"There are two ways of spreading light: to be the candle or the mirror that reflects it."—Edith Wharton, 19th-century American author.
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Introduction

When do I start looking for a job?

How do you go about it?

What do I really need to know to make it?

I know the basics

Now it's time to prove it in the real world.

It's a little scary

Is it just me?

I can cut, blow dry, wrap a perm and apply color.

I might be a little slow on some of these

Not too sure about color, it's heavy

There are so many salons out there

I still need to pass State Board exams

They say it's easy, but what if it's not?

I wish I felt more confident.

Anybody out there thinking the same...?

....YES!!

Many students across America are thinking the same.
You are not alone.

The answers to your doubts are in this SmartStart program. The program is a SmartStart for your first job.
The lessons come from personal experience, interviews with salons and stylists, plus over 20 years of training new recruits for salons.

Salons have low expectations of beauty school graduates. This notion of being "green" delays your success in the beauty industry.

Some salons are prepared for you with great training programs and mentoring. Others expect you to find your way around.

Very talented stylists leave the industry in their first year because they didn't know the skills outlined in SmartStart.

Now that you have invested time and money in your career, Why not cash in on it?

Let's make a deal.

Regardless of how much you know or do not know today, study every page of SmartStart.

Work every exercise and activity. Don't prejudge the lessons. Just do it Learn it now, in the security of your school.

In return, you will know more than any student who graduates from any school anywhere without SmartStart.

Get a jump on it.

Get a SmartStart on your career. Take a shortcut to your success.

Carlos Valenzuela
Beauty Industry Trainer and Consultant
What’s it all about?

The salon industry is a multi million-dollar service business. At last count there were about 300,000 salons across America.

There are about 300 million people in the USA, so there are plenty of clients for every salon.

The business is somewhat recession proof because when spending gets tight in our economy, people still cut their hair.

You are entering a profession that offers a job with a lifetime guarantee.

The salon business is a buyer’s market. This means there are many options for a client. If a client doesn’t like a salon they can easily move on and find another one.

The tough aspect of the business is to get the client to choose you and your salon. To get the client in the door.

Once a client walks in the door, your job and success depend on your ability to keep them happy and coming back.

A buyer’s market also means that the product or service appears similar to the buyer.

How do salons attract clients? What makes a person go to one salon instead of the other?

Salons set themselves apart and attract clients through price, service, specialty, location or image.

Look around your city and you will find different examples of this approach. No matter what type of salon you choose, success depends on its ability to offer people a clear benefit. Here are some examples:

Price: Salons that offer no frills services at low prices for budget conscious clients.

Speed: Salons that offer quick, no appointment, easy in and out services.

Convenience: close to home/work, easy parking, other shops are nearby.

Services: Salons that offer multiple beauty services.

Specialization: Salons that offer one or two specialized services.

Image: Salons known for being trendy, luxurious surroundings, pampering and high-end services.
Speed: Salons that offer quick, no appointment, easy in and out services.

Convenience: close to home/work, easy parking, other shops are nearby.

Services: Salons that offer multiple beauty services.

Specialization: Salons that offer one or two specialized services.

Image: Salons known for being trendy, luxurious surroundings, pampering and high-end services.

ACT:

Research and list five salons in your area. You can visit them or use the yellow pages. Identify each salon according to key customer benefits you feel they offer a client:

<table>
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<th>Salon</th>
<th>Price</th>
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<th>Specialization</th>
<th>Convenience</th>
<th>Image</th>
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Discuss your research results as a group.

Customer Service is
...helping someone get to where they want to go.

Excellence in customer service is finding out what a client wants and satisfying that need.

You are a resource center not just for services but also for solutions. Retail stores who do not have what you are looking for will direct you to their competition. This is excellence in customer service.

The client remembers that store because it helped fulfill a need. The same applies to returns and exchanges in order to keep the customer happy and coming back.

The Power of Word of Mouth.

Customer service surveys tell us that an unhappy client will talk about the negative experience to a minimum of six people.

You must have heard a horror story from a friend or family member regarding poor service in a store.
Bad news travels faster because it is a departure from what is normal and expected.

Think about it:

You won’t pay attention to the average person on the street. It’s the different one you notice. Freeways get clogged with people slowing down to see the details of a car accident.

Out of the ordinary situations catch our attention.

A negative salon experience is out of the ordinary
Good service is a given and expected by the client.

Salons and stylists know that a good clientele is built upon recommendations from previous satisfied clients.

The client was happy with you, the style, the salon’s atmosphere, professionalism, attitude, and efficiency.

This satisfied client is ready to recommend you to everyone.

This is exactly what you want.

**ACT:**

Give an example of a time when you feel you received poor Customer Service in a salon or other type of business.

What were you expecting?

What did you receive?

What was their attitude about the situation?

What would you like to have seen happen?

How was the situation resolved?

How do you feel about that business today?

What do you expect as a client when you walk into a salon?

What experiences would turn you off?
Preparation, Consultations, Listening Skills = HAPPY CLIENTS

In order to get to the heart of the matter of what a client really wants you must ask enough questions during your consultation.

A successful consultation is a blending of your skills with the client’s needs and wishes.

Bingo!

The more you practice the better you will be able to offer many options to a client.

Besides the selection of a style that compliments physical attributes and lifestyle, listen to the client’s inner wish of how they want to present themselves.

This inner wish or desire is very powerful and may contradict what you think as a professional. Respect that desire and go with it.

You may feel a client should have shorter hair for their face or body type. Their inner wish is that they see themselves sexy with long hair.

As a professional you recommend a shorter version

They still want long hair

Even though long hair contradicts your principles of design
You will give them long hair.

General Lifestyle Categories:

Clients come in many types, shapes, needs and wishes. Here are three that you will see often in the salon:

Conservative Lifestyles:

This is a client who is looking for grooming without the desire to be too trendy or fashionable.

They may be shy or reserved. Do not assume they are boring.
They want to look good with simple clean lines in a style. They do not want to stand out in a crowd.

Many business people and mature clients are in this category.

Their color services must reflect a natural look that does not look tinted.

This client does not like to spend too much time on styling at home.

They want an easy clean look

They will be less talkative and don’t want great interaction with you.

If they do carry on a conversation it will be about very general topics.

The conservative client may also be more price conscious

They may ask you to explain a service and price in detail.

This type is difficult on purchasing retail items, thinking that a trip to the supermarket is just as good.

Consistency, being on time, speed and efficiency are most important to this type of client.

**Trendy Lifestyles:**

The vast majority of your clients will fall into this category.

This is a client who wants to appear “with it” but not so much that it threatens relationships, jobs or position in society.

A banker may want to look and feel stylish, but not give the impression that she may not know how to crunch the numbers. She wants to look today but fears being confused for an "airhead."

A married woman who wants to look good but not like she is looking is another classic example.

Trendy clients want to know that you can create a style that keeps them abreast of fashion while still staying with the pack.

This client wants social acceptance.

Does not want to look "dated"

Ask this client about her lifestyle and listen for her inner wish.
Offer choices on cuts and color without a radical change in style.

Prepare for this client with photos, magazines and news on the latest trends.

This client likes ideas and alternatives.

On a good day, you may be surprised how far a trendy client may actually go with a style.

They want to interact with you and find out what is new.

Trendy clients are into the total salon experience

They will add on services and want great retail items for home use.

This client, when happy, will recommend you to others.

**SmartStart Tip:**

Trendy clients are into the total salon experience

They will add on services and want great retail items for home use.

This client, when happy, will recommend you to others.

**Avant-garde Lifestyles:**

This is the client that is the most fun for a stylist. Unfortunately, they will be in the minority.

The avant-garde client wants to send a clear message that they are on the cutting edge of ideas and fashion.

They are usually younger, independent and freethinking.

Their lifestyle may include outings to frequent clubs and concerts

They need to dress the part and make a statement.
Know this progressive look is the beginning of new trends. Many successful trends start with this type of street culture.

The concept eventually makes its way into mainstream styling in some watered down version.

Years ago graduated cuts were only accepted when Dorothy Hamill won an Olympic medal and skated into America’s living rooms with her wedge.

The same goes for Punk, the street culture that eventually made coloring hair an everyday experience.

As an industry, we need and welcome avant-garde looks.

**ACT:**

Identify Customer Service and styling needs for the following type of clients:

How might their needs vary?
What must they see in your abilities as a stylist?
What aspects of the salon experience might turn them off?

A female grammar school teacher:

A male college student:

A female senior citizen:

A male business executive:

A young female working at a music store:
WHAT DO CLIENTS WANT IN A STYLE?

Confidence in their Looks.

Clients want to feel their style says something about their true nature. A winning and feel good image.

**SmartStart Tips:**

Do great consultations

Ask questions about their needs and lifestyle.

Take in consideration their physical attributes

But find out and relate to their inner wish for image

Show them photos and examples

"To arrive at a just estimate of a renowned man's character one must judge it by the standards of his time, not ours."—Mark Twain (Samuel Clemens), 19th century American humorist, author and journalist.

A Permanent Solution for their Styling Needs.

A client wants to feel they have found a great stylist and style.

They want to trust you and their style.

They dislike looking around and first visits to new stylists.

**Easy Home Styling:**

Clients want to be able to reproduce the look you gave them at home.

A big complaint is that a style looks good upon leaving the salon but can never be reproduced at home.

**SmartStart Tips:**

Ask the client how much time they want to spend on home styling.

Ask if they are willing to blow-dry or maybe use a curling iron
Educate the client step by step as you execute the style.

Offer a complimentary visit to further teach the client how to style their hair.

Versatility:

Clients want to be able to change their look, even minimally, for different occasions.

Sometimes short hair can be limiting, but strive to demonstrate different looks they could achieve with the same haircut.

**SmartStart Tips:**

Practice styling one haircut in as many variations as possible. You can use a model or a mannequin.

Try setting a mannequin in a simple block roller set. Now style it in as many different directions as possible.

Do this many times.

**WHAT DO CLIENTS WANT TO SEE IN YOU?**

You Love What You Do.

It is obvious to a client when you are having a good or a bad day. They will overlook an occasional bad day, but they must sense that you are into your career.

Clients look for a sign that you just love your craft and this is what makes you good at what you do.

**SmartStart Tips:**

Look, feel and act your very best at all times.

Continue to learn

Talk about education, classes and new trend seminars you have attended

Be natural and honest with your actions. Do not put on airs, show attitude or use an irritating service voice.

**Your Listening Skills:**

Clients want to feel they are being heard
You will often be so swamped that
Information about others bounces off your mirror

It's not that you don't care or forget what people tell you
We just never bothered to download the info to our brain

**SmartStart Tips:**

Do Great Consultations (again and again)

You not only hear but also listen to the client

Repeat a statement or an answer given by a client

Maintain eye contact while speaking with the client

Act upon their requests and desires

Keep records and write down important information

Your Availability:

Clients would like for us to be available for them 24 hours a day.

They know this isn't possible but repeated tardiness or job absences will definitely work against you.

If a client needs a style, they usually want it now.

**SmartStart Tips:**

Avoid frequent absences from work

Avoid running late. True, there are many different situations that will make you run late, but this can only happen every once in a while.

Salons have options and solutions for the occasional late appointment

One of them is teamwork.

Salons will often have a cut off time after which the client cannot receive a service.

Be prepared to compensate and a difficult visit from a client that you made late.
ACT:
What if a client had an emergency and still needed to have cut/color that day. You have no appointments. What are your Customer Service options in this situation? What solutions could you offer this client?

Consistency in Your Work.

Clients sometimes say that a stylist did a great job on the first visit and after that the work was not so hot.

This may be, but is not always true.

On the first visit, the client was delighted with your, your creativity and the new ideas you had for them.

After the first visits, even though you did a great job, the novelty was gone. Your creativity was a given.

SmartStart Tips

Keep your image consistent by beginning a service with what went right or wrong on the last visit.

Use a review type of discussion that goes something like this: "Last time you were here we gave you a shoulder length trim taking off about an inch from the length and long layers just for movement. Then we framed your face with wispy bangs. How did that work for you?"

Now listen carefully.

Repeat what the client is saying and adjust your work accordingly.

Remember that a client is looking for a permanent and easy styling solution.

If you had to "work" the hair to create a winning style, chances are the client was unable to reproduce the style at home and is unhappy with the results.

It is your job to inquire and take corrective action.

This is excellence in Customer Service.

They are "ON" not you:

As you begin dealing with clients, you may worry if clients will like you.
Will I be good enough?
Smart enough?
Witty enough?
Will I look like I am a good stylist?

**SmartStart Tips:**

Sorry. It's not about you.

It's about them.

It's about you allowing and making the client feel good about themselves.

Give the client the chance to feel smart and in control.
Never compete with a client on conversation or being right.

Clients will like you if you allow them to feel good about themselves. If they walk away thinking they made a good impression on YOU.

Weird, isn't it?

But that is the golden rule for success in ANY kind of relationship. This requires good listening skills.

Instead of:
"When I am with Mark, I feel like he is the most interesting person in the whole wide world."

Try:
"When I am with Mark, I feel like I am the most interesting person in the whole wide world."

A professional relationship can be very similar to personal relationships.

You have friends with whom you will talk about everything and with others you stick to the basics.

Some clients will say hello, exchange a few words and want to be silent in their own world. This is a time for them to think, space out or just relax. Respect that wish.

Others will walk in and before they even sit down say, "Guess what I did last weekend?" and it goes from there.

Practice your listening skills

Keep working with an eye on the clock.
New stylists run behind while talking and trying to make a good impression on the client. You see the client politely fidgeting while glancing at their watch.

There is a delicacy that you will develop in not allowing the client to feel that you really need to spend your time on their service.

Use eye contact and a smile while your client talks and you keep working.

In our business, time is money.

If a client talks too much nonsense, remain passive and at the first opportunity relate back to your work by asking a question or making a statement about what you are doing.

**Pride In Your Craft**

Your professional presentation involves not only salon image and efficiency. It also means a station that is clean and a professional looking. Busy stylists often have stations that look like a war zone.

When you visit your doctor or dentist, notice how everything has been cleaned up from the last patient. You want the same image for your salon clients.

**SmartStart Tips:**

Avoid clutter

Determine which tools you really use and have those handy, keep others in a drawer or locker area.

Here is a list of objects that are visible on my station:

- a. Business cards
- b. Blow-dryer
- c. One medium size curling iron
- d. Electric clippers
- e. Water bottle
- f. Two or three styling aids most frequently used

In my top drawer I have sanitized:

- a. Scissors
- b. Thinning shears
- c. Cutting combs
- d. Tail combs
- e. Round brushes
- f. Flat brushes
In another place I have:

a. Different size curling irons
b. Flat irons
c. Additional brushes/combs

I place a clean towel underneath my counter top items. This makes it easy to change the towel, wipe everything clean, sanitize and quickly set up for the next client. Fast.

Clients like to see you using fresh, clean combs and tools. Just like at the doctor's office.

Don't be fooled by their silence. They are watching you.

Do not place photos of your loved ones, pets, etc in your working area. Save these for your home.

Personalize your area with your own presence.

**ACT:**
- Review the items you will need in a salon for everyday styling
- List those that you will need daily/always
- List others that are occasional
- Set up an imaginary station.

**Countertop Items:**

**First Drawer Items:**

**Items in other drawers/locker:**

**SELF-IMAGE AND CUSTOMER SERVICE**

What does self-image have to do with Customer Service?


Confidence in yourself allows you to enjoy a relationship with clients, which respects each other's boundaries. It is important that you not be confused about where your service duties begin and end.

A few clients may try to take advantage of your lack of experience. Feeling secure about yourself keeps you one step ahead.
Feeling confident is the biggest reason for the SmartStart Program.

It is O.K. to feel nervous about a first salon job.
I urge you to keep in mind that this feeling is common.

Everybody feels the same. The difference is in personality and that some people will talk about it more than others.
So what if you are a little nervous at times?

The good news is that you can always do something to boost your self-image and confidence.

Here's the rub: you must want to do something about it
Success is achieved when preparation meets opportunity.

So, let's prepare.

What is Self-esteem?

Self-esteem is a heavy issue.
Let's keep it simple for our purposes.

Let's just say that self-esteem has to do with how you feel about yourself and your worthiness.
It's not just how good you think you are at doing hair.

It is about knowing that you are an individual special in so many ways. With the same opportunities to happiness and success as everyone else.

Self-confidence is how good you think you are at doing something.

How important you think you are onto yourself
How well you take care of your own needs

If you take care of yourself first,
You will be of greater service to others

A few common self-esteem issues:

Something is wrong with how I look
   I am not smart
   I can't learn easily
   I am slow
   I am shy
   I never speak up for myself
   I am not popular
   I don't count
These thoughts have an effect on everything you do

**How Low Self-esteem Reflects on your Work:**

You will not participate in simple projects
And criticize those who do
You don’t set goals for yourself
You underachieve
Others have ambition, but not you

Poor work habits: tardiness, not prepared, no anticipation
Poor money management/overspending on clothes for outside look
Don't finish the job well
Not asking for the opportunity
Last in line
Doing too much for others at your expense
Constant feelings that it must be better somewhere else
Waiting for the big break, when success is small wins one at a time.

**Your Grooming Says a Lot About You:**

Sometimes we put too much pressure on our exterior
It's really a matter of style
And this does not mean what you are wearing
Style is less what you are wearing and more how you carry yourself.
Style is the way you pick something up and Hold it in your hand

Style is merely a consequence of what we believe, of what is in our hearts.
Max DePree, author of Leadership is an Art.
**SmartStart Tips**

Style pays attention
It focuses on the person you’re interacting with

Eye contact is important but be careful
Not to stare with intensity

Intense eye contact is creepy
You know what I mean

You just want to just say,
Whaaaat?

Style avoids cliché phrases like
"Have a nice day"

Instead, come up with your own
Way of expressing your good feelings

Style offers a smile—here and there
An artificial and automatic smile is a turn off

Style has eyes that twinkle and invites
The element of surprise and novelty

In our age of "Dude and Yo, Bro"
Style is communication with authenticity

A little of "I beg your pardon" and
"I hope I haven’t disturbed you"
Is a mark of great style.

Personal hygiene is a must
If you eat or smoke remember to always use breath mints.

Do not use heavy perfumes or colognes.
Many clients are allergic to them.

Wear a great looking haircut
A simple, well fitting, fresh outfit

Check that clothes fit you well

Always wear clean well-shined shoes
Neat clean nails
Simple make up

If you are a female stylist there is sometimes the issue of women competing with their female clients.

As a female stylist, look your best and compliment women clients on their look.

Ask them where they bought their outfit.
Tell them where you bought yours.

Where to get the deals

Be a good girlfriend.

It is a natural desire to want to be part of the group but don't sacrifice your own individuality.

Express yourself
Wanting to join in and be similar may be rob you of your individuality.

What? You aren't perfect?

You are perfect just the way you are.
You are perfect just the way you are.
You are perfect just the way you are.

Got it?

Honor who you are by being the best at what you do.

It doesn't matter what you are thinking right now
Know that you were given special talents for a reason.

We need you. We need your talents and ways to keep us in line.
This may sound like a line, but it's true.

Everybody must be counted.
This is how we as a society overcome injustices.

I don't care where you think you came from
What you think you have done

You are going to be all right.
You are going to make it.
You may have a few setbacks
Get up, dust yourself off and go for the gold.

There is enough for everyone
It is waiting for you.

Self-esteem grows.
Don't try to win the war in one day.

Self-esteem and confidence grow a little bit at a time.
Look for daily small gains in your confidence.

Some people are totally on hold waiting for their big break.
This could happen.
Most of us make small daily advances to our goals and dreams.

Low self-image makes us think that there is something wrong with us and nobody else.

We naturally feel embarrassed about these traits and keep them hidden.
We can hide our shortcomings to the outside world but not to our own selves.

If you won't admit your shortcomings, how will you ever work on them? When they show up, and they will, you are devastated by the result.

"All problems become smaller if you don't dodge them, but confront them. Touch a thistle timidly, and it pricks you; grasp it boldly and its spines crumble."—William S. Halsey.

Hello?

Anybody there?

If there were a vaccine for low self-confidence this would be it:

Know that you will at sometime make an error or mistake

Last time I checked, you came out as Human.

When this happens admit it to yourself
Man, I messed up there, didn't I?

If appropriate, admit it to the other party


Think about your actions and what went wrong.
Make a note of it
Start fresh, move on

Success is achieved when you understand this:

Life is 20% what you were given
And 80% what you make of it.

WHAT MAKES HAPPY PEOPLE?

"Fame is a vapor, popularity an accident, riches take wing and only character endures."—Horace Greeley, 19th-century American journalist and educator.

Income, social status, education, race, etc. don’t have very much influence on true happiness.

It’s about self-esteem.
With good self-esteem you believe yourself worthy of happiness.
You can really make the most out of any situation.

Current research says you were probably born with a happiness set point.

Depending on your genes, you may have a natural disposition and enthusiasm for life, deriving pleasure from ordinary activities.
Or, you may need big adventures and white-knuckle thrills.

Regardless if listening to music or a ride on the giant roller coaster makes you happy, you will always return to your natural set point.

I am doomed, you are thinking. I think have a low happiness-set point

Or maybe you are experiencing an "AHA! Now I get what makes so and so tick." Good, you just might.

Here’s the good news: your given "happiness set-point" determines less than 50% of your overall mood.

Cool, eh?

This means that understanding your set point is not as important as knowing that you can simply blow it off and do something about it.

"We either make ourselves happy or miserable. The amount of work is the same."—Carlos Castaneda, 20th-century Latin American mystic and author.
Here's how you can boost your happiness set point starting today:

**SmartStart Tips:**

**Exercise Makes You Feel Good:**

Moderate to intense activity lifts the spirits.
Exercise is a proven antidote for mild depression and anxiety.

Brain chemicals released during exercise are known to have a strong positive effect on mood.

You will feel and look your best.

The positive effects of exercise can be felt within three days.
Just a 20-minute walk will make you feel great in no time.

If you are feeling down, put away the remote and potato chips.
Get your sneakers on and take a walk.

Your problems might not go away, but your outlook might think of the answers way better. Exercise will be a lifesaver when you stand in one spot and see clients all day.

You will be mentally and physically stronger.

You have heard this before, haven't you?
Tried it but gave up, eh?
You say nobody else seems to be doing it?

Well, it's not about them.
It's totally about you, your body, and your image.

This time, do something about it.
GO FOR IT !!!

If you fail, start again

"Fall seven times. Stand up eight."—Japanese proverb

**Nutrition:**

Computer experts say: garbage in, garbage out (GIGO)
If you give bad information to a computer, it will respond with the same

*!#@)(? = More of the same

This also applies to what you eat and how you feel about yourself.
Eating complex carbohydrates will tranquilize the body by stimulating the body's production of serotonin.

Protein has been shown to sustain alertness and mental energy and allow you to think and remember better.

Veggies, fruits and white meats are the way to go.

Beware of simple sugars, like candy and other sweets, that give you a brief boost in serotonin followed by a sharp drop; your mood crashes and your cravings for sugar return even stronger.

Avoid the sugar slump by reading ingredients on products for hidden sugars.

When you go to the supermarket shop on the outside perimeter where veggies, fruits, breads, meats, poultry are located. The interior of the supermarket is a world of simple carbohydrates and sugar.

Keep your energy up by eating complex carbohydrates like:

Fruits
- Vegetables
- Pasta
- Whole grain breads
- Brown Rice
- Grains, oatmeal, beans

Good sources of protein include:
- Eggs
- Chicken
- Turkey
- Pork
- Lean red meats
- Protein shakes

If you are trying to improve your appearance by losing weight eliminate or limit sugar, flour and rice. Stick to white meat, eggs, protein shakes and unlimited vegetables and fruits.

The combination of sugar and flower (cookies, breads, cakes) has been shown to be addictive and very detrimental to sustained energy and weight maintenance.

Go easy on caffeine and sodas.

Drink lots and lots of pure water daily.

Most of the time when you feel hungry, you are actually thirsty.
Water is our friend.
ACT: Easy Meal and Exercise Planner

List aerobic activities that you like:
Come on, there must be at least one.

Now pick one you can do it for 20 minutes at least three times a week. Determine the days and time you will do this activity.

I will __________________________ for _________ minutes on the following days: ________________________________

Select complex carbohydrates and protein that you like.

Carbs I like: Protein I like:

Now select again those that are easy for you to find and prepare. These are easy for me to find and prepare:

Carbs Protein

Prepare a simple menu that includes a combination of protein and complex carbohydrates every time you eat. Including snacks
Remember to drink lots water

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Snack</th>
<th>Lunch</th>
<th>Snack</th>
<th>Dinner</th>
<th>Snack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday:</td>
<td>Protein:</td>
<td>Carbs:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday:</td>
<td>Protein:</td>
<td>Carbs:</td>
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<tr>
<td>Wednesday:</td>
<td>Protein:</td>
<td>Carbs:</td>
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</tr>
<tr>
<td>Thursday:</td>
<td>Protein:</td>
<td>Carbs:</td>
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</tr>
</tbody>
</table>
Friday: Protein:  
Carbs:

Saturday: Protein:  
Carbs:

Sunday: Day off eat what you like

Excess Stuff:

Hey, I remember parties during my time in beauty school.  
Beauty school is a fun time.

It’s up to you how to party and when, but remember this:  
If you play hard, be willing to pay hard.

If you must indulge in excess on a work night, then be prepared to pay for it at work, because you will  
show up for work on time, right?

SmartStart Tips:

Minimize outings during the workweek.

Party on the weekend or days off.

In the service business lack of rest is like the revenge of the quiet people.

Deadly.

You only have to show up tired once to realize that it was foolish not to get your rest.

You can’t wait to get home.

Z z z z z z

Be a big person, never party at anyone else’s expense. This includes:

Your Family  
Your Boss  
Co-workers,  
Clients  
Friends  
Other drivers.

"Character is much easier kept than recovered."—Thomas Paine, 18th-century American political
Cultivate Friendships:

Having confidants and companions is a key factor in experiencing a sense of well-being.

Friends boost your immune system and improve your life.

People with good friends live longer.

Buds see humor in tough situations

Help put troubles into perspective

Soften life's blows

Confiding in close friends relieves stress

**SmartStart Tips:**

Don't assume a good professional relationship is an automatic good friend

Co-workers often want to keep a friendly distance from your personal life and troubles.

Don't burden your co-workers with your personal challenges

Cultivate first line of defense friends outside of the salon

Be very selective and careful if you must party with clients.

Maybe you will be lucky and find a real friend in the salon.

Learn to recognize the difference between professional and personal relationships.

Work and act accordingly

Fake It Until You Make It.

Acting happy is contagious.
It triggers positive emotions that become a part of you

Self-talk is powerful stuff
Tell yourself you are confident and capable.
Over and over

It's O.K. to feel afraid.
Confidence is not the absence of fear.
Confidence feeling fear and still showing up for the task. 
A soldier feels fear in battle, but keeps on going.

Fear is like an alarm reminding you to be careful. 
You can use fear as an alarm to be alert. 
Don't use it to turn yourself off.

"Courage is being scared to death—and saddling up anyway"—John Wayne, late 20th century actor.

ACT: The Self-esteem working plan

What I like about myself: What I don't like: What I will do about it:

Teamwork

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it is the only thing that ever has."—Margaret Mead, 20th-century American anthropologist.

Excellence in Customer Service means teamwork. 
It is difficult and not as effective when done alone.

You can create a great salon experience for a client.
Then something else goes wrong and the client is unhappy.

A client feels secure when the staff works as a team.
You keep more clients and make more money with teamwork.

A coworker can pitch in on a color application.
Dry someone's hair for you.

Start by being there for others.
People will pitch in for you when you set the example.

Create a team with just one other coworker.
Add more team members a little at a time.

Act on someone else's request as if it were for your best client.
Give and take is the rule for teamwork.
Today they need help with a shampoo
Tomorrow you need the same thing

   Don’t give up on teamwork because one or two people don’t do it
   Form a team regardless, even if it is with just one other person

Communication

The Customer is always right?

No. The customer is not always right.
But we try to make them feel good regardless.

Address any type of poor conduct from a client politely but directly
Here is example of a request to a client who always shows up late:

"Ms. Smith, you are a great client and I really like doing your hair, but when you arrive late for your
appointment I have to really rush my work, plus I will be late for the next client who is here on time.
Can you help me out by being more on time?"

Wait for the answer.
If the behavior continues talk to your Salon Manager and devise a salon response to the issue.

Miscommunication is often the reason for difficult clients.
Here are some examples:

When seeing a new client or being asked to change a look use visuals to communicate your ideas or
understand the client’s perspective.
A stylebook, a magazine cut out is great ways for both you and your client to visualize the same
thing.

Color services can be tricky.
What I understand as a light beige blonde might not be what you envision.

Always use a color chart from a manufacturer to agree on a color.
That is what these charts are intended to do for you as a stylist.

Ask, "Is this what you mean by beige blonde?"
You may need to work around the color chart until you both agree.

Waving hair can also be a source of miscommunication.
Show a client the size of the curl they will wear by asking her to hold a waving rod in her hand.
She may be concerned if she sees you wrap her hair in a smaller size. Explain that because of the fine texture of her hair this is the size you need to wrap with in order to get the desired curl.

Dealing with Difficult People

"Those people who are uncomfortable in themselves are disagreeable to others."--William Hazlitt, early 18th-century English essayist and literary critic.

Some people are just difficult.
I wish it were not the case, but all of us will be or appear difficult at times.

As a stylist you will deal with stressed out clients, divorce, deaths and many of life's tribulations with your clients.
It is tempting to try to reason out a client's personal situations.

This could be helpful, but in most cases a mistake.
Your job is to perform a service in the best way possible.

You hope that the winning look you give them will lighten up some of the client's troubles.
If so much is going wrong with the client, perhaps just this one thing will go right for them.

SmartStart Tips:

If you want a lot of clients, don't make any waves
Go easy and with the flow
Respect yourself and the client
Keep your relationship friendly, but professional
Be a safe and confidential person to visit with
Clients sometimes will tell you very personal stories
Don't repeat them to anyone.
Clients will at times really try your patience
Remember you only have to be with them for an hour or so
Although some clients will have a rough edge,
Always speak about the positive traits of your clients
When a client really rattles you, try not to pass it on to the next client.
Go on a break, drink a glass of water, do some deep breathing.
It's going to be O.K.
ACT Create The Great Salon Experience:

Go wild on Customer Service and create the great salon experience by adding your own customer service ideas to each activity below.

- How would you prepare for it?
- What must have happened for this activity to go off well?
- What would you need to check on?
- How would you remedy a negative situation?

Your arrival to the salon:

- How you personally feel and look:
- How the salon looks:
- How would you set up your working station?
- What tools and materials do you need to prepare?
- What would you check for at the front desk?
- How do you prepare for new/returning clients for the day?
- How do you check for close times, rush hours or special situations?
- What would you do about any of these?
- What do you check for in the dispensary?
- What kind of music should be playing, if any?
- What beverages for clients need to be ready?
- How do you plan what you will eat/drink during your day?
- How would you welcome your first client?
- How would you go into your consultation or review of last visit?
- How do you make the client feel at ease?
- Who leads the conversation?
If you need to leave the client for a minute, what would you say?

How would you suggest products for use at home?

How would you tell the client when he/she needs to come back?

How would you conclude the service?

What would you say the client upon her departure?

What must you do before the next client?

Congratulations! You have completed the first section of SmartStart.
Now, move onto your next volume, M.A.G.I.C. and the basics of Front Desk Management.