

DETERMINE YOUR SPECIALTY

Now that you've identified who your ideal client is, it's important to understand what she wants. Is she a sunkissed balayage kind of girl who likes to go 12 weeks between appointments? Maybe she loves to be mega blonde with packed out babylights. Does your girl love wearing hair extensions?



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Choosing a specialty is not only about who your ideal client is, it's also about how you want to spend your time and equally important, how you're going to make money in this business. Let's go through a few questions to narrow it down.

What is your favorite part of the beauty industry?

What gets you excited when you consult with a new client?



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What part of the cutting, coloring, styling process do you enjoy most?

What is your most frequently requested service?

What service/technique do you feel the most confident performing?

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"While there's nothing wrong with being a generalist, specializing can set you apart from the herd and prevent stylist burn out."





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