

HAIR • N • MOTION MAGAZINE

“How to Run a Successful Booth Rental Salon”

When I started this journey, not too long ago, I knew I wanted to go above and beyond. I wanted something like no other. I wanted a hair family that worked as a team. I also knew that it would be quite challenging since everyone was a booth renter who were independent contractors. It's an interesting work dynamic.

I started with sharing my vision of the brand Mane Tribe Salon and why I wanted to create it. I wanted each stylist to know my plan for the future and I wanted each and every one included in it. I wanted a salon that was positive, upscale, fun and creative, where everyone can share their ideas with one another. I never want anyone to feel like they couldn't come to me with a question, hair related, business related or even a personal question. We all need questions answered to build confidence behind the chair. It's important to hire likeminded people that fit your brand. . To help continue our brand identity I like to bring in assistants to train under me. Bringing in new stylists and training them yourself adds another great aspect to your salon environment. It's necessary to enforce rules that relate to your brand, including dress code, cell phone usage and conversation topics. Doing quarterly meetings and listing changes on our message board, helps keep everyone informed on salon updates. You want to create a very inviting space that inspires loyalty.

As an owner I feel it very important to invest in your stylists and to be there when they need advice, rather if it's in person or on the phone. I try to help them with different types of business tips to grow their business. Social media is a great platform to advertise specials and do giveaways for your clients. If you're consistent with your salons social media, you will see your clientele grow tremendously.

Education is what inspires us and helps us grow as a person. I believe we all need hair education, business education and personal development. We do education monthly, rather if it's outsourced or not. With all these tools we can learn to work with a large range of clientele. I try to promote all my stylists evenly by posting their work on our salon social media platforms and by creating personalized



rate per week it's important to feed your stylists. Show them they are appreciated and important to you. With all this put together it became a beautiful environment which Mane Tribe Salon was born.