



EDUCATIONAL PROGRAMS





HAIRCUTTING 101

Haircutting 101 is a core fundamentals class that will give a clear understanding of the methods and strategies need to understand the fundamentals of shape, technique and the structure of women's haircutting. Stephen, "TheSalonGuy", will walk you through his techniques, outlines and approach to every haircut.

OUTCOMES

In this hands on one on one private session, you will leave with a new level of confidence and understanding of what it takes to perform quality haircuts and the methods that go into them.

PRICE: \$300
ONE-ON-ONE SESSION

TOOLS NEEDED

Blow dryer, clips, combs, scissors,
brushes & a mannequin head
Stand will be provided for in studio use.

The duration of the course is 2 hours.
Must be a licensed professional stylist or
cosmetology student.

The Owners Essentials class is designed to help you lay out the core foundation of your salon. Most salons don't make it to see their 8th year in business! Stephen, "TheSalonGuy", will share his success strategies with you from his 20+ years of experience and salon educating. Building a culture, structure, training programs and the essential tools needed to grow your business.



OWNERS ESSENTIALS

OUTCOMES

After this class you will learn about creating a culture, a structure, and an essential program needed to build a successful salon and to gain new clients.

PRICE: \$300
PER PERSON

MAXIMUM OF 10
ATTENDEES

The duration of the course is 4 hours.

Must be a licensed professional stylist or cosmetology student.

**PRICE: \$300
PER PERSON**

**MAXIMUM OF 10
ATTENDEES**



Lights, Camera, Action! is designed to help you embrace the art of building a brand through video content. Content marketing has become the best and fastest growing way of gaining new business and exposure. You will learn the essentials needed to start branding yourself or your business.

OUTCOMES

After this class you will learn about creating a culture, a structure, and an essential program needed to build a successful salon and to gain new clients.

TOOLS NEEDED

Current camera or gear you are currently using or going to use for creating video.

If you don't have any, TheSalonGuy Studios will provide camera use for the class.

The duration of the course is 4 hours.
Must be a licensed professional stylist or cosmetology student.



LIGHTS, CAMERA, ACTION!

