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4 things

I WISH I KNEW
WHEN I BECAME AN
EXTENSION ARTIST

Hey Artist!

Looking to elevate your hair extension game? Here are 4 things I wish I knew when I got started!

1. DON'T BASE YOUR PRICES OFF OF ANOTHER SALON

The most valuable piece of advice I can give all of my beginner extension artists is never to base the rate you charge on the salon next door. There are so many variables across salons and extension artists that determine price: the quality of hair used, the experience and skill you bring to the table, unique overhead costs, the luxury factor of your services, and much, much more. Most of the time, we have no idea what goes into running the salon next door, so there's no need to base your own prices on theirs.

Being competitive with your prices is certainly an advantage, but I always advise my students to focus on their own services and costs when determining a service rate. In fact, I've created a comprehensive formula to help new salon owners and independent artists calculate their ideal price range!

2. START BUILDING YOUR EXTENSIONS INVENTORY ASAP

You may have already realized that one of the first things you will need to buy when starting your extension business is, well, extensions! The key to building a

great inventory is starting small, but starting early. I know the pressure to create an extensive stock right off the bat all too well. And while there's nothing wrong with being extra-prepared for when you finally open your doors to real-life clients for the first time, you don't need every length in every color from every brand right away. The last thing you want to do is spend all of your money on stock and sacrifice other areas of your business.

But on the other side of the same coin, many new stylists underestimate the amount of money they should set aside for stock. Maybe you miscalculated the costs that go into opening a salon or becoming an independent artist. Perhaps you see a million and one areas of your salon that could benefit from some investment. Don't lose track of what's at the core of your business: extensions. And that means having a solid stock in the event your





guests need a replacement or an unexpected addition. One thing I always tell my students: you have to spend money to make money. And that couldn't ring more true for the extension business.

So while you should start small, you should also start smart. You don't need to have a ton of extensions in stock, but you should have the right extensions in stock to serve your clients well. In my Ordering Inventory 101 course, only available through the Angela Goff Collective, I teach my students the most clever and strategic way to build a starting stock so they can make more with less right away.

3. FOCUS ON THE LONG-TERM GOAL

Have you ever been so zoned in to what was right in front of you on a guest's head that you lost sight of the big picture? Did you take a few steps away from the chair and suddenly saw exactly what your guest's hair needed? Well this goes for your career too.

Sometimes we get so bogged down in what we are doing on a daily basis, from managing our weekly schedule to ordering the extensions we need for our next guests, that we lose sight of our careers as a whole. So while yes, making sure

that your appointments don't overlap and that your monthly finances check out is paramount, it's also extremely valuable to consider whether your client base and your schedule are contributing to your long-term goals and whether your financial choices are sending you in the direction of your dream lifestyle.



4. INVEST IN AS MUCH EDUCATION AS YOU CAN (AND LEARN ALL OF THE METHODS!)

There are truly a countless number of extension installation methods out there. Yet somehow, each method claims to be the best. How can that be? Because each method is the best...for a

specific guest with a specific hair goal. No method is one-size-fits-all; they each have strengths and pain points.

The truth is that a range of clients are going to walk through your door with a range of different hair types and needs. That's why it's so important to learn as much as you can so you aren't limited by one method or to working with one hair type. Because I have multiple methods at my disposal, I can pick the best one—and even mix and match them—for each individual guest and create a truly custom experience.

The extension industry is a fairly new one, and there's always a shiny, new thing on the horizon. This is not the industry to ever stop learning and pursuing education in, and one of the aspects of my career that has truly set me apart from other extension artists is my commitment to learning. So if you take one thing away from this blog today, it's this: never stop learning and your business will never stop growing.



That's all for now, but if you want to hear everything I have to say about each of these topics, elevate your styling, build a strong foundation for your dream career (and bank account!), join me in the pursuit of endless growth and learning and become part of my Collective!

*Happy learning.
Angela*





BONUS
PAGE!

calculating YOUR RATES

Median Household Income / 52 =
Average Weekly Income

Average Weekly Income / 40 =
Baseline Price

When you are 80 to 100 percent booked for at least 6 weeks ahead, it's time to raise those prices! This means there is a high demand on your time and your services, and your price should reflect that.

Take 10 to 20 percent of your original price and add that to the original price to get your new rate:

Original Price x 0.2 = Price Increase

Original Price + Price Increase = New Rate!

And don't forget to factor in your supply cost and inflation!

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