



The Real Reasons
you aren't getting the clients
you deserve

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Picture this: Beauty school, year 2000.

We're all wearing white scrubs (with white panties, because if your Flintstone drawers were showing, you'd get a free ticket home for the day), standing in the middle of finger wave class, covered from head to toe in cheap gel, mucilage, and sticking to everything we touched.

And I hated it. I was actively wishing I hadn't thought beauty school was a great idea, and wondering (usually out loud) why the hell we were learning a style from the 1920's, and what, exactly, this was going to do for us in the real world, when we had to work for a living. In a world where literally *no one wanted finger waves and pin curls.*

One day, after a few failed attempts at looking productive at styling a mannequin I'd rather set on fire, I made my way across the room toward my instructor, with the intention of telling her I didn't feel well, and wanted to go home.

Before I could get ten feet from her, a comb hit me in the leg like someone had flipped it or thrown it from a distance. I looked up from the ground to find the comb, and heard Miss V's voice.

"Foster! Get back on that mannequin.

If you'd suck it up and make it through school, you'd never have to do another pin curl. We don't learn to do hair here - we learn to pass a board exam. Now go!"

At that moment, I knew, that she knew, I wanted to quit.

As long as you can pass the test, nothing else really matters.

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Later on in the year, before graduation and after a few meltdowns over tangled mannequins and roller sets, Miss V addressed the class with one of her usual talks about applying for stylist and tech positions at local salons. Another student in my class, who was clearly as frustrated as I was, asked her,

“What if I get a client and I don't know how to cut their hair like they want it? We haven't really learned much about new styles, and I don't know if I can do it. I came here to learn hair and I don't know anything other than basic haircuts. I don't want to lose clients because I don't know what I'm doing.”

And to my astonishment, Miss V, in her usual matter-of-fact manner, replied,

“It doesn't matter if you can do it or not. If they like you, they'll come back. But if you can't pass this board exam, you won't have to worry about it.”

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I've begun by telling you these [true] stories because of two reasons:

**One - Your attitude matters, and
Two - Perseverance and consistency will always trump skillsets.**

So let's dive in, and talk about attitude real quick.

Everything you think you don't know, about hair, about new styles, about getting clients, about keeping clients....only gives you negative results.

“I don't know how” becomes “I can't do it.”

“I can't do it, I can't stand anymore of this” becomes “Why bother to try.”

“Why bother to try, it's not going to work anyway,” becomes complacency.

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Complacency is laziness personified. It's all negative, spiral-down thinking, and it affects how your clients perceive you.

If you have a bad attitude, it carries over into your livelihood. Clients can feel it. Clients will know you aren't confident in your skillset, or at the very least aren't confident in your demeanor.

If your clients have a lack of confidence in you, I can assure you, they won't come back.

Or as Miss V puts it, they won't like you enough, EVEN if it was the best haircut you've ever done.

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Whatever it is that you don't know (right now, I'd have to assume that you don't know how to get clients in your chair) becomes a lack of confidence in yourself.

The only two remedies are

One - find the answers so that you CAN know, and

Two - Perseverance and consistency so that you keep practicing and get better.

There was no time in beauty school for 236 students to learn how to be a pro at all things cosmetology. It's an unrealistic idea to think that you can be a professional, confident stylist in a year or less. Miss V knew this, so she changed the game from what sold us on being cosmetologists (learn to do hair and make lots of money), to jump the first big hurdle (getting your license) and move on to the rest later.

In school, we had to eliminate the first remedy. We can't know it all, so we have to set smaller goals to get better. Miss V taught me that even though I wanted to quit, I wasn't seeing the bigger picture. School was the stepping stone to a license, and a license was a stepping stone to a career. And she really had to push me to get my hours - because that first stepping stone was a big one.

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I had to PUSH through learning things I hated, so that I could tackle my bigger goals. That's perseverance. One of my favorite quotes that I have found to be true in all areas of my life is this:

"If you are persistent you will get it, and if you are consistent you will keep it."

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Now, I'm not saying that you will hate learning to get more clients – but I am saying that you probably didn't go to school for marketing and advertising, so it may be something you have to PUSH through.

That's why I'm here to offer you my support and guidance along the way, to make it easier for you, so that you can spend more time expanding your skills, and less time worrying about how to pay bills.

They didn't teach me marketing and advertising in beauty school, with the exception of "Run a sale! 25% off haircuts."

Ugh. That's just not how it works. It didn't work 20 years ago, and it doesn't work now. I've learned through trial, error, blood, sweat, and tears what it takes to get paying, loyal, dream clients in your chair, over and over again, consistently.

I'd love to show you what actually works, in the modern, digital age, and how you can implement some of these strategies right now – some of them are **gaining 3-5 new clients per week**. What would that do to your bottom line?

I'm personally inviting you to book your free, personalized strategy session with me today, and let's get some more clients on your books, with ways that work. Just click the link below!

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