

### MODULE 5

#### 1,2 *Developing Your Professional Skills*

Fear and shame are the most crippling of our emotions. Don't allow these feelings to make you someone you are not created to be.

#### 3 *Developing Your Professional Skills with Your Co-workers*

Don't be apart the problem, only the solution.

#### 4 *Developing Your Professional Skills with your Manager or Owner*

Ask for an open-door policy. This can be one of our favorite times. I have been told I get geeky over the numbers; truth be told it fires me up to see stylist grow to their full potential.

#### 5 *Developing Your Professional Skills with Your Clients*

The stylist made her feel so special the girl changed her mind. Have any of you had those thoughts? I have, being kind to one another can change lives.

### MODULE 6

#### 1 *Your Online Presence*

Gone are the days of the unknown. We all want to know something about who we are choosing to do business with, so start today.

#### 2 *How to Get Started*

One website builder we recommend is wix.com. We find it to be user friendly.

#### 3 *Be On All Platforms*

Track what has the most reviews, comments, or shares. Then do more post like these till it runs its course, then repeat with what works and so forth.

#### 4 *Becoming Comfortable*

Don't overthink it or feel it must be perfect before you post. You just need be consistent at this point and get your name out there.

#### 5 *Follow Local*

Make sure to add your city and surrounding areas up to 300 miles for a larger search than just your local city. Clients will travel to see you. If you get a comment on your page, take the time to leave a nice comment back, refrain from a like or heart emoji. This will increase the analytics on your business page as well.

#### 6 *What are Your Future Interests*

When you have your ideal client in your chair often ask to take a picture of them. You can use one model for several different looks. Take advantage of this opportunity. Once you post, ask them to share it with all their friends.

#### 7 *Ask for Reviews*

Asking for a review will seem hard to do because you are afraid of the rejection, or maybe you feel you did not give the client great customer service. The one thing I will tell you, if you don't ask the answer is always going to be no.