

How To Become a 6-Figure Short Hair Specialist

*3 Secrets to increasing your revenue
without spending hours in the salon!*

COLETTE BROWN

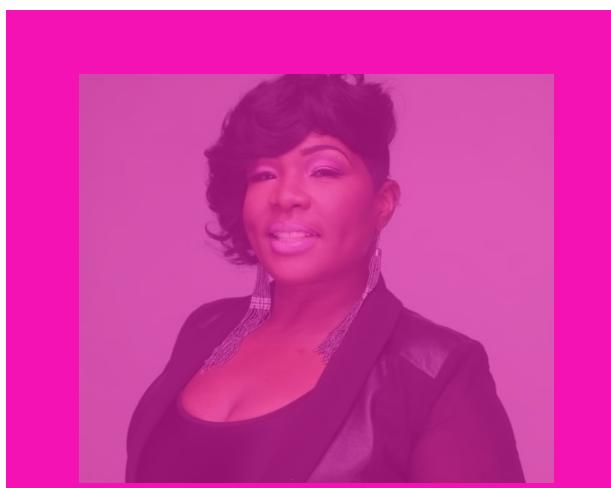
Colette Brown THE Short Hair Specialist

Colette Brown, also known as Colette Atlanta Masterstylist, is the owner of Salon Bliss Atlanta and Bliss Hair Care product line. She is an award-winning Short Hair Specialist, Master Educator, and prominent hair competition judge located in Atlanta, Georgia.

Known for her *Back To The Basics* tutorial series which features some of the latest short hair trends, she's able to teach fellow short hair specialist self-paced techniques.

Colette's unique short hairstyles, with the most popular being the Bliss Curl, have been sought out by several celebrities. Her phenomenal work has been featured in several magazines such as Upscale and Black Hair Magazine.

Winning several haircutting competitions, with the latest being the speed cutting competition at the International Bronner Brothers Hair Show, has allowed Colette to take her talents to the big stage and be recognized for it.



SECRET #1

THE SCHEDULER

Well all know that women are busy and don't want to be in the salon all day, so let's not make them wait.

Utilizing a Scheduler will allow your clients to book AND pay while keeping you on track to never overbooking. Some of the Top systems to consider are;

- Styleseat
- Vagaro
- Mindbody
- Schedulicity

No matter which system you use remember to:

1. Always be on time
2. Never overbook
3. Make sure you add buffer time in between clients.

SOCIAL MEDIA MARKETING

Knowing WHO you are, WHAT service you provide and your TARGET MARKET are essential to converting followers into clients.

A solid social media marketing strategy aids you in becoming the go-to Short Hair Specialist and by doing so, allows clients to find you with ease.

- Create a content calendar so you're never without something valuable to post.
- Invest in proper photography and videography.
- Humanize your target audience. Create an entire persona and speak to this person daily.
- Research and utilize proper hashtags.
- Create a Marketing budget that includes Paid Ads or Promo Posts.

Marketing is essential to the growth of your business so INVEST in it!

ADD-ONS & UPSELLS

Being a short hair specialist, my biggest upsell is my partial relaxer which most of my clients with low tapered backs get bi-weekly!

The major key to being a 6-figure short hair specialist is the VALUE you provide to the client!

The ways to provide VALUE to a short hair client is by the add-on services you offer!

- Partial Relaxers
- Trims
- Hair Color
- Haircut
- Detailed Styling

Upselling will add THOUSANDS of dollars to your annual revenue!

BONUS TIPS



MAJOR KEY ALERT!!!

**Short Hair basics
that's sure to win
over your clients!**

THE CUT.

Foundation is key to any short hair cut because it opens up all levels of creativity and flexibility within hairstyling. Understanding and mastering the elements of;

- Elevation
- Over direction
- Finger Angle
- Tension etc.

allows you to adapt to any short hair cut need of your guest.



THE MOLD.

Every Short Hair Specialist knows that the MOLD can make or break any short hair cut! The precision and efficiency used to create the mold will separate you from the rest!

The Molding Process: hair should be smoothed from a center point into the final position.

-**The Smoothing Process:** apply wrapping foam, comb, smooth, and blend.

-**The Wrapping Process:** wrap the hair with strips so it'll dry as flat to the scalp as possible unless the style calls for texture.

-**The Breaking Process:** apply Bliss Velvet Silkening Gloss to hands and gently rub hands in the direction of the mold.





THE STYLE.

**The Styling is Simple
when the Cut is Perfect!**

**Remember: Some styles do not
require heat... it's a style in itself!**

When using heat always use a heat protectant (Bliss Velvet Silkening Gloss).

Use a flat iron or Marcel

2021 & Beyond styling trends: flips,
curls, wave curls and more.



COLETTE BROWN



The 6-figure Short Hair Specialist!

Salon owner, beauty products developer, Short Hair Stylist Academy Owner & Educator.

Thank you for taking the first step in your journey to becoming a 6-figure short hair specialist. NOW...

Please follow me and my entities on all social media.
@shorthairspecialistacademy
@iloveblisshaircare
@coletteatlantamasterstylist
www.coletteatlantamasterstylist.com

Remember to enroll in my next mastery class so you can continue your journey to becoming a 6- figure Short Hair Specialist!