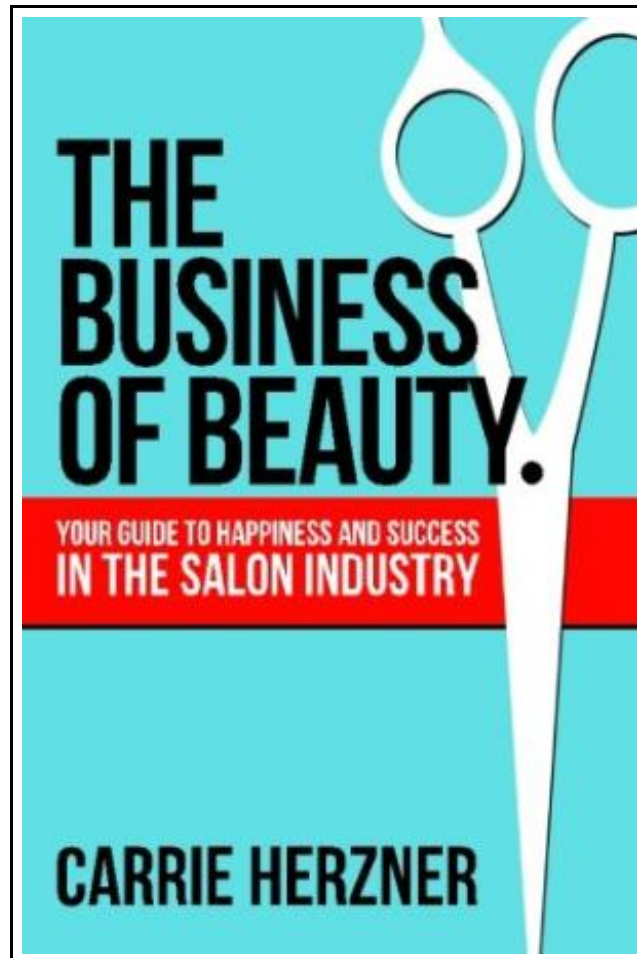


The Business of Beauty: Your Guide to Happiness and Success in the Salon Industry



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THE BUSINESS OF BEAUTY: YOUR GUIDE TO HAPPINESS AND SUCCESS IN THE SALON INDUSTRY



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Goat Tree Press, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Considering a career in the salon industry? Are you a recent cosmetology school graduate or stylist new to the business? Being a hairstylist is so much more than doing hair. It s about uniting inner beauty with outward appearances. it s about effectively communicating with and finding a connection to every client that sits in your chair. Mastering the art of communication, possessing professional business skills, and taking care of your needs as a stylist are just as important as mastering the perfect haircut. This book will tell you how that s done. Written specifically with cosmetology students, those considering a career in hair design, and stylists in mind, each chapter of The Business of Beauty specifically addresses the following topics in a personal, fun and thorough way. Chapter titles include: - So You Want to be a Hairstylist? (That s Great - Hairdressers Are Amazing!) - The Salon Environment (The Pretty and the Not-So-Pretty) - Life After Cosmetology School (The Apprenticeship) - Contracts (The Legend of the Non-Compete Agreement) - Your First Year as a Hairstylist (Building a Clientele) - What Clients Look for in a Salon and Stylist (Words of Wisdom From the Client s Perspective) - Pricing Your Services (Knowing When, Why and How to Increase Your Prices) - Professionalism in the Modern Salon (Or, You Stay Classy San Diego - Ron Burgundy) - Oh, That s Personal (Aligning Your Personality With Your Image) - First Impressions (The Art of Shampooing) - A Good Hairdresser is Hard to Find (Putting Yourself in...



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