



# SHEAR KNOWLEDGE

## MAXIMIZING YOUR INCOME

### Choosing Your Career Path

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Upon graduating from cosmetology school, you'll choose from two primary career paths.

- 1. Own your own business.** You might opt to build your own salon from the ground up. You might buy an existing salon that's already established. Or you might choose to do booth rental. Regardless of what type of business you invest in, your odds of being successful increase dramatically if you start with a sound "business plan."
- 2. Work for someone else.** The two primary providers of jobs are privately owned (mom & pop) salons and brand name (corporate) salons. Private salons often pay "commission only" while the brand name salons pay a guaranteed base hourly wage. Regardless of which route you take, the majority of your income will come from tips (which is something that you have complete control over). Unless you have a large clientele to start with, it's usually wise to start your career by working for a national brand that already has clients coming in the door.

While you're still in school or if you're beginning to think about a career change, start thinking about which path is right for you. Do you want to be involved in accounting, finance, and business administration, or would you prefer to focus solely on the creative aspect? Do you want to work full time or part time? Do you want to work with other stylists or work alone? What makes you happy?

Regardless of the path you choose, go in with your eyes open. Educate yourself. Understand the numbers and how the money works. Know how to maximize your income potential. This is your career. Build it.

### Ask Yourself

- Do I want to open my own business, or do I want to work for someone else?
- How much will it cost me to open a salon?
- What would my business plan look like?