



# SHEAR KNOWLEDGE

## MAXIMIZING YOUR INCOME

### January Jumpstart: 5 Steps to Prepare for a Career in the Hair Industry

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The beginning of the year is the perfect time to set the stage for your career in the hair industry. January marks a fresh start and a great time to enhance your skills, build your network and get ready to embark on a wonderful journey. So, what exactly should you be doing now?

- 1. Hone your skills.** You're good, but you're not as good today as you will be tomorrow. When you graduate, you'll be competing against seasoned stylists who've been cutting hair for years. They can do great haircuts in their sleep. You will get there, but it's gonna take practice, repetition. So, take this time while you're still in school to get as many haircuts under your belt as possible. You should constantly be exploring ways to enhance your skills in cutting and styling for different ages and diverse hair textures.
- 2. Start writing your resume now.** A resume is a one-page summary about you, about your education, your training, and your accomplishments. The formatting and flow of that resume will take you some time to get comfortable with. Consider getting your resume started now while you're still in school. And then simply add more certifications, awards, accomplishments, as you achieve them.
- 3. Start writing your business plan.** A business plan is a 10-20 page summary about the business you want to start. While a resume can typically be written in one day, a business plan, a good business plan, will likely take you months to complete. If your goal is to one day have your own business, start drafting that business plan today. Start putting your ideas to paper.
- 4. Keep up with fast-changing trends.** If you thought your education ends when you graduate, you'd be wrong. The beauty industry is changing constantly, and you'll need to keep up with the latest fashions, trends, techniques. A career in cosmetology requires a commitment to ongoing education. Go to hair shows, network with stylists, watch videos on social media and take advantage of webinars stylists promote to showcase the latest trends.
- 5. Mentors and Internships:** Want to work with a mentor? At school, ask for a list of prospective mentors who can help you learn more about the industry. Many salons offer internships which allow you to see what happens in the salon day to day and may provide an opportunity for hands-on practice. If you want to work at a particular salon and they don't have an internship, ask if they need a receptionist. It's a great way to get your foot in the door.

Take steps now to prepare for graduation and your career. This is also the time to start thinking about whether you prefer to work for someone else, yourself or take a hybrid approach. We'll explore more about those options in an upcoming Shear Knowledge issue.