

PITTSBURGH

Salon Studios

EDUCATION & MENTORSHIP WITH



CONGRATULATIONS!

YOU'VE COMPLETED THE REQUIRED AMOUNT OF HOURS, GRADUATED AND PASSED YOUR STATE BOARD EXAM!

NOW WHAT?

There are five reasons why you might be struggling to get your career off the ground. Once we pinpoint them, you will be able to take the necessary action to jumpstart your career, but only if you are willing to do what it takes!

WHAT COSMETOLOGY SCHOOL DIDN'T TELL YOU...

Starting a successful career as a hairdresser is **challenging**. It is difficult to identify the right path to reach your goals. A lack of confidence and experience may be holding you back from advancing from Assistant to Stylist, or may even be preventing you from finding placement in a salon after graduating.

Once you gain confidence in yourself and your skills, you will be able to build the business that you truly deserve.

MY NAME IS

Angel Lezark

creator of Angel Lezark Salon &
Education,
& Proprietor of Pittsburgh Salon Studios



- I have 20+ years of experience as a hairdresser, educator, and everything in between.
- I have trained among Pittsburgh's elite hairdressers and the progressive minds at Paul Mitchell Schools as a Learning Leader at Bella Capelli Academy.
- I have grown two salon businesses, have my own product line, and an extensive portfolio of certifications.
- I specialize in training, guiding and mentoring new professionals.

MY STORY

As a young hairdresser I lacked confidence, skill and a vision for my career. I struggled with no direction and an immeasurable amount of fear working behind the chair, so much that I frequently thought about quitting and leaving the industry.

It took years for me to polish my technical skills, develop soft skills, and understand business strategies.

That is why I put an educational program together; to help fresh professionals avoid years of just trying to "figure it out" on their own and help jumpstart them into an exciting lucrative career behind the chair!

Let's explore what might be holding you back...



1

LACK OF DIRECTION

FINDING YOUR CAREER PATH

- Are you aware of opportunities within the industry?
- Do you have a clear vision of what kind of career and lifestyle you want?
- Do you struggle with goal setting and determining where to start?
- Do you have the right people in your corner?

Being students of Cosmetology, our time in Beauty School practicing our craft limits the ability to explore what this incredible industry has to offer. Having a clear vision of where you want to go and how to get there are pertinent to your success.

Equally as important is having a strong support system. To this point you have been held back by limiting beliefs that developed through your environment. Are you ready to change that environment to elevate yourself and your career?

2

CONFIDENCE

STRONG TECHNIQUE

- Do you waste time on the same technique over and over that doesn't give you the results you want?
- Do you give every guest the same cut and style?
- Do you have the confidence to do a big makeover or dramatic cut for the correct reasons?
- Do you know how to manipulate the hair to get the desired result?

Variety in technique and the ability to customize a haircut and style specifically for your guest are key to client retention. In my experience many continuing education courses focus on teaching one specific haircut, whatever the trend may be. It's important to understand that one trend won't work on everyone. The one-trend concept combined with a misuse of technique result in an unpredictable haircut. Control the hair, don't let the hair control you!

3

COMMUNICATION SKILLS

DEVELOPING AN IMAGE PROFILE

95% OF STYLISTS SAY THEY GIVE A CONSULTATION.

7% OF CLIENTS SAY THEY RECEIVE A CONSULTATION.

Your consultation should be inspiring, educational, and address your guest's concerns, desires, face shape and personal style. The hair cut, color and style should fit the **complete** look of your guest. Start looking at the consultation process as a Total Image Profile for your guest.



4

DEVELOPING BUSINESS STRATEGIES

BASICS OF BUILDING

- Do you know who your ideal client is?
- How do you identify your target demographic?
- What are ways to seek out and attract new clients?

You learn a lot in Cosmetology School, but the focus is on technical craft and passing the State Board Exam. What happens when you get out into the real salon world and you need to build a solid foundation of clients? There are strategies to identifying and seeking out your ideal client.

5

EDUCATION

BE A LIFE-LONG LEARNER

“IF YOU THINK EDUCATION IS EXPENSIVE, TRY IGNORANCE.”

An investment in continuing education is an investment in your future. It's no secret that the Beauty Industry is a forever evolving one, and while it is important to keep up with fashion trends, new techniques and technology, it is even more critical for your own skill and creativity.

“IF YOU ARE THE SMARTEST PERSON IN THE ROOM YOU NEED TO GO TO ANOTHER ROOM.”

What I have learned over my career is that if you want to grow and achieve success you need to seek out like-minded people. Spend time and learn from the people that have already achieved what you want and adopt their habits and mindset.

If you are ready to learn more,



I can't wait to see all of the amazing things you'll do in your career!

-Angel Lezark

