving your dreams.
- Everyone who succeeds has had many a person along the way tell them "You can't do that! That won't work!"
- You don't have to accept the limitations that exist in other people's minds. So, don't let anyone steal your dreams!
- Success takes 'courage'

Your action steps

- Dream 'big bold beautiful dreams' and to do whatever it takes to make it happen!
- Surround yourself with positive people. People who support you and your vision, for the life you want to lead.
- Where possible, cut the people from your life that hold you back. You don't have to be horrible to them, but you sure don't have to 'buy into' their view of what's possible for you.
- How can you support those around you to express their dreams and to make them a reality?
- Start dreaming now! And don't ever stop! Because everyone needs a dream!

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“

Life shrinks or expands in proportion to one's courage.

Anais Nin

Summary

- Motivation isn't something that someone else can give you. You have to take ownership of your own level of motivation.
- The first step to 'feeling motivated', is to identify the 'things, people and situations' that create feelings of DE-MOTIVATION... and avoid them!
- The second step to 'feeling motivated', is identifying the things, people and situations that create positive feelings of MOTIVATION... and do more of them!

Your action steps

- Your action steps are to:

List 6 things, people and situations that create positive feelings of MOTIVATION for you and commit to doing more of them.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

List 6 things, people and situations that create negative feelings of DE-MOTIVATION for you and commit to doing less of them.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

“
Life is the sum of all your choices.

Albert Camus



Module 6

Repeat business

Summary

- People assume that if a product or service is more expensive or harder to obtain, then it must be better, and therefore worth more.
- People will do whatever is easiest. Make it easier for clients to pre-book than not to pre-book.
- You need to give clients a reason to pre-book.
- If a hairdresser can't get clients to pre-book. What are the underlying reasons?

Your action steps

- Tell every client when they need to be back in the salon and give them a reason as to why they need to pre-book their next appointment.
- Over the next two pages, there is an EXAMPLE of the 'Weekly Pre-booking graph' as well as a blank 'Weekly Pre-booking graph' template for you to use.
- Your action step is to record your weekly pre-booking results as a percentage of the total clients that you have done each week using the template provided.
- To work out your 'Pre-booking' results as a percentage, it's;
 - The number of clients that pre-booked, divided by the total number of clients, multiplied by 100 = result
 - i.e 18 Pre-booked ÷ 30 clients x 100 = 60%
- Do it now or at least that you do it before the next lesson...

“

Compete against yourself, it's about self-improvement, being better than you were the day before.

Steve Young



Pre-Booking Graph Template													
Pre-booking Percentage	100												
	90												
	80												
	70												
	60												
	50												
	40												
	30												
	20												
	10												
	0												
		1	2	3	4	5	6	7	8	9	10	11	12
	Weeks 1-12												

The purpose of this exercise is for you to track your ‘Pre-Bookings’ every week over a period of 12 weeks on the above graph.

A graph is, ‘a picture’ showing you what the numbers are doing. And if the graph is showing results tracked over a period time then the picture will show you the trend of what is happening.

This exercise is for you to keep track of your pre-booking percentage each week.

Formula to work out your Pre-booking percentage:

Number of clients that pre-booked, ÷ by total number of clients x 100 = result

i.e. If you did 28 clients this week and 5 pre-booked

5 clients pre-booked ÷ 28 clients this week x 100 = 17% clients pre-booked this week

Repeat this exercise every week for 12 weeks. Join the ‘X’s up with a line and it will clearly show the trend.

The higher the figure is for your pre-booking percentage, ‘the better’ as it is an ‘Indicator’ of how happy the clients are, and an indicator of the stylist’s ability to build their client retention rates and increase frequency of visit.’

Summary

- Understanding what you're really selling is essential.
- As hairdressers and business owners, we often focus only on developing our 'product' [which in our case is our haircuts and colours] - and not enough on developing the 'experience' and the 'relationships'.
- The great haircut and colour is an assumption, it's an expectation!
- Your clients are more likely to be loyal to you, if you 'work' at the relationships.
- The main reason clients change who they do business with, is because of a poor or indifferent experience.

Your action steps

- This week focus on what you can do, to not only deliver a great technical haircut and colour. But also, what can you do to build better relationships, and to deliver an even better experience? See if you can list 5 bullet points for each.

List 5 bullet points for how to build better 1-1 relationships with your clients

1. _____
2. _____
3. _____
4. _____
5. _____

If you're doing this as a group, discuss what the 'experience' is that you want clients to have. And list what systems need to be in place to make sure it happens with every client, every time.

List 5 bullet points for how to give your clients a better 1-1 Experience

1. _____
2. _____
3. _____
4. _____
5. _____

Do it now or at least that you do it before the next lesson.

“

Pretend that every single person you meet has a sign around his or neck that says, 'Make me feel important.'

Mary Kay Ash

Summary

- Client Retention NEW is 'A measurement of your ability to get NEW clients coming back to you'.
- Client Retention EXISTING is 'A measurement of your ability to keep EXISTING clients coming back to you'.
- To succeed in this industry, you need to keep client's long term! Never take clients for granted. And always ask yourself, "How can I do this better?"
- You need to make every client, feel important, every time!

Your action steps

- Find out what your NEW client retention rates have been over the last 3 months.
Insert your results here.

- Find out what your EXISTING client retention rates have been over the last 3 months.
Insert your results here.

“
**There's a way to do it better.
Find it.**

Thomas Edison

- Use this 8-step checklist to look at ways you can improve your retention rates.
1. A great haircut and colour are an expectation every time.
 2. Don't confuse friendliness with service.
 3. Punctuality.
 4. Deliver an amazing experience every time.
 5. Follow up phone calls.
 6. Damage control when necessary.
 7. Express gratitude.
 8. Have a Kaizen culture! 'Kaizen' is a Japanese word that simply means, "change for better"

If you can, I suggest that you at least make a start on that before the next lesson.

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“
**Act the way you'd like to be and soon
you'll be the way you'd like to act.**

Bob Dylan



Module 7

Selling stuff

Summary

- Three reasons hairdressers should recommend 'take home' products.
 1. It's a service to their clients!
 2. It's part of their job!
 3. Retail is a profit centre for the business!
- Rejection is a choice! You either choose to feel rejected and develop all sorts of negative beliefs to support your feelings of rejection, or you choose not to.
- It's rude to judge what you think clients can or can't afford.
- You are not the client! So, don't let your 'limiting beliefs' stop you from offering the client what they want and need.

Your action steps

- Identify, which of the 14 limiting beliefs do you have, about why some hairdressers don't 'talk about, and recommend' take home product?
- Come up with an alternative belief that empowers you to think about it in a different way.

Do it now or at least that you do it before the next lesson.

The limiting beliefs I have that sometimes stop me recommending take home products are...

An alternative belief that empowers me to think in a different way is....

“

**I've failed over and over and over again in my life.
And that is why I succeed.**

Michael Jordan

Summary

- Everyone is selling something!
- Hairdressers are natural salespeople, but they are often focused on selling the wrong thing!
- The big advantage we have over our competition is the relationships we have with the client, the trust we build up, and the expertise we have.
- The best mindset is to be an educator, a consultant, and to genuinely care!

Your action steps

Even if you are not yet doing paying salon clients, I assume that you have someone close to you whose hair you do. Perhaps a close friend or family member. Your action step is to talk to them about a hair product that you believe in, and that you think they would benefit from. The objective is not to try and sell it. I just want you to tell them all about that product and why you like it... And observe how you talk to them, observe your tone of voice, the sincerity, the words you use... the natural you! Because that version of 'you' is who you need to tap into!

Do it now, before the next lesson.

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“
The best marketing strategy ever: CARE

Gary Vaynerchuk

Summary

- People want educating! And if you don't educate them, they will go to You Tube and get educated. And then they will also probably buy the product online.
- Educate clients, and the sales will come!
- There is a system for selling. But it's important to make it natural and sincere, 'a part of who you are.'
- That 'features' are what the product is, and 'benefits are what it does for the client!'

Your action steps

Use the 7-step system, practice it, make it who you are. Observe how you talk, observe your tone of voice, the sincerity, the words you use. Just be the natural you and educate the client about what the product does and most importantly, teach them how to use it!

1. Believe in it, use it.
2. Show them what.
3. Tell them what.
4. Tell them why.
5. Tell them when.
6. Tell them how.
7. Ask them if they want it by name.

Notes and observations, you made about the experience....

What worked?

What didn't work?

What could you do even better next time?

“
I knew that if I failed, I wouldn't regret that,
but I knew the one thing I might regret is not trying.

Jeff Bezos – Founder of Amazon

Summary

- When it comes to recommending products, it all starts by asking the right questions, as opposed to making statements.
- The point of the 'question' is to get the client talking about their hair, and their problems. Then it's your job to talk about 'possible solutions' and the relevant products.
- The word 'Because' is an easy way to introduce a product or service, as you are starting with the problem and then offering a solution.

Your action steps

- Over the next week ask every client these two questions,
 - "What do you currently use on your hair at home?"
 - "Are you happy with it?" And just see where the conversation goes and opportunities it presents.
- Experiment with different questions that are relevant to the person in your chair. Is it about the colour? Is it about the condition? Is it about styling?
- If you don't yet have clients 'role play' with a colleague. See where the conversations go, and where the opportunities are for you to offer 'solutions and solve a problem' for the client.

Do it now, before the next lesson.

Notes and observations, you made about the experience what worked, what you felt good about, what response you got...

“
Most fears of rejection rest on the desire for approval from other people. Don't base your self-esteem on their opinions.

Harvey Mackay

Summary

- We give 'meaning' to things, based on the references that we have.
- Not to let your 'perception' become 'limiting beliefs' that get in the way of you being effective at your job.
- There are numerous factors that will determine what we are prepared to pay for something, and price is one of them. But people don't buy on price alone.
- Not to assume that what influences you in your buying choices, is the same as what influences your clients in their buying choices!

Your action steps

- Think about your clients, and list 3 criteria or motivators, that would be important to them when choosing a range of products

- Think about 3 items that you have bought that weren't purchased based on price alone. What was the motivator behind your buying decision?

“
**Price is what you pay.
Value is what you get.**

Warren Buffet



Module 8

Know your numbers

Summary

- Numbers tell a story. They are a language of their own, a way of keeping score, of measuring and comparing results.
- When you take 'ownership' of your results then you can really start to change them!
- In a business context you will often hear numbers spoken about and referred to as 'Key Performance Indicators' or KPI's as an abbreviation.

Your action steps

- Familiarise yourself with the computer system in your salon, the KPI's it tracks and the reports it produces.
- I want you to track 2 important numbers for the next 12 weeks.
- The total revenue from services
- The total revenue from retail sales
- In the following pages of this workbook you will see 2 separate pdf downloads of a graph template to track your 'Total Service sales' and 'Total Retail sales' for the next 12 weeks. There are also extra copies in the resources section.

Make a start on it now or at least start them before the next lesson...

“

**If you can't measure it,
you can't manage it.**

Peter Drucker



Total Service Sales Template														
Total Service Sales \$	4,500													
	4,250													
	4,000													
	3,750													
	3,500													
	3,250													
	3,000													
	2,750													
	2,500													
	2,250													
	2,000													
	1,750													
	1,500													
	1,250													
	1,000													
	750													
	500													
	250													
	0													
	1	2	3	4	5	6	7	8	9	10	11	12		

The purpose of this exercise is for you to track your 'Total Service sales' for every week over a period of 12 weeks on the above graph.

The weeks are on the horizontal axis along the bottom numbered 1-12.

The dollar value is on the vertical axis in \$250 increments

I have taken the dollar value to a maximum of \$4,500. p/w I know that there are many people who exceed that.

A graph is, 'a picture' showing you what the numbers are doing. And if the graph is showing results tracked over a period of time then the picture will show you the trend of what is happening.

Insert an X on the vertical line for each of the 12 weeks where the 'week number' and the dollar value of your Total Service sales intersect.

Repeat this exercise every week for 12 weeks. Join the 'X's up with a line and it will clearly show the trend.

If you are only going to track one number, then make it your 'Total Service sales'. This number is a reflection of how busy you are. It's an instant indicator of your success as a stylist and your income as a stylist will always be directly related to it.



Total Retail Sales Template													
Total Retail Sales \$	900												
	850												
	800												
	750												
	700												
	650												
	600												
	550												
	500												
	450												
	400												
	350												
	300												
	250												
	200												
	150												
	100												
	50												
	0												
	1	2	3	4	5	6	7	8	9	10	11	12	

The purpose of this exercise is for you to track your 'Total retail sales' for every week over a period of 12 weeks on the above graph.

The weeks are on the horizontal axis along the bottom numbered 1-12.

The dollar value is on the vertical axis in \$50 increments.

I have taken the dollar value to a maximum of \$900. p/w I understand that there are many people who exceed that.

A graph is, 'a picture' showing you what the numbers are doing. And if the graph is showing results tracked over a period of time then the picture will show you the trend of what is happening.

Insert an X on the vertical line for each of the 12 weeks where the 'week number' and the dollar value of your sales intersect.

Repeat this exercise every week for 12 weeks. Join the 'X's up with a line and it will clearly show the trend.

The reason you track retail sales is that it's an 'indicator' of a stylist's ability to do effective consultations. It shows how well they educate clients. It shows what their level of product knowledge is, and it demonstrates their ability to add value by increasing the average bill.increase frequency of visit.'

Summary

- Key Performance Indicators are the numbers that you should focus on to measure and monitor your productivity.
- Depending on the salon you work in, the services you offer and what your own goals and ambition are, some KPI's will be more relevant than others.
- Most Salon Software systems will produce a report over whatever desired time frame on these Key Performance Indicators.

Your action steps

- Choose another 'Key Performance Indicator' that you will focus on daily for the next 12 weeks.
- In the following pages and in the resources section you will see a pdf download for a graph template titled 'Multi-purpose Graph Template' to track the KPI of your choice for the next 12 weeks.

Make a start on it now or at least start it before the next lesson.

“

**You can't change what
you don't acknowledge.**

Dr Phil

Summary

- Even if you don't have a 'Point of Sale' computer system, working out the numbers or the KPI's that you wish to focus on is easily done with the appointment book and a calculator.

Your action steps

- Use a pen and paper, a calculator, and an appointment book to work out:
- **What percentage of your clients purchased retail last week?**
- Formula: Number of clients that purchased retail, ÷ by total number of clients, x 100 = result

-
- What are 3 actions you can take to improve that number?

1.

2.

3.

- **What percentage of clients pre-booked last week?**
- Formula: Number of clients that pre-booked, ÷ by total number of clients x 100 = result

-
- What are 3 actions you can take to improve that number?

1.

2.

3.

- **What percentage of your clients had a colour last week?**
 - Formula: Number of clients that had colour services, ÷ by total number of clients x 100 = result
-

- What are 3 actions you can take to improve that number?

1. _____

2. _____

3. _____

Do it now or at least that you do it before the next lesson...

“
**If you can't read the scoreboard, you don't know the score,
and if you don't know the score you can't tell the
winners from the losers.**

Warren Buffet

Summary

- Frequency of visit is a very important 'Key Performance Indicator' and is a direct result of pre-booking!
- If you have high pre-bookings, you will have high 'Frequency of visit' as people who pre-book are always in more regularly.
- There are many variables to consider when working out how many regular clients that you need to have to always be fully booked. But somewhere between 200 and 250 is a good benchmark to aim for.

Your action steps

1. Work out how many regular clients you currently have.

Depending on your computer system, that number may be easily accessed on one of the reports.

If you can't access the number that way. Then perhaps the best way to do it is to go through the last 3 months of appointments, and count the regular clients, as a separate number from the new clients.

This doesn't have to be an exact number. Obviously the closer it is the better. But as long as it can be within a margin of error '10' clients you have something to start with.

The number of regular clients I currently have is _____

2. Estimate' as best as you can, how many clients you would need to be fully booked. When estimating that number you need to consider:

- The number of hours you work each week.
- The length of your appointment's times.
- The mix of services that you offer.
- The frequency of visit rate.

Again, this isn't going to be an exact number. But, if you can get within a margin of error of '10' clients, it at least gives you a number to reference your growth against.

The number of clients I need to be fully booked is: _____

3. Reassess every 3 months the gap between “How many regular clients you have, and how many you need to be fully booked”.

By regularly reassessing that number you gauge your effectiveness at building a clientele.

3 months later the number of regular clients I currently have is _____

6 months later the number of regular clients I currently have is _____

9 months later the number of regular clients I currently have is _____

12 months later the number of regular clients I currently have is _____

See if you can do the first two action steps now, or at least that you do it before the next lesson and work on completing the third Action step over the next 12 months.

“
Believe in your potential, even if you haven't yet seen the results.

Gaby Natale

Summary

- Ultimately, it's you who must take ownership of your personal productivity and income.
- To take ownership of your income, start by picking a figure of how much you want to earn on an annual basis. Then work out how productive you need to be to get it. And make it happen!

Your action steps

- In the space provided on the following page, write down a figure that represents how much you would like to earn on an annual basis, and then work out how productive you would have to be to achieve it.
- Do a couple of examples with different levels of income and different commission percentages...
 1. Set yourself a target annual salary
 2. Work out how much revenue you need to generate to earn that amount
 3. Divide that annual revenue amount by the number of weeks at work per year to get a weekly amount
 4. Divide the weekly amount by 5 days to get a daily amount...
 5. Divide the daily amount by the average bill to get the number of clients you need to have per day...
 6. Keeping track of that number on a daily basis will keep you focused on the goal at hand!

Obviously, there are many different ways of being paid, but adapt the formula to whatever your pay system is to work out what you would need to produce in total sales to earn what you want to earn.

Do a couple of examples with different levels of income and different commission percentages...

To work out your average bill...

- Total sales revenue over a set time frame divided by total number of clients in the same time frame = result
- i.e. If you did \$2,000 in sales over a week and did 25 clients it's...
- $\$2,000 \div 25 \text{ clients} = \80.00 is the average bill

If you can, I suggest that you do it now or at least that you do it before the next lesson.

1. The annual income I would like to earn is... _____

2. In order to earn that amount I would need to produce this amount in total sales...

3. If I divide that annual revenue amount, I need to produce by the number of weeks I am at work per year I get a weekly amount of...

4. If I divide the weekly amount by 5 days, I get a daily amount of...

5. If I divide the daily amount by my average bill, I get the number of clients I need to have per day...

6. By keeping track of this number on a daily basis it will keep me focused on the goal at hand!

“
**I am not a product of my circumstances.
I am a product of my decisions.**

Stephen Covey



Module 9

Become more!

Summary

- Achieving your 'Outcome' or 'Results goals', is dependent on achieving your 'Process goals!' You can't get to the 'Result' without the 'Process'.
- If you want to move forward in life the first step is to get clarity about exactly what you want!
- Now you know the goal setting acronym SMART which stands for Specific, Measurable, Attainable, Results orientated, Time bound.
- Reward yourself when you achieve a goal.

Your action steps

- Set 2 productivity related goals that are Specific, Measurable, Attainable, Results orientated, Time bound
- Write a bullet point list of what your plan is to achieve the goal.
- Decide on a small reward that you will give yourself when you achieve your goal.

I suggest that you do it now or at least that you do it before the next lesson.

Productivity S.M.A.R.T. Goal 1:

Bullet point list of plans to achieve goal:

- ---
- ---
- ---
- ---

Reward for Goal 1 is:

Productivity S.M.A.R.T. Goal 2:

Bullet point list of plans to achieve goal:

- ---
- ---
- ---
- ---

Reward for Goal 2 is:

“
**No matter how good you get you can always get better,
and that’s the exciting part.**

Tiger Woods

Summary

- Decide what your goal is and make a commitment to achieve it. And reinforce it by writing it down!
- What you focus on you get. So, focus on the upside and you are more likely to manifest positive results.
- Don't have too many goals at any one time. Instead change one thing, pick one thing and focus on it for a month! Then pick another and focus on that.
- If you want to succeed you have to show real commitment!
- "We become the average of the 5 people we hang out with."

Your action steps

- Make a list of the 5 people that you hang out with the most, and ask yourself, "Are they helping you move forward in life?"

- Develop a vision board for your professional goals!

“

The fastest way to change yourself is to hang out with people who are already the way you want to be.

Reid Hoffman, LinkedIn co-founder

Summary

- Step outside your comfort zone! To move forward, you need to get 'comfortable being uncomfortable'.
- Outside your comfort zone can be unpredictable, risky and at times lonely. It is also where learning, growth, opportunity and reward is to be found.
- Failure is not final; it is an acronym for First Attempt In Learning.

Your action steps

- Write down at least 3 things that you are afraid to do, but really want to do, and then to make a start. It doesn't matter what the outcome is, what matters is that you are stepping outside your comfort zone and trying!

It's important that you do it now or at least that you do it before the next lesson.

1.

2.

3.

“

Never give up! Failure and rejection are only the first step to succeeding.

Jim Valvano

Summary

- There is no secret sauce, it's all about fundamentals, execution and endurance.
- As Aristotle famously said, "We are what we habitually do".
- You and you alone are responsible for your learning.
- 'Doing' is a habit, and 'not doing' is also a habit.
- The things that are easy to do, are easy not to do!

Your action steps

- Congratulate yourself, because you have finished the 'Super Stylist' program. That in itself is an achievement because not everyone finishes what they start. So "Congratulations. Give yourself a pat on the back!"
- "Take ownership of your future. It's there for the taking! You have the tools and you have the knowledge and I believe that you are capable of incredible things!"

“

**You have to believe in yourself when no one else does –
That makes you a winner right there.**

Venus Williams

