



— 5x5 —  
THE STAGE

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# Purpose

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Our purpose as hairdressers is to understand the power we have. To help someone feel better about themselves. To PAY ATTENTION to our relationships we have with others. Performing well is not about entertaining. It's about doing the next right thing. Right? I promise you if you awake to this belief in your life, you will make a difference in your own LIFE.

## ENJOY THE RIDE!

Thank you

*Faker*

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# 5x5 The Stage

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Four common traits of performers:

- Training
- Practice
- Rehearsal
- Performing

How you treat each one of these topics will determine the level of your performance.

What you are about to read is my feelings on what it takes to be a great performer.

Watch the video often; take it apart in your mind. This video is with a client that Rob Cook has done for 10 years. Stay tuned for 5x5 The Stage II, for a first time client.



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# Performers and Hairdressers

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Preparing for a performance—whether you're a musician, a comedian, actor or a hairdresser—it's all the same. It's called rehearsal. Every time a performer gets in front of an audience they know what they're going to say and do. From word to word, they know the way they're going to stand and move. What they're going to wear is very important because they are ready to give the best performance of their life.

So how does this relate to the 5x5 stage around the chair in a salon? First, our rehearsal is haircutting class and practicing after class... Working on those little dolls that looked so bad the first time you tried a new haircut. You think Jimmy Hendrix's first chord was awesome? I don't think so! Second, the client is paying money for your performance, haircut, color and so on—just like a ticket to the theater or a concert.

When you greet them, you thank them for coming to your show. Because believe me, there are many shows to choose from. That's when your performance begins.

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Being grateful to your client for being there is so important. You know how they can tell when you're ungrateful? By a crappy performance! A bad haircut or color. They know if you really cared about what you do, you would do better. They're paying for better.

Being grateful is the key to an amazing performance. Grateful for your talent and grateful for an audience. People sense that gratitude. It attracts them.

When your client sits down in your chair, their movie begins in the mirror, watching every move you make. Listening to the tone of your voice, is it self-assuring? Can you imagine going to see Bruce Springsteen and he comes out acting self-conscious about his performance? An actor who starts with a dialogue that doesn't work with the show. Or a hairdresser that treats his craft like it's digging a ditch.

Like it or not! We're in the Performance business.

Great Performers have Great FANS!!!!



# Training:

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## Go to school!

Basic education is what you have to have to learn a trade. Look, you're working with your hands, you have to teach your hands how to do things. You have to read tech manuals and listen to your teachers.

When you first start learning, you don't know anything, stop acting like you do. Our ego gets in the way of learning too often. I know sometimes we don't like our teachers, we think they have the egos. Maybe that's true, but who cares. Cut them some slack.

You are getting ready to have a career in a very exciting world. If you want to eat, have a nice place to live, or own a nice car, you better take your training real serious. Your lifestyle will depend upon it, once you are out of school, or you've been doing hair a long time.

You must go to hands on training classes, and travel to a another city—London, New York, LA, Toronto. See what other people are doing. You have to keep this up your whole career. There are so many online classes you can take on the internet. Remember don't get discouraged, learning new things takes time.

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# Practice:

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*It makes perfect!*

*There is this old saying in the music industry:*

*How do you get to Carnegie Hall?  
PRACTICE, PRACTICE, PRACTICE!*

*Carnegie Hall is the biggest hall to play.*

*Every great hairdresser has a few mannequins at home to try new ideas on. If you can, set aside some space so you can have your tools right there... so when you feel like trying something, you can do it! Watch the DVD collections that you get on the internet.*

*I'll make you a million dollar promise. If you work on new techniques one night a week, your work will improve in 6 months and in a year it will be even better. Your career will take off.*

*Here is the other thing you can practice at home: watch yourself work in the mirror. Stand straight and smile a lot. Practice your client consultation and pretend that you have a client in your chair.*

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# Rehearsal:

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## It's your responsibility

If you are lucky enough to work for a salon that trains you that's great, but they can only do so much. You still have to do more if you want to be great!

You have to rehearse what you do after hours. It takes discipline to become one of best. There is no way around this. Don't be one of those employees that stands around BOO HOOing about not getting training. There is too much information on the internet to not be good.

Rehearsal is pretending to perform. That means get in front of a mirror and go through what you say to clients. How you stand, what type of clothes you wear, and do they look good on you in the mirror? Don't wear anything you don't feel good in. This just makes you insecure, and you can't afford that. Clients can misread this and think that you're insecure on your ability to do hair.

You're in the beauty business and fashion business, look the part. Be clean, wear fashionable clothes. You have clothes you wear on your day off, and ones you wear to work—make sure they're not the same.

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# Pre-Performance Ritual

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A ritual is a formalized pattern of actions or words followed regularly and precisely. Before every football game in the locker room, a prayer or moment of silence is done. It allows everyone to focus on the task at hand. It helps you to put everything else out of your head, it puts you in the moment. When working with the public, you have to leave your personal life at the front door. Giving your full attention to your client, is called giving respect. If you respect your client, they will keep coming back.

Deep breathing before you go in the salon, chanting beautiful words to yourself, meditation, all these will help you to focus on your day. This was my favorite ritual. In the morning as I walked to the salon I would say this, "Universe grant me the serenity to accept the things I cannot change, courage to change the things I can, and the wisdom to know the difference." This would help me from worrying about crap I couldn't do anything about.

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# Performance

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Performance is a journey that has three parts: the beginning, middle and ending.

The beginning is your greeting of the client and consultation. The middle is the service you give. The ending is the product knowledge and rebooking. In each part you have a script that you go by (an outline) that you stick to. It's like being a movie director.

When your client sits in the chair and looks in the mirror, that mirror is a movie screen for them. They are getting ready to watch their experience. So you want your client's story to move in a direction that has a great ending. So as the director of your client's movie, you have to oversee every experience they have. All the feelings they have watching a film in the movie theater are the same feelings in the salon: happy, sad, angry, frustrated, confused, betrayed, comfortable, uncomfortable or satisfied. This is the kind of control you have in the salon as a director. You have to get this idea in your head.

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# Keeping Your Cool

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I've always found when something is not going well, stop what you're doing. Excuse yourself, say, "I need a drink - would you like one?" Walk away and reevaluate the situation. I promise it works every time. The key is to do this before the client knows something is wrong. If you do this, the performance keeps going smooth. This is another reason why your training is so important. If you know your instruments well, you know how to play your tools. You'll find that you're not doing a bad job, it's just that what you're doing is not working. You change what you're doing. That simple.

I use the word "instruments" because that's what your tools are. Just like a musician, if the song is not sounding right, it's not that they don't know the notes, because they've practiced. They're just playing them at the wrong time. They stop and play the right ones at the right time. There is no difference in the process. Knowing your stuff will help you stay cool.

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# Rebooking

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This is how you stay busy. You have to rebook the client's next appointment. By doing this, you create in their minds that if they don't rebook, they won't get in when they want to.

Man! I'm telling you get into this habit. It's the security in your income. Get this in your mind! Watch the film with Rob again and again. He is a master at this.

Please take control of your future. It's a great feeling to look at your books and see them booked up for the next 6 weeks.

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CARING is the real  
COOL: You can't save your  
ass and your face at the  
same time

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The next key to a great performer is  
CARING.

Here comes a story: I was a colorist  
for a while and I had this client that  
had a big event to go to that night. She  
was someone else's client in the salon  
that needed in that day. I followed  
instructions from her formula. Note, I  
was filling in for a band member, so I  
played the song like it was written. Not  
trying to put my extra notes in. Get It?

I was running behind and was thinking  
about my next client out in the lobby  
and I didn't want to make her wait. So I  
was in a hurry... first mistake. I grabbed  
the wrong toner. As soon as I put it on  
her hair at the bowl, I knew something  
was terribly wrong. I washed it out,  
but it was too late. Fear gripped me like  
a hippie in a red neck bar. I did not like  
the situation I was in. I excused myself  
to the back room. "Get a GRIP," I said.  
First thing is first. I went to the client  
in the lobby. I said, "I have a problem  
with my client's color. It's going to be a  
longer wait for you. What would you like  
to do?" I asked.

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"Go have a coffee or shop around the neighborhood and come back or reschedule." Anything was fine with me. But I really needed to concentrate on the client in the back, and not worry about her. She wasn't real happy, but respected the fact that I cared about the client. She said, "I can come back tomorrow at five." I said, "Great, I'll get you in. Thank you."

One less thing to worry about. I went back to the client and told her what I did. She started crying. Deep in my heart I felt so bad. I looked her in the eye and said, "We can fix this. It's going to take little more time." In talking to her, I knew she had lost all confidence in me. So putting my ego aside, I told her I was going to get the most experienced colorist in the salon to help me. She knew who that was and seemed to start to calm down.

I cared about her, not about saving my reputation. You can't save your ass and face at the same time. The other colorist came over and redid her color, because she cared too. I stayed right next to the client the whole time. Got her water, gave her a hand massage. By the end of her appointment we were laughing. And then she told me how grateful she was that I didn't try a bunch of things to fix her hair. That I went and got help. She knew I cared about her. Now I never did her hair again. But she sent me clients because of how much I cared about her. True story.



# Your Station, the Stage

I go into many salons. You know how I can tell if they care about their performance? How they're dressed and if their station is dirty.

Have you ever been to a dirty movie theater? There's spilled popcorn on the floor and it's sticky from spilled drinks. It's disgusting! People feel the same way about salons. We see hair on the floor, we think, man it looks like we're really busy. But most people think it's nasty, all that hair everywhere.

The way we're dressed is so important. Clothes that look old, faded and wrinkled look very unprofessional. Please hear this —in order to bring the standards up in salons, it starts with us. How we look and our stage looks is so important.

Look, it's real easy to clean your station at the end of the day, so when you come in the next morning you've got a clean stage for your performance. Oh! Wipe off the base of your chair. Not every salon can afford a maid, so take some responsibility.

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# Thank You

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Thank you for looking at this. Being a hairdresser for 30 years has awakened me to the artist within me. I am very grateful, because it has showed me how to be creative in my life in everything I do. You have chosen a lifestyle, not just a trade. Do yourself a favor and watch 'I'm Not Just A Hairdresser,' by Vivienne Mackinder. Take pride in your profession. Realize the power you have to make a difference in the world you live in. That's why I say thank you. This has been a great ride. Join it!

*Baker*

Creative Director of  
Neill Corporation

# Submit Your 5x5 Experience

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You can also buy a jump drive with this presentation.



# The Consultation Experience For The First Time Client

experienced by — Paul Westphal

Build Rapport / Discover Needs / Offer Solutions

If you want to own the client,  
do it in the consultation!

## Build Rapport

- Be the first to say hello and say it with good intent.
- Make the guest feel comfortable.
- Introduce yourself. Find out how the guest likes to be addressed.
- Make eye contact.
- Show the guest you're happy to see them.
- Make an appropriate contact through touch.
- Smile until your jaws ache.

People want to know how much you care  
before they trust your knowledge.

- Tell them this hair consultation and experience will be different than their previous visits because you are taking 100% responsibility and ownership of their hair care needs.
- Have Impeccable Manners and treat others as you would like to be treated.
- Be Professional Keep the conversation on track with their hair, not your love life. Remember, it's their appointment.
- Be Punctual.
- Have A Personal Mission in your work.

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# Discover Needs

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(Rob Cook's consultation)

Ask your client the following questions to discover their needs:

-What do you expect from your salon visit today?

-How open are you to a change in hairstyle on a scale of 1-10 and how would you like your hair to be?

Natural, trendy, feminine, sporty, classic, fashionable, elegant or sexy?

-Do you like your hair to look groomed or messy?

-How much time do you spend daily on maintaining your hairstyle?

Tell them you want them to learn how to style their hair so it can look as good for the next 30 days as it does today.

-Do you need your hair to be, and/or look versatile?

You will show them three techniques before you begin on their hair. This might be a little bit uncomfortable for them, but you are going to put the brush in their hand today.

-What do you currently like or dislike about your hair?

-Which hair products do you currently use?

Tell them you are going to try some products on them today and see how they work for them.

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## Offer Solutions

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- Tell them when you need to see them again based on what you did today.
- When they return next time, you are going to ask them two very important questions: What did you love and more importantly, what did you not love?
- This will ensure an ongoing, open relationship with continuous rapport.
- Remember, overnight success usually takes about 15 years!

"Have fun doing whatever it is that you desire to accomplish. Learn it one step at a time, emphasizing the fundamentals, and do it because you love it, not because it's work."

—Paul Westphal

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# How To Build A Portfolio

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## Portfolio Layout

### Hair cut (four for each category)

- Short Layers
- Mid-Length Layers
- Long Layers
- Bangs/Fringe
- Men's

### Hair Color (four for each category)

- Blonde
- Red
- Brunette
- Creative
- Curly with Color

### Texture (four for each category)

- Relaxed
- Reformation Curl
- Perms (various)

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