



**3 Things
You MUST
Know Before
Growing
Your Highly
Textured Hair
Clientele**

KNOW YOURSELF

In this day and age it's so easy to get caught up in trends and other people's style influence.

You may feel the pressure to learn everything about highly textured hair or maybe even feeling guilty that you don't. This can leave you overwhelmed and ready to give up before you get started.

I believe it's best to follow your curiosity or at least have an idea or goal or what you personally want to achieve with your textured hair clientele.

You might be a total novice and need to master the basics, you may need to brush up on existing skills or maybe you're highly skilled and want to learn style techniques to build your revenue streams.

The bottom line is it's all about what YOU want out of it and what can help you to grow as a person and as a pro hairstylist.

You **MUST** know yourself first!

Ask yourself these questions:

- What area or skill do you want to build?
- What is your current skill level in that area?
What are your preferences?
- What are your likes and dislikes?
- What areas are lacking in your current clientele?
haircare, styling, cutting, color, extensions...etc

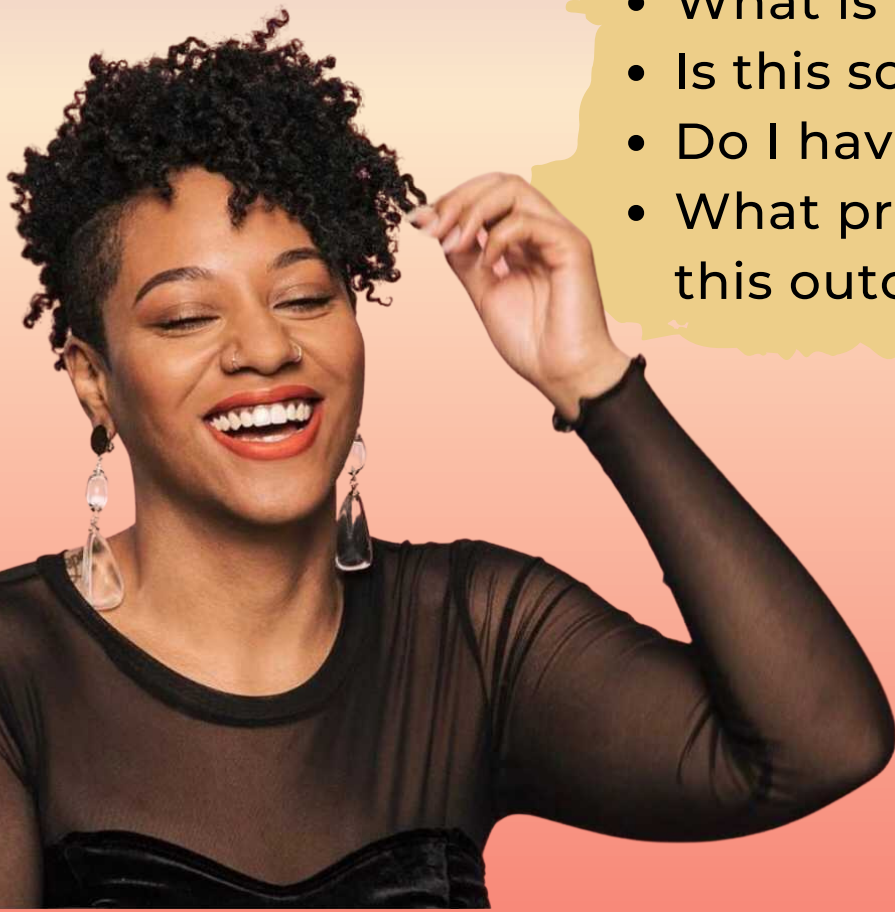


KNOW YOUR CLIENTS HAIR

The one thing you don't want to do is treat every client with highly textured hair the same. There is NO cookie cutter or one size fits all anecdote. You have to know take time to analyze each guest's hair.

Ask yourself these questions:

- What does this hair need or lacking?
- What is the desired end result?
- Is this something I can do?
- Do I have enough time?
- What products and tools will I need to achieve this outcome?



KNOW YOUR PRODUCTS AND TOOLS

This is probably the most frequently asked questions I get and also where a lot of hairstylists panic with uncertainty. It can be difficult to formulate the what, how, where and who formula for product and tool selection on highly textured hair. It's honestly something you have to continuously learn and practice.

Ask yourself these questions:

- What is the desired end result?
- Am I using products or tools to preserve stretched hair, sleekness or smoothness?
- Am I using products or tools to maintain natural curl pattern or definition?
- Will this tool snag or pull hair?
- Could this tool damage the hair? If so, how can I prevent the damage?



Overall knowing these 3 things will bring a tremendous amount of clarity to your process in your journey to learning how to build and maintain a highly textured hair clientele.

Learn more at:

[STACEYCICERON.COM](https://staceyciceron.com)