

# Chapter 30

# Seeking Employment

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STANDARD COSMETOLOGY INSTRUCTOR SUPPORT SLIDES



**“Empty pockets never held anyone back. Only empty heads and empty hearts can do that.”**

– Normal–Vincent Peale

# Objectives

- Understand what is involved in securing the required credentials for cosmetology, and know the process for taking and passing the state licensing examination.
- Start networking and preparing to find a job by using the Personal Inventory of Characteristics and Skills.
- Describe the different salon business categories.

# Objectives *(continued)*

- Write a cover letter and resume, and prepare an employment portfolio.
- Know how to explore the job market, research potential employers, and operate within the legal aspects of employment.

# Preparing for Licensure

- In order to master course content, you must develop strong study and test-taking skills. Being test-wise means having a complete knowledge of the subject matter and understanding the strategies for taking tests successfully.

# Becoming Test-Wise

- Plan a realistic study schedule.
- Read content carefully.
- Keep a well-organized notebook.
- Build a detailed vocabulary list.
- Take effective notes.
- Organize and review handouts.
- Review past quizzes and tests.
- Listen carefully for test cues.

# Holistic Hints

- Be mentally ready.
- Get rest the night before the test.
- Dress comfortably.
- Anticipate test anxiety.
- Avoid cramming the night before.
- Determine if the written test is computerized.

# Test-Day Strategies

- Relax and slow down physically.
- Review material lightly.
- Arrive early.
- Read directions and listen carefully.
- Ask if you do not understand.



# Test-Day Strategies *(continued)*

- Skim test before beginning.
- Budget time.
- Wear a watch to monitor time.
- Begin as soon as possible.
- Answer easiest questions first.
- Mark skipped questions.

# Test-Day Strategies *(continued)*

- Read questions carefully.
- Answer as many questions as possible (guess if unsure).
- Look over finished test.
- Change answers with good reason only.

# Test-Day Strategies *(continued)*

- Check test before turning it in.



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# Deductive Reasoning Strategies

- Eliminate incorrect options.
- Watch for key terms.
- Study the stem.
- Watch for grammatical clues.
- Look at similar or related questions.
- In essay questions, address the issue.
- In reading tests, read questions first.

# True/False Strategies

- Watch for qualifying words.
- To be true, entire statement must be true.
- Long statements may be more likely to be true.

# Multiple-Choice Strategies

- Read entire question and all choices carefully.
- Look for best choice.
- Eliminate incorrect answers.
- When two choices are close or similar, one is probably correct.
- When two choices are identical, both must be wrong.

# Multiple-Choice Strategies (*continued*)

- When two choices are opposite, one is probably correct.
- “All of the above” responses are often correct.
- Note words like *not*, *except*, *but*.
- Guess if you don’t know (if there is no penalty).
- Answer to one question may be in stem of another.

# Matching Strategies

- Read both lists before beginning.
- Check off items from the brief response list to eliminate choices.



# Essay Strategies

- Organize answer to cue words in question.
- Think carefully and outline answer before you begin writing.
- Be complete, accurate, relevant, well-organized, clear.

# Practical Exam Tips

- Practice correct skills often.
- Participate in mock exams.
- Be familiar with exam bulletin.
- Make a list of implements, materials, and supplies needed.
- Keep equipment clean and implements sanitary and working.

# Practical Exam Tips *(continued)*

- Observe other practical exams.
- Locate exam site prior to exam.
- Listen carefully to instructions.
- Focus on your own knowledge.
- Follow safety and sanitation procedures at all times.
- Look the part.

# Goal-Affirming Questions

- What do I want from my career?
- What areas are most interesting to me?
- What are my strongest skills?
- What are my best personal qualities?

# Personal Skills Assessment

- Posture and poise
- Grooming and personal hygiene
- Manners and courtesy
- Communications skills

# Personal Skills Assessment *(continued)*

- Attitude
- Personal habits
- Self-esteem and self-confidence
- Honesty and integrity
- Dependability

# Technical Skills Assessment

- Analyze skills in each area.
- Are skills suitable for any salon type? If not, why not?
- What skills should be developed to work in the desired salon type?

# Technical Skills Assessment (continued)

## INVENTORY OF PERSONAL CHARACTERISTICS

PERSONAL CHARACTERISTIC	Exc.	Good	Avg.	Poor	Plan for Improvement
Posture, Deportment, Poise					
Grooming, Personal Hygiene					
Manners, Courtesy					
Communications Skills					
Attitude					
Self-Motivation					
Personal Habits					
Responsibility					
Self-esteem, Self-confidence					
Honesty, Integrity					
Dependability					

## INVENTORY OF TECHNICAL SKILLS

TECHNICAL SKILL	Exc.	Good	Avg.	Poor	Plan for Improvement
Hair Shaping/Cutting					
Hairstyling					
Haircoloring					
Texture Services, Perming					
Texture Services, Relaxing					
Manicuring, Pedicuring					
Artificial Nail Extensions					
Skin Care, Facials					
Facial Makeup					
Other					

After analyzing the above responses, would you hire yourself as an employee in your firm? Why or why not?

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State your short-term goals that you hope to accomplish in 6 to 12 months:

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State your long-term goals that you hope to accomplish in 1 to 5 years:

Ask yourself: Do you want to work in a big city or small town? Are you compatible with a sophisticated, exclusive salon or a trendy salon? Which clientele are you able to communicate with more effectively? Do you want to start out slowly and carefully or do you want to jump in and throw everything into your career from the starting gate? Will you be in this industry throughout your working career or is this just a stopover? Will you only work a 30- or 40- hour week or will you go the extra mile when opportunities are available? How ambitious are you and how many risks are you willing to take?

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# Desired Employment Characteristics

- Motivation
- Integrity
- Good technical and communication skills
- Strong work ethic
- Enthusiasm

# Salon Types

- Brainstorm about various types of salons.
- Record on board or flip chart.
- Discuss each type.

# Salon Types (*continued*)

- Small independent salons
- Independent chain salons
- Large national chains



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# Salon Types (*continued*)

- Franchise salons
- Basic value-priced salons
- Mid-priced full-service salons
- High-end "image" salons or day spas
- Booth rental



Courtesy of Tom Stock.

# Preparing for Employment

- Resume: a written summary of your education and work experience
- Informs potential employer of achievements and accomplishments

# General Resume Guidelines

- Keep it simple and on one page.
- Print it on good-quality bond paper (neutral shade).
- Include name, address, phone, and e-mail.
- List recent relevant work experience.
- List relevant education and name of school where you graduated.
- List your abilities and accomplishments.
- Focus on information relevant to job.

# Achievement-Oriented Resume

- 20 seconds to sizzle!
- How many regular clients do you serve?
- How many clients do you serve weekly?
- What is your ticket average?
- What is your client retention rate?
- What percent of revenue is from retailing?
- What percent of revenue is from chemical services?

# The DOs of Resume Writing

- Make it neat and easy to read.
- Know your audience.
- Keep it short.
- Stress accomplishments.
- Focus on career goals; highlight relevant performance.



# The DOs of Resume Writing (*continued*)

- Emphasize transferable skills.
- Use action verbs (*achieved, strengthened, increased*)
- Include cover letter.
- Note skills with new technologies.

# The DON'Ts of Resume Writing

- Avoid salary references.
- Avoid discussing why you left former employment.
- Avoid stretching the truth.

# Use Resources

- Use Internet for best practices.
- Communicate with others.
- Milady has wide array of resources, including *Beauty and Wellness Career Transitions*.

# Focus on Achievement

**MARY CURL**  
143 Fern Circle • Anytown, USA 12345 • (123) 555-1234 • Marycurl@gmail.com

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**Qualifications**

- Creative, energetic, and devoted to the cosmetology industry.
- Hold current Arizona license and have strong knowledge of trends.
- Certified image consultant with a history of success.
- An insatiable appetite for industry knowledge, which helped me earn an "A" average throughout my cosmetology training.

**Professional Experience**

**Salon Etc., Spring, 2009**  
Student Extern: Trained one day weekly for ten weeks in all phases of cosmetology, through state-approved Student Externship Program.

**Macy's, Summer, 2008**  
Retail Sales: Increased the store's retail sales of cosmetics by over 18 percent during part-time employment.

**Professional Skills and Achievements**

**Creative**

- Won student contest for best makeover.
- Developed an outstanding digital portfolio of photos, showing cut, color, and style makeovers.

**Sales**

- Increased chemical services to 30 percent of my clinic volume by graduation.
- Named "Student of the Month" for best attendance, best attitude, highest retail sales, and most clients served.

**Client Retention**

- Developed and retained a school-clinic client base of over 75 individuals of all ages, both male and female.

**Image Consulting**

- As a certified Image Consultant, created makeovers for 20 school-clinic clients.
- Advised school-clinic clients on cosmetics and wardrobe, in addition to new cuts and haircolor. All clients were extremely happy with their new looks.

**Administration**

- Supervised a student "salon team" that developed a business plan for opening a twelve-chair, full-service salon. This project earned an "A" and was recognized for thoroughness, accuracy, and creativity.
- As president of the student council, organized fund-raising activities that funded 19 student trips to a regional hair show.
- Reorganized school facial room for greater efficiency and client comfort.
- Organized the school dispensary, allowing for increased inventory control and the streamlining of clinic operations.

**Computers**

- Internet savvy with abilities in MS Word, Excel, and PowerPoint.
- Created personal Facebook page, which brought eight new clients into the school clinic.

**Education**

**New Alamo High School, 2008**  
**Milady Career Institute of Cosmetology, August 2009**

- Achieved an "A" average in theoretical requirements.
- Achieved "Excellent" ratings in practical requirements.
- Exceeded the number of practical skills required for graduation.

**License and Certification**

- Licensed as Cosmetologist by the State of Arizona, September, 2009.
- Certified Image Consultant, American Association of Image Consultants, 2009.

**References**

Available upon request.

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# Portfolio Preparation

- Diplomas, secondary and postsecondary
- Awards and achievements
- Achievement-oriented resume
- Letters of reference from employers
- Summary of continuing education

# Portfolio Preparation (*continued*)

- Statement of professional affiliations
- Statement of civic affiliations
- Before and after photos of services
- Statement of why you have chosen cosmetology as a career
- Other relevant information

# Portfolio Preparation (continued)




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# Targeting the Establishment

- Accept that you won't begin where you want to be.
- Start now.
- Locate salons that serve your preferred clientele.



# Targeting the Establishment (*continued*)

- Obtain a list of salons.
- Watch advertisements.
- Check industry and social-networking Web sites.
- Keep salon's culture in mind.

# Networking

- Call and use your best phone manner.
- Explain that you are about to graduate and are researching potential positions.
- Ask if the salon is looking for a stylist.
- Ask if you can make an appointment to observe during the next few weeks.

# Networking (*continued*)

- Confirm appointment.

Dear Ms. (or Mr.) \_\_\_\_\_

Just a quick reminder that I'll be visiting your salon this Friday, June 12th, at 2:00 PM. I am looking forward to meeting with you, and I am eager to observe your salon and staff at work. If you should need to reach me before that time for any reason, please call me at \_\_\_\_\_, e-mail me at \_\_\_\_\_, or text me at \_\_\_\_\_.

Sincerely,  
(Your name)

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# Salon Visit

- Salon image
- Professionalism
- Management
- Client service
- Retail prices
- In-salon marketing
- Services

# Salon Visit Checklist

## SALON VISIT CHECKLIST

When you visit a salon, observe the following areas and rate them from 1 to 5, with 5 considered being the best.

- **SALON IMAGE:** Is the salon's image consistent and appropriate for your interests? Is the image pleasing and inviting? What is the decor and arrangement? If you are not comfortable or if you find it unattractive, mark the salon off your list of employment possibilities.
- **PROFESSIONALISM:** Do the employees present the appropriate professional appearance and behavior? Do they give their clients the appropriate levels of attention and personal service or do they act as if work is their time to socialize?
- **MANAGEMENT:** Does the salon show signs of being well managed? Is the phone answered promptly with professional telephone skills? Is the mood of the salon positive? Does everyone appear to work as a team?
- **CLIENT SERVICE:** Are clients greeted promptly and warmly when they enter the salon? Are they kept informed of the status of their appointment? Are they offered a magazine or beverage while they wait? Is there a comfortable reception area? Are there changing rooms, attractive smocks?
- **PRICES:** Compare price for value. Are clients getting their money's worth? Do they pay the same price in one salon but get better service and attention in another? If possible, take home salon brochures and price lists.
- **RETAIL:** Is there a well-stocked retail display offering clients a variety of product lines and a range of prices? Do the stylists and receptionist (if applicable) promote retail sales?
- **IN-SALON MARKETING:** Are there posters or promotions throughout the salon? If so, are they professionally made and do they reflect contemporary styles?
- **SERVICES:** Make a list of all services offered by each salon and the product lines they carry. This will help you decide what earning potential stylists have in each salon.

SALON NAME: \_\_\_\_\_

SALON MANAGER: \_\_\_\_\_

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# Note of Thanks

Dear Ms. (or Mr.) \_\_\_\_\_,

I appreciate having had the opportunity to observe your salon/spa in operation last Friday. Thank you for the time you and your staff gave me. I was impressed by the efficient and courteous manner in which your stylists served their clients. The atmosphere was pleasant and the mood was positive. Should you ever have an opening for a professional with my skills and training, I would welcome the opportunity to apply. You can contact me at the address and phone number listed below. I hope we will meet again soon.

Sincerely,  
(your name, address, telephone)

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Dear Ms. (or Mr.) \_\_\_\_\_,

I appreciate having had the opportunity to observe your salon in operation last Friday. I know how busy you and all your staff are, and want to thank you for the time that you gave me. I hope my presence didn't interfere with the flow of your operations too much. I certainly appreciate the courtesies that were extended to me by you and your staff. I wish you and your salon continued success.

Sincerely,  
(your name)

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# Arranging the Interview

- Send resume and cover letter.
- Check salon's Web site.
- Follow up with a phone call or e-mail.

# Arranging the Interview (continued)

**MARY CURL**  
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Your Name \_\_\_\_\_  
Your Address \_\_\_\_\_  
Your Phone Number \_\_\_\_\_

Ms. (or Mr.) \_\_\_\_\_,  
Salon Name \_\_\_\_\_  
Salon Address \_\_\_\_\_

Dear Ms. (or Mr.) \_\_\_\_\_,

We met in August when you allowed me to observe your salon and staff while I was still in cosmetology training. Since that time, I have graduated and have received my license. I have enclosed my resume for your review and consideration.

I would very much appreciate the opportunity to meet with you and discuss either current or future career opportunities at your salon. I was extremely impressed with your staff and business, and I would like to share with you how my skills and training might add to your salon's success.

I will call you next week to discuss a time that is convenient for us to meet. I look forward to meeting with you again soon.

Sincerely,  
(your name)

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# Interview Preparation Checklist

- Social Security number
- Driver's license number
- Names, addresses, phone numbers of former employers
- Dates of former employment
- Contact information of nearest relative

# Interview Wardrobe

- Appropriate for position
- Fashionable and flattering
- Accessories appropriate
- Hairstyle professional and current
- Makeup/facial hair appropriate
- Fragrance subtle
- Handbag or briefcase (not both)

# Dressed for Interview



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# Supporting Materials

- Resume
- Facts and figures
- Portfolio

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# Typical Interview Questions

- What did you like best about your training?
- Are you punctual and regular in attendance? (Will school director confirm your answer?)
- What skills are your strongest?
- What skills are your weakest?

# Typical Interview Questions (*continued*)

- Are you a team player? Please explain.
- Are you flexible? Please explain.
- What are your career goals?
- What days/hours are you available to work?
- Are there any obstacles to prevent you from keeping your employment commitment?

# Typical Interview Questions *(continued)*

- What assets would you bring to the salon and the position?
- What computer skills do you have?
- How would you handle a problem client?
- How do you feel about retailing?
- Are you willing to attend our company training program?

# Typical Interview Questions (*continued*)

- Describe ways you provide excellent customer service.
- Share an example of consultation questions you might ask a client.
- Are you prepared to work for one year before you get your own clients?



# Practical Service at Interview

- Confirm prior to interview whether you will be required to perform a service.
- If so, make sure model is appropriately dressed and prepared.
- Take necessary supplies.

# The Interview

- Be on time.
- Turn off cell phone and remove ear devices.
- Project a warm, friendly attitude.
- Walk, sit and stand with good posture.
- Be polite and courteous.
- Don't sit until asked.
- Don't smoke or chew gum.

# The Interview (*continued*)

- Don't bring your own drink or snacks.
- Don't lean on or touch interviewer's desk.
- Appear confident.
- Speak clearly.
- Answer questions honestly.
- Never criticize former employers.
- Acknowledge interview with thanks.

# Questions for Interviewer

- What are you looking for in a professional?
- Is there a job description I may review?
- Is there a salon manual?
- How frequently does the salon advertise?
- How long do employees typically work here?
- Are employees encouraged to grow in skill and responsibility? How?

# Questions for Interviewer (*continued*)

- Does the salon offer continuing education opportunities?
- What does your training program involve?
- Is there room for advancement?
- What are the requirements for promotion?
- What benefits are offered?

# Questions for Interviewer (*continued*)

- What outside activities is the salon involved in?
- What is the form of compensation?
- When will the position be filled?
- Should I follow up on your hiring decision?

# Interview Follow-Up

- Write thank-you note.
- Call (if interviewer suggested you do so).

# Legal and Illegal Questions

- Race, religion, national origin
- Age or date of birth
- Disabilities or physical traits
- Drug use or smoking
- Citizenship



# Legal and Illegal Questions (*continued*)

## Illegal Questions

How old are you?

Describe your medical history.

Are you a U.S. citizen?

What is your native tongue?

## Legal Questions

Are you over the age of 18?

Are you able to perform this job?

Are you authorized to work in the U.S.?

In which languages are you fluent?

# Employee Contracts

- Non-compete agreements
- Confidentiality agreements
- Cannot interfere with right to work

# Tips for Success

- Learn about the establishment.
- Read industry journals.
- Attend trade shows.

# Summary and Review

- What habits and characteristics do test-wise students have?
- What is deductive reasoning?
- What are the four most common testing formats?
- List and describe the different types of salons available to cosmetologists.

# Summary and Review (*continued*)

- What is a resume?
- What is an employment portfolio?
- List the items that should be included in your employment portfolio.
- What are some questions that you should never be asked when interviewing for a job?

# Congratulations!

You have completed one unit of study  
toward course completion.

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