



STRAIGHT OUTTA

Beauty School

*10 Things You Should Know
And Do After You Graduate*

By Tiffani Douglas



STRAIGHT OUTTA *Beauty School*

www.straightouttabeautyschool.com



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Now what....

Contrary to what many new pros are led to believe, simply learning how to cut hair or polish nails is simply not enough these days. If you have not taken the time to develop a business strategy for your career, you will undoubtedly be disappointed with the outcome.

This book is probably not what you are expecting, but I promise, joining these ten items that I've laid out with your artistic skills will indeed help you to achieve the results you are seeking in this business.

Straight Outta Beauty School is filled with practical, unconventional insight and valuable resources to help you jumpstart your beauty career short-term, and adopt a long-term game plan for increasing your chances for success.

My hope is that this book will inspire you and offer you some direction for getting started and establishing longevity in the business. Keep learning everything you can about the business, hone your skills relentlessly, promote yourself, work hard and never give up!

In this mini version of the book I will offer a few tidbits from what is in the full version of Straight Outta Beauty School: 10 Things You Need to Know and Do After You Graduate and give you a glimpse of the of helpful information that is included.

The full version can be purchased on [Amazon](#) or on [my website](#).

Good luck and I hope this inspires you to read on in the full version!



1

Opportunities Are Endless in the Beauty Business

Many new professionals straight out of beauty school believe that working in a salon or spa is “it”. You get trained, get your license and off you go to live out the rest of your days working in a salon environment. Well that is not the end all be all! Right now, I want you to get it out of your mind that the opportunities for beauty professionals only exist in a salon or spa.

You should understand that even if you decide that you don’t want to work in a salon or spa, there is something out there for you as a beauty professional. The training you receive in school offers you a skill set that is marketable and sought after in every area of the business. Just by virtue of your education you are in demand by product manufacturers, distributors, beauty device companies, and beauty education sectors.

There is something for everyone in this business who is willing to work for it, but you must be creative beyond your talent...

In this chapter

- ✓ Get a list of the numerous jobs you can have with a cosmetology degree
- ✓ Find out what types of companies hire beauty professionals
- ✓ Learn how to create your own opportunities



2

Build Your Personal Brand

Whether you know it or not, you already have a personal brand or professional reputation. Your personal brand is based upon the perceptions people have about you like your employer, clients, former classmates and co-workers. These perceptions are powerful, and although others largely define your personal brand, it is ultimately shaped by you, and can have a significant impact on your career.

The beauty industry is a vast world of talented and creative individuals all striving to get noticed. In this highly competitive market, it is necessary to learn to leverage your talent to create value and build personal brands that are strong and ever evolving.

The process of personal branding starts with defining what makes you special or unique and then identifying how your abilities meet a need. A well-defined personal brand is realistic, authentic and it highlights your assets or strengths.

In this chapter

- ✓ Discover how to identify your strengths
- ✓ Learn what is a personal brand
- ✓ Get tips on how to build your personal brand



3

Get a Website

Websites are 24-7 online brochures that tell your customers what they need to know about you, your skills, your services and your place of business. Its purpose is to inform, and keep customers current on the latest salon news, products, services, specials, events and the like.

In this day and age, because the beauty business is visual, it is very difficult to survive without having some form of online technology to support your salon business.

Having a personal website gives you the ability to control how your brand is perceived in the market.

In this chapter

- ✓ Determine why it is important for you to have website
- ✓ Learn why having just a social media page is not enough
- ✓ Find out 7 reasons why you need a website



4

Choose Your First Job Wisely

When deciding where to work, choose wisely. Your first job in the business will set the tone for your future success.

Remember, when you come right out of school into a booth rental situation, you are on your own. Nobody has time to hold your hand and teach you the ropes.

When choosing a workplace go where you can get some additional training and where there are others who can help you. It is very important as a new beauty professional to have a support system at work. It truly does “take a village” and having a strong support system will help you get to where you want to go in your career.

In this chapter

- ✓ What types of places you should seek out for employment
- ✓ Determine what questions you should ask when choosing a workplace
- ✓ Find out why booth rental may not be the best option for new pros



5

Take Your State Board Test Immediately

There is nothing that breaks my heart more than hearing someone say: “I went to beauty school, but I didn’t get my license.”

Don’t delay when it is time to take the test. Test while you’re fresh. The longer you procrastinate the harder it will be, the more you will have to study and you are less likely to pass the exam the first time around.

Even if you decide you don’t like it, or don’t want go into the profession full-time or right away, still, take your exam and get your license. Life changes fast and you never know when you will need a career alternative or to change careers all together.

In this chapter

- ✓ Learn why you should “test while you’re fresh”
- ✓ Explore why you did not take the test immediately
- ✓ Find help for the state board exam



6

Diversify Your Skills

The job market in the beauty industry is highly competitive, and it's not enough to be a one-trick pony. Diversifying your skills opens up your job search and your career to other paths within the industry if you find that the one you desire is temporarily unavailable to you.

When you are looking for a job, one of the most, if not *the* most, important skills to have is the ability to learn new things and enjoy doing it. Employers nowadays do not want employees who refuse to learn and who are unwilling to try new things.

Allowing yourself to diversify your skills is extremely important to your success in the beauty business, so start now and open your mind to learning, and learn to enjoy the *process* of learning new things!

In this chapter

- ✓ Learn why you should diversify your skills
- ✓ Discover common salon scheduling practices for pros with multiple skills
- ✓ Learning and adaptability, why it is important



7

Commit to Lifelong Learning in Your Profession

At some point while you were in school I'm sure there were times when you felt like you couldn't or didn't want to show up another day. Guess what, it happens in the real world too. Your job will become mundane and you will experience burnout, but by taking steps to educate yourself and acquire new skills, you remain passionate and interested in what you are doing.

Don't make the mistake of thinking that learning stops when you leave school. Become a sponge and soak up everything you can about the business. Access to learning is easier than it's ever been before.

Keep learning, educating yourself and putting your work out there because you never know when the opportunity you've dreamed of will come knocking, but you must be prepared to receive it.

In this chapter

- ✓ Why continuing your education is important
- ✓ How life long learning affects your whole life
- ✓ Inspirational true story about self directed learning



8

Keep Good Records

From the time you get your first job to the time you go out on your entrepreneurial quests, always, always, always keep good records. Business records and client records are the two most important pieces of information you will possess over the life of your career.

By not keeping your financial records in order, you could be missing your opportunity to write off certain items.

Clients = \$\$\$\$. They are your primary source of income and just as important as it is to keep good business records, it is equally as important to keep good client records. Learning early to keep track of your clients, including their contact information, appointments and the treatments they receive is crucial to your long-term success.

In this chapter

- ✓ Learn why it is important to keep good financial and client records
- ✓ Financial records and items you can claim
- ✓ You vs. Salon - The "who owns client records" controversy



9

Get Involved

Volunteering and helping others has been proven to be good for your physical and mental health. Studies show that volunteering boosts your self-confidence, decreases your risk of depression, reduces stress levels and may even help you live longer.

Volunteering is a way to connect with other professionals, meet potential clients, develop professionally and personally, learn and possibly get a job. It also just feels good!

Getting involved locally can also be a very beneficial way to meet other professionals in the industry and discover new avenues to market your business.

In this chapter

- ✓ What studies show about people who volunteer
- ✓ How volunteerism can help you in your beauty career
- ✓ How to get involved on and offline and what organizations to consider joining



10

Don't Lose Sight of Your Dream

Almost everybody that I know in the beauty industry made the decision to have a career in the business because it is a burning passion. They not only have a dream to succeed in the business, but to dominate.

Becoming successful in the beauty business can get hard, it can be a long and trying road, but it is not impossible. When you graduate from beauty school, it is important that you do not lose sight of the reason(s) you chose this career in the first place.

In this chapter

- ✓ Why it is important for you to never lose sight of your dream
- ✓ Inspiration



Hello New Cosmos and Student Cosmos!

My name is Tiffani Douglas and I am the author of *Straight Outta Beauty School: 10 Things You Need to Know and Do After You Graduate*. I am a licensed nail technician of over 20 years, a writer and a marketing guru. I am here to help you succeed in the beauty industry.

Straight Outta Beauty School: 10 Things You Need to Know and Do After You Graduate has been such a big hit that I am starting a career support community around the book. [Straight Outta Beauty School - the site](#) - is filled with all sorts of goodies for you to take away as you grow in your career.

Soon, we will be launching webinars, producing videos, offering helpful information, extending resume assistance and writhing articles to help you build your career.

So don't forget to sign up, follow or join and stay connected to our community. Feel free to reach out to me anytime.

Best of luck to you!

Tiffani Douglas

Get connected, Learn, Succeed





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- Resume
- Website
- Business Cards
- Blog
- Salon Marketing
- Email Marketing
- And other marketing needs...

We assist students, salons, spas and independent contractors with their marketing needs!

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