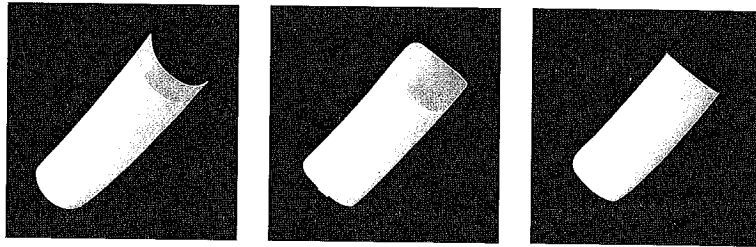


# ESSENTIAL EXPERIENCE 1

## Learn All You Need to Know About Nail Tips

### ACTIVITY Nail Tips

1. What are nail tips? \_\_\_\_\_
2. Nail tips are made from what polymer? \_\_\_\_\_
3. Nail tips can be combined with an \_\_\_\_\_, which is a thin layer of any kind of nail enhancement product that is applied over the natural nail or tip for added \_\_\_\_\_.
4. List all the additional materials you will need to apply nail tips with the exception of the basic materials on your manicuring table: \_\_\_\_\_
5. List the various types of nail tips shown in the images below: \_\_\_\_\_



6. The \_\_\_\_\_ is the point where the free edge of the natural nail meets the top.
7. The bonding agent used to secure the nail tip to the natural nail is called \_\_\_\_\_.
8. What method is utilized to secure the nail tip to the natural nail? \_\_\_\_\_ This method avoids \_\_\_\_\_ and \_\_\_\_\_ promotes proper \_\_\_\_\_.
9. Hold the nail tip for \_\_\_\_\_ seconds until the adhesive has dried.

# Carry Out Nail Wrap Maintenance, Repair, and Removal

## ACTIVITY Nail Wrap Service

Complete the chart below:

Functionality/Utilization (What happens during these services?)	Service

# One-Color Monomer Liquid and Powder Nail Enhancements Over Nail Tips or Natural Nails

## ACTIVITY MMA vs. EMA

• What do the following abbreviations stand for?

1. MMA: \_\_\_\_\_

2. EMA: \_\_\_\_\_

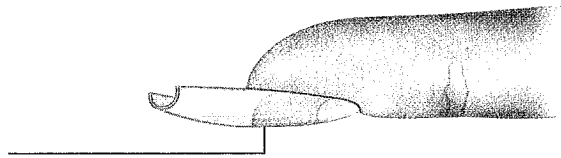
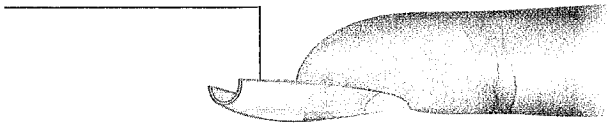
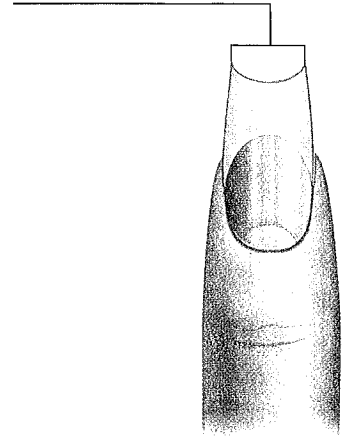
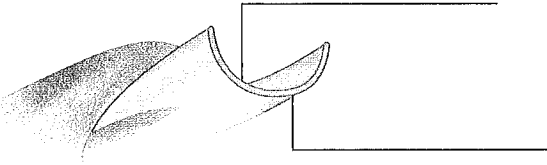
• What are the four reasons not to use MMA?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_



Label the images below with the parts of the nail.

Explanation	Structure
Also known as the arch; the area of the nail with the most strength	
Where the natural nail grows beyond the finger and becomes the free edge	
Runs straight from the cuticle down the side or wall of the nail to the end of the extension	
The actual underside of the nail extension	
Provides strength, like the curve in a bridge or an egg	

Complete the chart by naming the structure described.

**ACTIVITY** Nail Structure

# Properly Structured Nail Enhancements



## ESSENTIAL EXPERIENCE 7

# Supplies Required for Light Cured Gels

## **ACTIVITY** Applying Light Cured Gels

List the supplies below for applying light cured gels. A few supplies have been provided for you:

1. Basic manicure setup supplies
- 2.
- 3.
- 4.
- 5.
- 6.
7. Nail Tips
- 8.
- 9.
- 10.
11. Cleansing Solution
12. Lint Free Cleansing Wipes

# ESSENTIAL EXPERIENCE

## Steps for Applying Two-Color MLPP Enhancements Using Forms

### **ACTIVITY** List the Steps

In your own words, list the steps for applying two-color monomer liquid polymer powder nail enhancements using forms in the space provided. The first and last step of the procedure is provided for you.

1. Clean nails—Clean nails and remove existing polish.

2.

3.

4.

5.

7.

6. Apply primer—Release excess primer from the brush and dab the brush to the prepared natural nail only. Always follow the manufacturer's directions. Acid-based nail primer will dry to a chalky white. Acid-free primer will dry to a shiny, sticky surface.

30. Apply nail polish—Polish the nail with a clear gloss polish.

29.

28.

27.

26.

25.

24.

23.

22.

21.

20.

19.

## NAIL WRAP APPLICATION PROCEDURE

Performance Assessed	1	2	3	4
Finished blending using 180-grit file and buffing block				
Removed shine from the rest of the tip				

Improvement Plan

Performance Assessed	1	2	3	4
Removed existing polish				
Cleaned nails				
Pushed back the eponychium and removed the cuticle				
Filled free edges of natural nails to match shape of nail tip stop point.				
Removed the oily shine by buffing lightly with a medium/fine buffer				
Removed dust with clean, dry, disinfected nail brush				
Applied nail dehydrator				
Applied nail tips if desired				
Cut fabric to width and shape of nail plate or tip, or used precut fabric				
Applied layer of resin wrap to entire surface starting with the pinky finger on the left hand and proceeding to all 10 fingers.				

Improvement Plan



## TWO-WEEK FABRIC WRAP MAINTENANCE PROCEDURE

Performance Assessed	1	2	3	4	Improvement Plan
Shaped and refined nails using fine abrasive					
Buffered wrapped nail to a high shine with fine buffer					
Removed any dust with a clean, dry, disinfected nail brush					
If the client preferred, buffed to a high shine with a fine (350-grit or higher) shiner buffer.					
Applied cuticle oil					
Thoroughly washed the nail enhancements					
Applied lotion and performed hand and arm massage					
Removed traces of oil using a lint-free wipe with cleanser or nonacetone polish remover.					
Applied polish					
Removed existing polish with nonacetone remover					
Cleaned natural nails					
Pushed back eponychium					

Performance Assessed	1	2	3	4	Improvement Plan
Shaped and refined nails using fine abrasive					
Buffered wrapped nail to a high shine with fine buffer					
Removed any dust with a clean, dry, disinfected nail brush					
If the client preferred, buffed to a high shine with a fine (350-grit or higher) shiner buffer.					
Applied cuticle oil					
Thoroughly washed the nail enhancements					
Applied lotion and performed hand and arm massage					
Removed traces of oil using a lint-free wipe with cleanser or nonacetone polish remover.					
Applied polish					

FOUR-WEEK FABRIC WRAP MAINTENANCE PROCEDURE

Performance Assessed	1	2	3	4	Improvement Plan
Removed existing polish with non-acetone polish remover					
Pushed back the eponychium and removed any loosened cuticle					
Used a medium-to-fine grit abrasive (180 to 240 grit) to refine the nail surface of the nail until there is no obvious line of demarcation between new growth and fabric wrap. Gently filed away any small pieces of fabric that may have lifted since the last service.					
Buffed nail with medium-fine abrasive to remove shine					
Removed dust with brush					
Cleansed the nails with a surface cleanser and a lint-free wipe					
Applied nail dehydrator to all 10 nails starting with the little finger on the left hand					

Performance Assessed	1	2	3	4	Improvement Plan
Had the client wash and dry his or her hands					
Applied hand lotion and massaged hand and arm					
Removed traces of oil using a lint-free wipe with cleaner or non-acetone polish remover					
Applied polish					

## NAIL TIP AND FABRIC WRAP REMOVAL PROCEDURE

Performance Assessed	1	2	3	4	Improvement Plan
Applied a thick lotion or barrier cream to the client's hands and cuticle					
Placed enough acetone in a small glass bowl to cover the nails					
Immersed the client's fingertips in the bowl, making sure that the tips or wraps were covered					
Soaked tips and nails in acetone for a few minutes					
Gently slid off softened tip using wooden pusher					
Did not pry tip or wrap off nail					
Buffed natural nails with fine buffer					

Performance Assessed	1	2	3	4	Improvement Plan
Removed any dust with a clean, dry, disinfected nail brush					
Applied cuticle oil					
Had client wash and dry his or her hands					
Applied hand lotion and massaged hands and arms					
Removed traces of oil using lint-free wipe or non-acetone polish remover					

# ESSENTIAL REVIEW

## ACTIVITY 1 Word Scramble

Using the clues provided, unscramble the terms below.

Scramble	Correct Word
aosylrev	<i>Clue:</i> A layer of any kind of nail enhancement product applied over the entire natural nail plate or tip
remirp	<i>Clue:</i> Used to help adhere enhancements to the natural nail
aetoddyrrh	<i>Clue:</i> Substance used to remove surface moisture and tiny amounts of oil left on the natural nail plate
ermoom	<i>Clue:</i> Substance made up of many small molecules that are not attached to one another
inguc	<i>Clue:</i> Hardening process that occurs when powdered and liquid acrylic are combined to form nails.
istp	<i>Clue:</i> Performed artificial nails applied to the tips of the natural nails.
mryeolp	<i>Clue:</i> Hard substance formed by combining many small molecules, usually in a long chain-like structure
nagrichlabe	<i>Clue:</i> Redefining the shape of the acrylic nail during a fill procedure
pclusdertu	<i>Clue:</i> Artificial nails created by combining a monomer liquid and polymer powder to form a nail enhancement
slge	<i>Clue:</i> Strong, durable artificial nails that are brushed on the nail plate
spwar	<i>Clue:</i> Corrective treatments that form a protective coating for damaged or fragile nails.

### ACTIVITY 3 Multiple Choice

Complete the following review of Advanced Nail Techniques, Chapters 27 through 29, by circling the correct answer.

1. UV gel enhancements rely on ingredients from the \_\_\_\_\_ family.  
a) resin wrap activator  
b) monomer liquid and polymer powder  
c) acrylonitrile butadiene  
d) fiberglass wrap material styrene
2. UV gels contain \_\_\_\_\_, which are liquids.  
a) monomers  
b) polymers  
c) oligomers  
d) primers
3. Acrylates and methacrylates are used in making \_\_\_\_\_.  
a) fiberglass wraps  
b) sculptured nails  
c) UV gels  
d) nail tips
4. UV lamp intensity or concentration is more important than rating a UV light unit based on \_\_\_\_\_.  
a) voltage  
b) ohms  
c) amperes  
d) wattage
5. The product used to improve adhesion of light cured gels to the natural nail plate is called \_\_\_\_\_.  
a) gel glue  
b) gel paste  
c) gel primer  
d) gel buffer
6. A medium to fine abrasive buffer (80 to 240 grit) is used for \_\_\_\_\_.  
a) priming the tip  
b) natural nail preparation  
c) dehydrating the eponychium  
d) conditioning the nail
7. When cured, UV gels have a tacky surface called a/an \_\_\_\_\_.  
a) integumentary layer  
b) aggressive layer  
c) contour layer  
d) inhibition layer
8. What is used to enhance the adhesion of monomer liquid and polymer powder nail enhancements?  
a) dehydrator  
b) primer  
c) initiator  
d) catalyst
9. A process that joins together monomers to create very long polymer chains is called \_\_\_\_\_.  
a) rebalancing  
b) molecular reaction  
c) chain reaction  
d) positive reaction
10. Catalysts are added to the monomer \_\_\_\_\_ and used to control the set or curing time.  
a) powder  
b) liquid  
c) adhesive  
d) dehydrator

21. For nail service applications, gloves made of \_\_\_\_\_ work best.
- a) nitrile polyester  
b) nitrile polymer  
c) benzoyl polymer  
d) benzoyl monomer
22. Nail enhancements are hard enough to \_\_\_\_\_ if they make a clicking sound when lightly tapped with a brush handle.
- a) nip and trim  
b) clip and trim  
c) polish and finish  
d) file and shape
23. Nail enhancements that are not properly maintained have a greater tendency to \_\_\_\_\_.
- a) lift and break  
b) split and chip  
c) grow and strengthen  
d) grow slower
24. The method for maintaining the beauty, durability, and longevity of the artificial nail enhancement is known as \_\_\_\_\_.
- a) servicing  
b) rebalancing  
c) reconstructing  
d) restructuring
25. Odorless products harden more slowly, which creates the tacky layer called the \_\_\_\_\_.
- a) exhibition layer  
b) assertion layer  
c) inhibition layer  
d) sticky layer
26. When handling nail adhesive, nail technicians should \_\_\_\_\_.
- a) avoid touching skin  
b) apply to free edge only  
c) apply to eponychium  
d) apply to sidewalls
27. The product that acts as the dryer that speeds up the hardening process of the wrap overlay is called \_\_\_\_\_.
- a) wrap resin activator  
b) wrap resin dehydrator  
c) cyanoacrylate accelerator  
d) wrap accelerator
28. Natural oil and shine are removed from the nail plate with \_\_\_\_\_.
- a) antibacterial soap  
b) abrasive  
c) adhesive  
d) nail wrap
29. Nail tips are attached to the nail plate by using a \_\_\_\_\_.
- a) cotton-tipped wooden pusher  
b) small nail brush  
c) stop, rock, and hold procedure  
d) stop, rock, and slide procedure
30. Softened nail tips are removed by \_\_\_\_\_.
- a) rubbing them off  
b) nipping them off  
c) pulling them off  
d) sliding them off
31. A thin, elongated board with a rough surface is called \_\_\_\_\_.
- a) an abrasive  
b) an adhesive  
c) a buffer  
d) a file

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**Accomplishments:**

List at least three things you have accomplished since your last entry that relate to your career goals.

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**Discoveries:**

In the space provided, write down key points learned in the chapter. Share your Essential Discoveries with the other students in your class and ask if they are helpful to them. You may want to update your discoveries based on any good ideas shared by your peers.

**ESSENTIAL DISCOVERIES  
AND ACCOMPLISHMENTS**

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then write a statement that explains them.  
to receive from and contribute to your new employer? Organize your thoughts and  
Think about why you have chosen a career in cosmetology. What do you expect

## ESSENTIAL REFLECTIONS

- Cosmetologists should study and have a thorough understanding of how to prepare for licensure and seek employment because:**
- > You must pass your State Board Exam to be licensed, and you must be licensed to be hired; therefore, preparing for licensure and passing your exam is your first step to employment success.
  - > A successful employment search is a job in itself, and there are many tools that can give you the edge—as well as mistakes that can cost you an interview or a job.
  - > The ability to pinpoint the right salon for you and target it as a potential employer is vital for your career success.
  - > Proactively preparing the right materials, such as a great resume, and practicing interviewing will give you the confidence that's needed to secure a job in a salon you love.



**ACTIVITY 2** Preparing for the Written Exam 

Good habits for test-wise practicing include the following:

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What are some additional holistic or “whole you” hints to keep in mind?

• Anticipate some anxiety.

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**ACTIVITY 1** Career Focus

- What is your career focus?

- What particular areas within the beauty industry are you most interested in?

- What are your strongest skill sets (practical and interpersonal)? (Note: If you need help answering this question, take the time to complete the Inventory of Personal Characteristics and Technical Skills (Figure 30-3) found in your student text on page 1032.)

**ACTIVITY 2** Why I Chose Cosmetology

One of the most important tasks you can complete in preparing your professional portfolio and in preparing for an effective interview is writing a brief statement about why you have chosen a career in cosmetology. In the space provided, write such a statement. Remember to include such points as an explanation of what you love about your new career; a description of your philosophy about the importance of teamwork and how you see yourself as a contributing team player; and a description of methods you would employ to increase clinic and retail revenue.

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**ACTIVITY 4** Resume Cover Letter Development 

Write a cover letter to accompany your resume when applying for a job. (You can use the format described in Chapter 30, page 1046, *Milady Standard Cosmetology*, 2016 edition.)

Your Name \_\_\_\_\_

Your Address \_\_\_\_\_

Your Phone Number \_\_\_\_\_

Your Email Address \_\_\_\_\_

Ms. (or Mr.) \_\_\_\_\_

Salon Name \_\_\_\_\_


Salon Address \_\_\_\_\_

Dear \_\_\_\_\_,

Sincerely,

(Signature here)

Your Name

**ACTIVITY 5** Resume Development 

Start to brainstorm and prepare a resume by jotting down ideas under the categories provided. (Refer to Figure 30–8 in Chapter 30, page 1039, *Milady Standard Cosmetology*, 2016 edition)

Objectives	Creative	Administration
Education	Sales	References
Qualifications	Client Retention	
Professional Experience	Team Spirit	

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# Arrange for a Job Interview



## ESSENTIAL EXPERIENCE

### ACTIVITY 1 Interview Preparation

Listed here are several potential questions that may be asked during your interview. Using the space provided, answer the questions to the best of your ability. This exercise will help you be more thoroughly prepared for an important interview.

What did you like best about your training? \_\_\_\_\_

Are you punctual and regular in attendance? \_\_\_\_\_

What skills do you feel are your strongest? \_\_\_\_\_

In which areas do you consider yourself to be less strong? \_\_\_\_\_

Are you a team player? \_\_\_\_\_ Please explain: \_\_\_\_\_

Are you flexible? \_\_\_\_\_ Please explain: \_\_\_\_\_

What are your career goals? \_\_\_\_\_

What days/hours are you available for work? \_\_\_\_\_

Do you have your own transportation? \_\_\_\_\_

What obstacles, if any, would prevent you from keeping your commitment to full-time employment? Please explain: \_\_\_\_\_

What assets will you bring to the salon and this position? \_\_\_\_\_

Who is the most important person you have met in your work/education experience and why? \_\_\_\_\_

Explain some strategies you would use in handling a difficult client. How do you feel about retailing? \_\_\_\_\_

What is your philosophy about attending continuing education programs, seminars, and shows? \_\_\_\_\_

# ESSENTIAL REVIEW

## ACTIVITY 1 Word Scramble

Using the clues provided, unscramble the terms.

Scramble	Correct Word
ticedduvegninsaoer	_____
lotropoi	_____
lotropoi	Clue: Collection of photos and documents that reflect your skills and accomplishments
userer	_____
userer	Clue: Summary of education and work experience
krowchiet	_____
krowchiet	Clue: Commitment to delivering worthy service for value received
yoipemten	_____
yoipemten	Clue: Something you pursue upon graduation
trigeytin	_____
trigeytin	Clue: Commitment to a strong code of moral and artistic values
frenchais	_____
frenchais	Clue: Having a national name and image consistent with an organization
shemtnilbatse	_____
shemtnilbatse	Clue: A place where you may obtain employment.
weevtlinr	_____
weevtlinr	Clue: A meeting where your qualifications are considered.

10. Completion of the Inventory of Personal Characteristics and Technical Skills helps you identify any areas needing further \_\_\_\_\_ and determine where to focus the remainder of your training.
11. One key characteristic that will not only help you get the position you want but will help you keep it is \_\_\_\_\_.
12. You have a strong \_\_\_\_\_ when you take pride in your work and you are committed to delivering worthy service for the value received for your employer, clients, and the salon team.
13. In the United States alone, the professional salon business numbers over \_\_\_\_\_ establishments that employ more than 758,000 active cosmetologists.
14. A basic value-priced salon may be a good starting place for a recent graduate because it provides for practice on many types of haircuts, which increases self-confidence and \_\_\_\_\_.
15. A \_\_\_\_\_ is a written summary of your education and work experience.
16. The average time a potential employer will spend scanning your resume to determine if you should be granted an interview is about \_\_\_\_\_.
17. When writing a resume, it is more important to focus on your achievements rather than your \_\_\_\_\_.
18. Skills that you have already mastered at other jobs that can be put to use in the new position are known as \_\_\_\_\_.
19. An employment portfolio is a collection, usually bound, of photos and \_\_\_\_\_ that reflect your skills, accomplishments, and abilities in your chosen career field.
20. One way to determine if your portfolio portrays you and your career skills in the most positive light is to run it by a \_\_\_\_\_ party for feedback and suggestions about how to make it more interesting and accurate.
21. When visiting salons prior to requesting an employment interview, remember that it is important to never burn your bridges but rather to build a \_\_\_\_\_ of contacts who have a favorable opinion of you.
22. \_\_\_\_\_ is the universal language.
23. On an employment application, questions regarding race, religion, or national origin are considered to be \_\_\_\_\_.
24. Make sure your resume focuses on information that is relevant to your \_\_\_\_\_.
25. Having a complete and thorough knowledge of the subject matter and an understanding of the strategies for taking tests successfully means that you are \_\_\_\_\_.
26. \_\_\_\_\_ is the process of reaching logical conclusions by employing logical reasoning.
27. A collection of photos and documents that reflect your skills, accomplishments and abilities in your chosen career field is a(n) \_\_\_\_\_.

ESSENTIAL OBJECTIVES

After completing this chapter and completing the Essential Companion components, you will be able to:

- LO1 Describe what is expected of a new employee and what this means in terms of your everyday behavior.
- LO2 List the habits of a good salon team player.
- LO3 Describe three different ways in which salon professionals are compensated.
- LO4 Determine the best way to record your tips and make additional income.
- LO5 Explain the principles of selling products and services in the salon.
- LO6 List the most effective ways to build a client base.

why study  
WHAT IT IS LIKE  
ON THE JOB?

It has been said that as much as 80 percent of your career success will result from personal attributes such as your people skills, your ability to communicate, your visual integrity, and your goal orientations. If only 20 percent of your career success has to do with your technical skills, it stands to reason that there are many more qualities you need to work on to achieve that desired level of success. The cosmetologists who achieve that goal, who stay with the profession longer than the rest, who own or work in successful salons, and enjoy all the rewards of success all started out with stars in their eyes. However, they knew it took more than just a dream. They knew it would take commitment and hard work, and they made sure they were prepared for every opportunity that knocked.

# ESSENTIAL REFLECTIONS

**What do I need to know about making the transition from school to work in order to maintain satisfaction and success on the job?**

While you are probably highly excited about having your first paying job in your new career, there are a number of responsibilities that go along with that paycheck. Your school environment has been a relatively safe and comfortable one. At school, you have had the opportunity to practice service after service to get to the desired results. On the job, your clients will expect the desired results the first time around. In school you have had to deal with the institution's tardy policy, which is probably quite lenient compared to that of a salon. Clients are not very forgiving when you are not at work at the appointed time to provide their service.

While in school you probably had more flexibility in dealing with your personal schedule as it related to your class schedule. On the job you will be expected to be at work every day as scheduled, promptly, and ready to work when you arrive. At school you may have had the opportunity to do your hair or your makeup after you clocked in—not so in the workplace. If you just did not feel like going to school on any day, perhaps you just did not go. A job with a paycheck brings an expectation of more maturity than that.

You need to realize that on the job, you are responsible for many decisions and for performing in a professional manner at all times, even when you do not feel like it. On the job you will need to be focused on constantly building a business rather than watching the clock to see how long it is until your required hours have been clocked. In addition, you will need to concentrate on furthering your knowledge and skills to remain abreast of all the new trends, tools, and techniques your new job presents. All in all, it's an exciting new opportunity—one that has many rewards accompanied by many responsibilities.

**Can you reflect back on when you just got your first job?**

- Who helped you during the transition?
- What changes in your behavior did you need to make, if any?
- When did you start the job search?
- How did you feel?

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# ESSENTIAL EXPERIENCE 2

## Find the Right Position Out in the Real World

### ACTIVITY 1 The Salon Team

List the habits of a good salon team member.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

### ACTIVITY 2 Salon Teamwork

As a contributing team member in the salon, you will be called upon to deal with a variety of problems or situations on a regular basis. In order to build your teamwork skills while you are in school, work with a couple of other classmates. Consider the following situations and how you would handle them in the workplace. Record your results in the space provided.

1. You each arrive for work with a fully booked schedule for the day. The manager and two other stylists have been stricken with the flu and will not make it into work today. You and your teammates have to decide how to handle the clients of the other three stylists. What do you do?

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Need Improvement	Competent	Subject Area
<input type="checkbox"/>	<input type="checkbox"/>	Hair texturizing
<input type="checkbox"/>	<input type="checkbox"/>	Texture services
<input type="checkbox"/>	<input type="checkbox"/>	Relaxer services
<input type="checkbox"/>	<input type="checkbox"/>	Mixing solutions
<input type="checkbox"/>	<input type="checkbox"/>	Wrapping
<input type="checkbox"/>	<input type="checkbox"/>	Processing
<input type="checkbox"/>	<input type="checkbox"/>	Hair coloring
<input type="checkbox"/>	<input type="checkbox"/>	Color wheel
<input type="checkbox"/>	<input type="checkbox"/>	Levels of color
<input type="checkbox"/>	<input type="checkbox"/>	Brush application
<input type="checkbox"/>	<input type="checkbox"/>	One process
<input type="checkbox"/>	<input type="checkbox"/>	Two process
<input type="checkbox"/>	<input type="checkbox"/>	Retouch
<input type="checkbox"/>	<input type="checkbox"/>	Foil highlights
<input type="checkbox"/>	<input type="checkbox"/>	Mixing color (tube and liquid)
<input type="checkbox"/>	<input type="checkbox"/>	Style finishing
<input type="checkbox"/>	<input type="checkbox"/>	Blow dry
<input type="checkbox"/>	<input type="checkbox"/>	Round brush
<input type="checkbox"/>	<input type="checkbox"/>	Curling iron
<input type="checkbox"/>	<input type="checkbox"/>	Wet sets
<input type="checkbox"/>	<input type="checkbox"/>	Styling aids
<input type="checkbox"/>	<input type="checkbox"/>	Client communications
<input type="checkbox"/>	<input type="checkbox"/>	Eye contact
<input type="checkbox"/>	<input type="checkbox"/>	Handshake
<input type="checkbox"/>	<input type="checkbox"/>	Open-ended questions
<input type="checkbox"/>	<input type="checkbox"/>	Active listening
<input type="checkbox"/>	<input type="checkbox"/>	Developing rapport

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 **ACTIVITY 5** The Job Description  
Assume you are a new employee in a salon. Write a job description for a junior stylist, listing all the factors you deem appropriate to the position.

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 **ACTIVITY 4** Technical Skills Improvement  
Based on the analysis you completed above, create a plan of action for every area you checked as needing improvement. Record your plan in the space provided.



**ACTIVITY**  Manage Your Money

Two ways to manage your money are repaying and reporting. Explain each in the chart below:

	<p>Repayment of your debt</p> <p>Reporting your income</p>
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## Personal Budget—Giving yourself a raise

Complete the chart below:

Benefit or Rationale	<p>Tips</p> <p>Spends less money</p> <p>Work more hours</p> <p>Increase service prices</p>
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**ACTIVITY** Current and Future Clients  
 To help keep your current clients and expand your client base, what techniques can you incorporate?

**ESSENTIAL EXPERIENCE**  **Keep Current Clients and Expand Your Client Base**

## ACTIVITY 2 Career Management

In today's market, there are more jobs available than there are stylists to fill them. Thus, you owe it to yourself and your potential new employer to find the best fit possible. Once you have made that decision, stick with it and give it your absolute best as long as you can. Job-hopping early in your career is not good for your professional development or your reputation. Below are several tips that will help you right from the start. In the *Plan of Action* column, explain how you intend to make the most of each suggestion.

Plan of Action	Tip
	Master the techniques you learned in Chapter 30, <i>Preparing for Licensure and Employment</i> , to ensure you find the right job for your strengths and preferences.
	Understand that your income grows when you work harder, build a sound client base, volunteer for extra clients, sell retail, and show initiative and ambition.
	Arrive for work at least 15 minutes prior to your first client's arrival, dressed and groomed, ready to work.
	Have your station set up and ready for each scheduled service before the client arrives.
	Know that your clients and the salon are relying on you to be there. Only call in sick if you are truly sick.
	Have realistic expectations of how much money you will earn your first year. It takes time to build a loyal client base.
	Build a realistic personal budget and stick to it. Do not spend more than you make!
	Continue to study, train, and expand your personal and technical skills.
	Join your local cosmetology association and attend meetings faithfully.

13. Ask a senior stylist to sit in on one of your \_\_\_\_\_ and to make note of areas where you can improve.
14. Although a career in the beauty industry is very artistic and creative, it is also a career that requires \_\_\_\_\_ understanding and planning.
15. Many people are afraid of the word \_\_\_\_\_ because they think it will be too restrictive on their spending or because they think they need to be mathematical geniuses in order to work with a \_\_\_\_\_.
16. You will want to think about other ways to increase your income, including spending less money and \_\_\_\_\_ service prices.
17. Customers who are loyal to a particular cosmetologist are known as a \_\_\_\_\_.
18. \_\_\_\_\_, or upselling services, is the practice of recommending and selling additional services to your clients, which may be performed by you or by other practitioners in the salon.
19. \_\_\_\_\_ is the act of recommending and selling products to your clients for at-home use.
20. \_\_\_\_\_ is a type of compensation structure used to motivate employees to perform more services, thereby increasing their productivity.

### ESSENTIAL OBJECTIVES

After studying this chapter and completing the Essential Companion components, you will be able to:

- LO1 Identify two options for going into business for yourself.
- LO2 List the basic factors to be considered when opening a salon.
- LO3 Compare the types of salon ownership
- LO4 Recognize the information that should be included in a business plan.
- LO5 Explain the importance of record keeping.
- LO6 Examine the responsibilities of a booth renter.
- LO7 Distinguish the elements of successful salon operations.
- LO8 Validate why selling services and products is a vital aspect of a salon's success.

## THE SALON BUSINESS?

why study

is the knowledge of business really so important to someone who just wants to be a hair designer?

Absolutely! Even if you never own your own salon, you need to understand the key principles of building and operating a business to ensure your own success. Most individuals entering this exciting field dream of owning their own salon one day. The fact is that more than just a few cosmetology graduates actually turn that dream into reality. The more you know about managing and operating an efficient business, the more valuable you become to your future employers.



# Review Types of Business Options

## ACTIVITY 1 Opening Your Own Salon

If you are ready to become your own boss, what two options can you research?

1. \_\_\_\_\_
2. \_\_\_\_\_

## ACTIVITY 2 Salon Research

Research at least five salons in the area where you may want to work. Your mission is to determine which salon is most suited to your needs. Rate each salon on a scale of 1 to 10 for each category, with 10 being considered the best. Explain your rating. Use the chart below to track your findings.

Category	Salon 1	Salon 2	Salon 3	Salon 4	Salon 5
Location/Active Business Nearby					
Demographics/Income Area					
Adequate Parking					
Direct Competition Nearby					
Exterior Appearance and Design (attractive)					
Interior Appearance and Design (attractive and efficient)					
Retail Sales Awareness					

Which arrangement is best for you?

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### **ACTIVITY 6** Business Plan Matching Exercise

Match each of the following essential terms with its definition.

\_\_\_\_\_ **Salon Policies** 1. Summarizes your plan and states your objectives

\_\_\_\_\_ **Executive Summary** 2. Long-term picture of what business is to become

\_\_\_\_\_ **Marketing Plan** 3. Description of key strategic influences of the business

\_\_\_\_\_ **Vision Statement** 4. Outlines employees and management levels and describes how the business will run

\_\_\_\_\_ **Mission Statement** 5. Outlines research obtained regarding the clients the business will target

\_\_\_\_\_ **Supporting Documents** 6. Includes projected financial statements and historical statements

\_\_\_\_\_ **Organizational Plan** 7. Includes owner's resume, personal financial information, and legal contracts

\_\_\_\_\_ **Financial Documents** 8. Ensure all clients and employees are treated fairly and consistently

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Use the space below to write a sample business plan for your ideal business.

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### **ACTIVITY 7** Business Plan

List the seven main materials needed on a business plan.

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What are the obligations for booth renters?

 **ACTIVITY** What is Booth Rental?

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**ACTIVITY 4 Interviewing Personnel**  Select a partner and role-play interviewing that person for employment in your salon. Prepare in advance a list of questions you wish to ask him or her. List the questions and his or her responses below.

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**ACTIVITY 3 Potential Employees**  When interviewing potential employees, what should you consider?

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Receptionist:



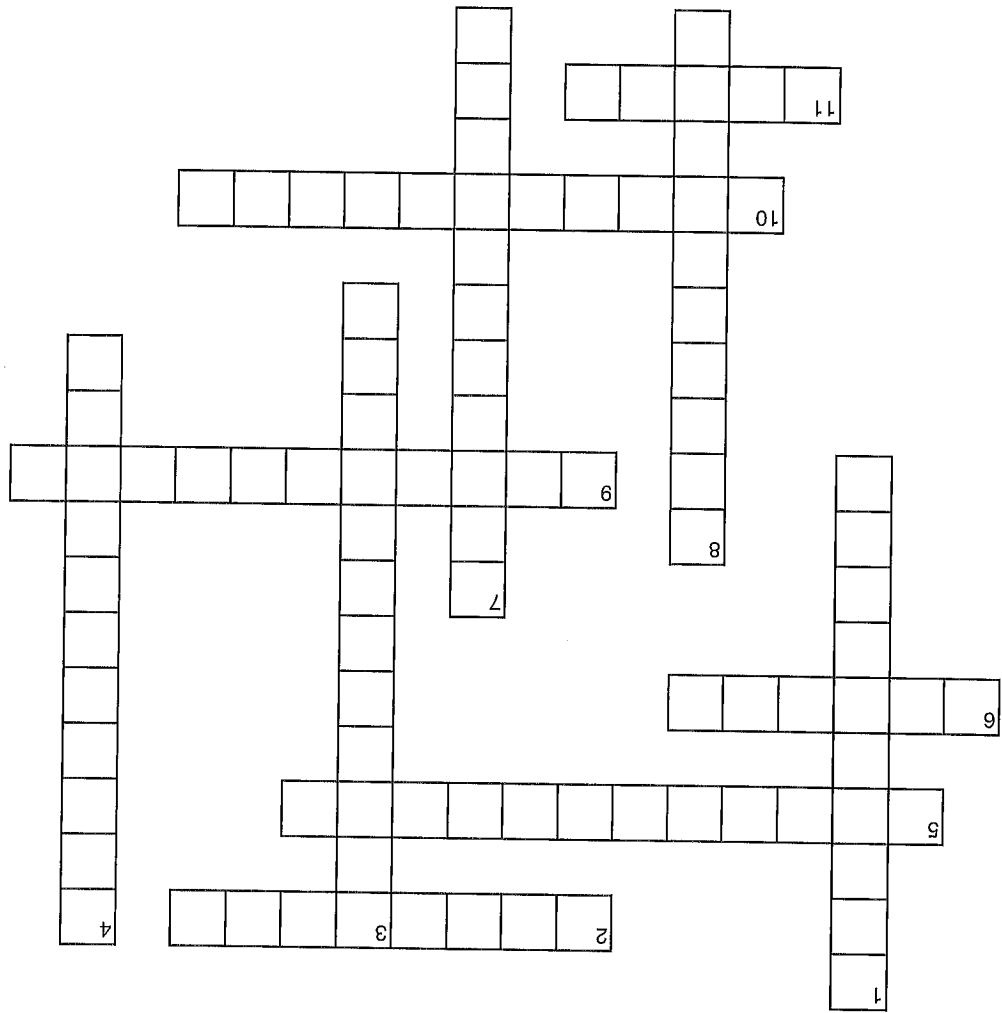
**ACTIVITY 1** Salon Ownership

You are now a new salon owner. Explain the opportunities you can use to build your business by filling in the blanks.

1. The first area of opportunity for building your business in an interactive format is through \_\_\_\_\_.
2. Some guidelines for social media are to have the same \_\_\_\_\_ for all accounts.
3. \_\_\_\_\_ encompasses promotional efforts that are paid for, such as newspaper ads, radio spots, to charity events.
4. You can also purchase \_\_\_\_\_ targeted to your demographic to help you build your subscriber list.
5. Volunteering at clubs, functions, gatherings, affairs, and on TV/radio is known as \_\_\_\_\_.
6. \_\_\_\_\_ attract attention and feature the salon and your retail products.

**ACTIVITY 2** Advertising

In the space provided, design an online advertising campaign for a salon.



**ACTIVITY 1** The Salon Business Crossword Puzzle

ESSENTIAL REVIEW

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5. When handling complaints by phone, respond with self-control, \_\_\_\_\_, and courtesy.
6. When using the telephone, you should have a pleasant voice, speak clearly, \_\_\_\_\_ and use \_\_\_\_\_.
7. A well-trained \_\_\_\_\_ is second in importance only to the licensed professionals.
8. The reception area of the salon has been referred to as the \_\_\_\_\_ of the salon.
9. When interviewing potential employees, consider their level of skill, personal grooming, image, communication skills, work history, and \_\_\_\_\_.
10. Money needed to start a new business is known as \_\_\_\_\_.
11. In a successful business, a good accountant and an accounting system are \_\_\_\_\_.
12. Smooth business management depends on many factors, including sufficient \_\_\_\_\_.
13. Another factor that is critical in a successful business is the delivery of \_\_\_\_\_.
14. If purchasing an existing salon from another individual, it is imperative for the agreement to include a \_\_\_\_\_ agreement.
15. In a partnership, ownership is not necessarily \_\_\_\_\_.
16. When the salon is owned by a single individual, who is most often the manager, it is known as a \_\_\_\_\_.
17. A written description of your business as you see it today or foresee it in the next five years is known as a \_\_\_\_\_.
18. One of the most important factors to consider when planning the success of your salon is \_\_\_\_\_.
19. \_\_\_\_\_ is a desirable situation for cosmetologists who have steady clients and do not have to rely on the salon's general clientele to stay busy.
20. Included among the many obligations of a booth renter are keeping records, paying taxes, maintaining inventory, advertising, and carrying adequate malpractice and \_\_\_\_\_ insurance.