

# salonfocus

**NHBF**

Supporting the hair, beauty  
and barbering industries



## BELIEVE IN YOURSELF

*How salon and  
barbershop  
owners can  
boost shaky  
confidence*

### **P22: FRONT OF HOUSE**

Maximising income  
with a warm and  
welcoming service

### **P26: MALE GROOMING**

Demand for men's  
products and services  
is booming

### **P37: DIVERSITY**

Is your salon  
welcoming to the  
LGBTQ+ community?

## INDUSTRY ADVICE

**WISE WORDS**

Whether it's a simple phrase or something more poetic, there are some expressions that stay with you for life.

**HELEN SCOTT**

**Owner, High Society Hair & Makeup, Mirfield**

'A client doesn't pay for what you cut off, they pay for what you leave on.'

**AMY WEBB**

**Owner, Candy, Nailsworth and Stroud**

'Never stop educating yourself and everything else will follow.'

**JASON TAYLOR-MATTHEWS**

**Barber, Double Take Barbers, Ipswich**

'You can please some of the people all of the time, you can please all of the people some of the time, but you can't please all of the people all of the time.'

**MARTIN WALLIS-KEYWORTH**

**Owner, Less than Zero Barbers, Chesterfield**

'Sometimes things are missed in the end-to-end client engagement supply chain, especially when it comes to customer service. Remember that we work in the services sector and customer service is key to building a good client base.'

**ROBYN WATSON**

**Owner, South Lakes Salon, Grange-over-Sands**

'Speak your truth. When you speak your truth, authentically, you show others that you are responsible, that you can be trusted, and that you trust others enough to show your genuine, vulnerable self.'

**Heart and mind**

**Rebecca Beardsley** is a California-based hair and make-up artist and founder of Up Your Salon Game and Haircuts with Heart. She talks about what's important as we get back on track.

**Salons are open and demand is high. what's your advice to professionals for managing their stress levels?**

Under the pressure of needing to build up your revenue again, the impulse is to overwork, say yes to every client, stay late, come in early and skip lunch. But I see this as a time to reorganise how we do business and make much-needed changes – like scheduling lunch, raising our prices and adding new service bundles that might support our retirement. The time is here to incorporate practices that support our wellbeing. It's not just about lifestyle, it serves our mental health.

**You specialise in hair and make-up – which is your biggest passion?**

I love broadening my menu, rather than narrowing it – I've found it to be a more sustainable approach to business. Variety keeps me engaged, and most clients prefer to see one person for all their beauty needs.

**During the pandemic, did you find yourself losing motivation for, or confidence in, your work?**

Not in the least. In fact, hearing and seeing the struggles of other

professionals across the globe ignited my passion for supporting them. The impact on our industry has been devastating and the fallout continues. The forced time off not only created stress but caused many professionals to analyse their career and level of satisfaction.

**How did you advise other professionals who reported these feelings?**

I encouraged them to stay engaged with their clients, and to get creative. Write. Meditate. Exercise. The times require us to stay healthy while navigating uncertainty and supporting our mental health.

**What's the most valuable lesson you've learned during your career?**

Anything is possible when you allow yourself to dream big. Everything I've accomplished began with what seemed a far-off idea. Exploring the different areas of opportunity within the industry allowed me to hone my skillset and meet a wide variety of people.

*For more tips on how to boost your confidence, go to page 18.*