

Avoid These Top 10 Beginner Mistakes

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1) Being late or running behind.

New stylists and professionals are naturally slower than seasoned veterans when it comes to servicing clients. You're in a new place, with new responsibilities, and new coworkers. You don't have your systems down yet. But, as a stylist and salon owner myself, it pains me to see a brand new cosmetologist take 2+ hours on a haircut, or show up to work late, because you don't have any clients to work with.

Show your salon manager or owner (or even yourself!) that you're setting a good example, showing up on time, and actively working to improve your service times. Make sure you're booking enough time for each client so that you can remain on time.

After all, being late for the clients you do have isn't serving them, and makes you look unprofessional. Not the best way to start gaining the trust of new clients – and you need them to trust you now more than ever.

2) Sitting around during slow times.

There's nothing worse than seeing dirty towels, dusty shelves, and untouched mannequins just waiting for someone to do them. It's understandable to sit around for awhile and talk or look at your phone, if you've been busy most of the day. But for new stylists in particular, you should be willing to show up, do the work, and set an example.

If everything is clean (which is almost never, if you're in a busy salon) and you still can't find anything productive to do, work on a mannequin (yes, even at your station), take an online class or watch some styling videos on YouTube, or ask other employees if you can do anything to help them. (Pssstt....this counts as an online class!)

3) Having a poor attitude toward side work and other employees.

Every single person in the beauty industry started out brand new, without clients, and in the same boat – having to do things you don't want to do, just to have the privilege of working with clients all day instead. Salon owners and managers completely understand how frustrating it is to come in and dust the same shelf every day because we've done it. However, it doesn't mean you have a license to cop an attitude with other stylists, techs, or clients.

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Make some rounds talking to other clients; show interest in another person's work; be friendly; and ask if you can help. Not only will your coworkers notice a difference, feeling useful beyond dusting a shelf or washing some towels will boost your mood and keep it there.

4) Being dishonest with your clients.

Sometimes your client will ask you for the impossible, something that you know won't suit them, won't work for their hair or nail type, lifestyle, or otherwise – and they will demand that you give it to them. Make sure that you are always tactful with the client – but don't promise them anything you can't deliver. Be 100% honest with them whether you can accomplish the task.

If you can't accomplish their requests, either due to the task at hand, or because you don't possess the skill level to do it, remain honest with your client and recommend a senior stylist or tech come over to discuss – BEFORE you begin working. Your fellow coworkers will appreciate it (the ego boost + not having to fix a mess) , and I guarantee the client will be impressed with your honesty.

4.1) Telling your clients you're Brand New to this, or it's your first day.

Here's the truth – you're not brand new to this. You were brand new to the profession the day you stepped onto the beauty school floor and began working on actual people. I'm sure you were taught in school to never tell a client this is your first day in a salon. That still holds – it's the fastest, surefire way to have a client get out of your chair, and walk out the door.

So tell the truth! You've been doing this for almost a year (6 months, a little over a year, whatever – go back to the first day you stepped foot on the salon floor in school). Sure, not being in the business too long might hinder your client's trust a little, but your blatant honesty will make up for it.

5) Being caught off guard (not paying attention).

Greet. Every. Client. And greet them the second they walk through the door. It's not the receptionist's responsibility, it's everyone's responsibility. If you're sitting around, staring at your phone when someone comes in, not only does it look unprofessional, it's complacent.

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Be on your toes and talk to people. They will appreciate your willingness to greet them, and the next time their stylist is booked, they'll remember you.

6) Not helping other stylists and technicians when they're clearly busy.

There are a few stylists and techs out there who would rather not have an assistant or helper because it just doesn't work for them. But I can guarantee no one will fuss at you for offering some water to their client, tearing foils, or washing their color bowls, particularly if they're running behind.

It makes you look helpful and busy, it helps your coworker, and it gives you two props: the stylist or client might throw you a tip, but their client will remember you on their next visit or when their stylist is booked.

7) Being unwilling to learn/uncoachable because you've "had enough of school."

As a salon owner, I've seen more arrogance out of new stylists lately than I ever have in the past. Schools are becoming more specialized, the education is better and sometimes longer, and the instructors are well versed in their field. But this is an industry where if you ever stop learning, you WILL stop earning.

Don't be afraid or embarrassed to take extra classes or work on mannequins or your coworkers. Don't be so arrogant to think you know everything – no one ever does. It's your responsibility to keep your education going, and it never stops. Everyone had enough school, but the real learning doesn't even begin until you're trading your skills for dollars. Always keep improving.

8) Not asking for help when you need it.

Every stylist I know has encountered a situation with a client where things didn't turn out as planned. Sometimes it costs you time, sometimes it costs you money, and sometimes it costs you a client, or your salon a client.

If you find yourself in the middle of a haircut, color, or full set that isn't going well, get help immediately. You don't have to announce it to your client or make them panic. Explain the

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situation to a senior professional, have them take a look, and make a plan to correct the ordeal before it gets further out of hand. Your clients and coworkers will thank you for that.

9) Being messy or sloppy.

This applies to your work station as well as your personal appearance. You can still dress casual without looking unprofessional, and cleaning your mess after each client only takes a few extra seconds.

If you're going to be a professional, you have to play the part and look professional.

10) Expecting your salon to get clients for you.

Bigger chain salons often have appeal because they provide the clients for you. In some cases this can help you build your clientele, but the down side of that, is often you won't be able to take those clients with you elsewhere.

Chain salons with built in clients have their place in this industry – they will quickly gain you the experience and real-world skills you need to move forward in your career.

But for the majority of salons, clients don't show up on demand. There's a certain amount of marketing and advertising that goes into bringing folks through the door. Chances are, if you work for a smaller salon, the walk-in or call ahead clients are scarce, and usually have to be divided between all the stylists and techs.

It's not your salon's responsibility to keep your books full. They can't advertise enough for everyone to have a waiting list – and they won't. Sure, they might promise you they will, but I guarantee they won't.

So what are you going to do? It's not feasible to sit around and wait on two clients to walk in every week, and it certainly won't pay your bills.

Here's the solution: learn how to get clients, like only you can. At the end of the day, you're not selling your services, you're selling YOU – and no one knows you better than you do.

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If you aren't sure how to start, what to do, or what works to get your books full of awesome, paying, dream clients –

set up your free explosive biz strategy call with me today and we'll make a plan together, so you don't have to rely on your salon to get you clients.

It's all in your hands, literally. ;)

Book your free strategy session with me here, in 20 seconds or less: <https://bit.ly/3b7eWWa>

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