

Neverlutions: 3 Things NOT to Do This Year

Most of us have resolved to try something new in 2012 but why not swap your New Year's resolutions for one or all of these 3 neverlutions.



- 1. NEVER STOP PLANNING:** It's good to set your goals in the beginning of the year but things change as will you! So if you're not flexible to roll with the punches, you'll find yourself becoming overwhelmed and reacting to events, instead of managing your business and life proactively.

TRY: Periodic planning as a practice can help you keep up with your salon/spa business as well as life's ever changing landscape. Take some time out, regularly, to reflect on your accomplishments, make adjustments to goals and create new ones.

- 2. NEVER STOP MARKETING YOURSELF:** Once you've planned your goals and are committed to reflect and review them regularly, be persistent in your action to achieve them. Don't sit around and wait for things to happen, especially marketing yourself, because things will happen when you make them happen. New clients will not just magically find you.

TRY: Thinking outside the box with your marketing efforts and use all of the tools available to you. Great work will keep clients coming back but with social media being so accessible and mostly FREE there is no excuse for not promoting yourself out there!

- 3. NEVER FORGET TO INVEST IN YOURSELF:** Graduating from cosmetology school and working in the industry will not ensure that you'll acquire the latest skills and techniques or keep your trade knowledge current.

TRY: Continually advancing your skills so that you're up-to-date with the newest skills and techniques. Being in the know with the trendiest styles and latest treatments will build clients' confidence in you and keep them coming back. So attend industry tradeshow, become certified in your trade, register for advanced education (www.beautycouncil.ca/education), support your trade association (BeautyCouncil), and enter in competitions to boost yourself as an exemplary cosmetology professional!