



World of Braiding & Extensions

presents

SECRETS TO MAKING MONEY
in the business of
HAIR BRAIDING & EXTENSIONS

With

JOY G PHIDO (SRH)

HAIR BRAIDING BUSINESS CONSULTANT & EDUCATOR



www.worldofbraiding.com

Acknowledgements

This introduction to the Business of Hair Braiding & Extensions is based on my experiences and research put together in my career in Hair Braiding services and education.

I would like to acknowledge the students I have trained and the customers' hairs I have braided. It is the experience I have accumulated while dealing with the customers and the students that inspired me to put this material together.

The knowledge, skill and experience I have accumulated continues to be of great value to me.

I would also like to thank my family for being supportive as without them I would not have been able to go the extra mile. To my three girls – Mega, Zina and Efe who happily posed as my models during the first few years of starting out, I would say a big thank you as it would not have been possible without them.



Joy Gbenewa Phido
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Welcome to the Business of Hair Braiding & Extensions

World of Braiding & Extensions aims to introduce you to the business of Hair Braiding & Extensions as this is what we do best. Whatever your situation in hair braiding, we aim to combine theory and practical demonstrations in making your understanding of this skill easier. We are here to welcome you to the business of hair braiding.

The objective of this information manual is to provide you with a basic guide on how to get started with the skill of hair braiding and how to turn it into a viable and money making business venture.

SKILL: Hair Braiding is a skill that is undervalued, underrated and misrepresented. It is seen in many quarters as a cultural hair grooming technique without any pride of place in modern society. However, contemporary hair braiding styles have been seen and will continue to be seen on modern day celebrities which includes musicians, sports people, fashion models etc as shown below:



Bo Derek



David Beckham



Christina Aguilera



Beyonce



Tyra Banks



Fergie



Alicia Keys

Although hair braiding has its roots in Africa it should be embraced and celebrated by anyone who has a unique sense of style and desires creativity. This is because we define hair braiding to mean "the art of interweaving of strands of hair to form a rope (single plaits) or on a pre-determined track (cornrows)



TRAINING: in the beginning braiding was taught within families – from mother to daughter, aunty to niece and by friends to friends etc. With this method, you would learn or gain your skill by constantly watching someone who is braiding hair. This person is however, not obliged to explain what they are doing because in most instances, they also can't explain what their fingers are doing. From watching over time, you are then expected to imitate or practice what you have been watching. This way of training resulted to scarcity of information as history reveals no documentation on braiding. Lack of information resulted to lack of guiding rules and regulations in the industry. This is because braiding has been practised by people who were primarily interested in the skill rather than those who also wanted to research and add more information to their wonderful skill. This led to lots of confusion and miscommunication in the industry which has resulted to hair damage, hair loss, lack of hair growth etc among some of the issues to consider. World of Braiding & Extensions intends to change this negative attitude in this industry by adding theory to the skill of braiding thereby creating a group of well informed braiders.

Our business mission is to make hair braiding glamorous, respectable and recognisable as a profession of choice. This we will implement by providing positive and glamorous images of braided hair which will take our industry away from the norm of tradition and into modern day hair braiding. With our passion for hair braiding, we will make our industry respectable and recognisable as a profession of choice for everyone.

Information and skill – our students are provided with detailed information based on our research spanning from various continents – America, Africa and Europe. We offer Modern Hair Braiding which is a combination of American creative braids, African traditional braids and European wearable Braids. The invaluable information we provide has become the cornerstone of our business which was previously ignored by braiders and trainers alike and yet comes very useful and relevant in the braiding profession. With detailed step-by-step demonstration and explanation of actions, we have made hair braiding easier to our students who pick up techniques in as short a period as 3 days. This has made students who have always loved to go into the hair braiding profession happier as they no longer have to spend years watching family members or paying exorbitant fees as apprentices in salons and end up doing mundane roles as cleaning floors or washing towels without gaining the skill they wanted.

World of Braiding is different as our intention is to make you a professional braider armed with knowledge and skill that will impress your customers, friends and family members. By the time you complete your training, you would have gained knowledge, information, skill and style of presentation which will be envied by others. This makes you stand out from the crowd of traditional braiders.

About Your Trainer.



Joy G Phido (SRH)

Hair Braiding Business Consultant & Educator

Born in Nigeria, Africa, Joy has been braiding from the age of 5. As part of her Ogoni culture, children grow up playing with each others' hair as against using Barbie and Bratz found in the Western world. This helped young Joy develop love for hair. Joy developed quite a natural flair in plaiting and while in Secondary school had become quite creative in the art. This hobby was part of her growing up life as she braided her way into adulthood even while in University. At this stage Joy had realized that she had a passion for braids which she was willing to explore to greater levels. While studying Business Administration/ Management in University, Joy dreamt of when she could put up a business idea that will emanate from African into Europe and America. Joy believes her calling is in Hair Braiding as is practiced all over the world.

Joy's business ideas started in her beauty business in Lagos Nigeria and on her move to England, she has updated her skills by attending several seminars in natural hairstyling across Europe and America.

A mother of three girls and a boy, Joy's love for hair braiding also includes personal experiences - braiding her children's hair as well as wearing braids herself.

She is a City & Guilds qualified teacher who has taught hair braiding with the Adult Education Centre with NEWCEYS in the Local Council of Newham - London where her experience spans over hundreds of students across 4 training centres. Her experience with these students has been quite inspirational and also helped to motivate her to put together the World of Braiding & Extensions Training School. The skills she gained at the Council helped to shape her experience of teaching which included being supportive, caring, patience, flexible etc to students' needs. This helped her and the students to achieve greater results where irrespective of their racial, cultures and religious backgrounds, her students have grown to move their braiding skills to lucrative advantage such as working in salons, setting up salons, becoming mobile braiders, becoming home braiders etc.

In addition to braiding, Joy has had a span of career experiences in Banking, telecommunication, Legal and other business endeavors.

5 THINGS TO...

GETTING STARTED IN HAIR BRAIDING

1 Investment in Training ...

Training:

"Knowledge is power". This is very real in Hair Braiding. You need to understand and know how strands of hair are picked up and the fingers that pick them. This becomes the foundation to work with. When this part of the training is clear and understood, the next step becomes practice which then becomes "Practice makes perfect". With continuous practices, experiences are then formed.

Training leads to knowledge which is power. Acting on your knowledge gives you skills. Continuously practicing on your skill gives you experiences which becomes what your customers are happy to spend their money on. Experiences lead to expertise which differentiates novices from experts and this is the stage where people become leaders in their industry which is then translated to money. To become a leader in Hair Braiding training has got to be continuous as styles and knowledge changes constantly.

2 Investment in Materials ...

Materials:

You need materials to get started. Our industry grants us the unique gift of being able to work with training heads/mannequins which makes braiding approachable. Like I say to all students, there are few industries that you find materials to work with which nearly resembles working with live customers. Our best friend in hair braiding is working with the training heads which test our ability in every aspect. The ability to braid a mannequin to look beautiful produces fantastic results with live clients. Students who have become successful in our industry have made their mannequins their best friends for various reasons: they do not complain, they don't sleep, they do not mind the style you are working on, they are not choosy on how the style looks. The mannequin becomes your best teacher as you can appreciate your work and access your progress as you work.

In addition to the mannequin are basic materials like combs, brushes, hair extensions packs, clips, scissors, hair creams etc.

3 Live Models ...

Models:

These are real people you work with. After working with your mannequin, you have discovered your level of competence and seen the results you are capable of producing. You are now ready to start working with real people. Remember that your skill can only grow when you start dealing with people who can discuss how they feel about the style you have designed on their heads. Hair Braiding like Hair Dressing is about building confidence in people. If a customer does not like the style you have designed, they deep further into their shells but if they like the style, they walk tall as the comments they get from their loved ones make them feel special. Getting models does not necessarily mean looking for the most beautiful girls to work with. You can start with friends, family and the basic customers who will be happy to pay cheap for you to use their hair as your experience building portfolio. Lots of successful students have confirmed they worked with friends and family and occasionally offered free services for exchange of taking pictures of their work.

4 Building a portfolio . . .

Portfolio building (working with cameras):

We work in an aesthetically visible industry where beauty is everything. To give your business a good start, you have to start building your portfolio of work. Portfolio can be started with the basic camera. With your camera, you create your designs with your mannequin and take pictures which are then displayed in your portfolio being an album specially put together for your pictures. Another option is to use artist /photographer's sketchbook. With the compilation of your work, when you show these off to customers and salon owners, getting work becomes easy. You can also use your pictures to start your advertising campaign. Customers feel comfortable when they can see pictures of work you have done and compiled.

5 Decide your work location . . .

Location:

Decide where to start your business from. Do you want to work from home, become a mobile braider, work in a salon or start your own braiding salon? Your circumstance will help you decide where you work from. Be professional in your dealings irrespective of your location.

10 KEYS TO MAKING MONEY IN HAIR BRAIDING & EXTENSIONS BUSINESS

1 Love / passion for hair & hair designing

Love / passion for hair:

Hair grooming like other forms of daily body grooming is a part of life. We all take care of our hair in various forms and hair braiding / extensions is simply one of the ways of grooming hair. Hair braiding has come to stay and if the world population is anything to go by, then there are lots of heads to braid. To be successful in any business you have to have a natural love for that skill. With hair braiding, your love and passion should make you itch and hunger to work with hair. Your passion and love will encourage you to stay up all night to practice and achieve results with your mannequin. Your hard work will prove itself when you work on your clients and produce fantastic results. As mentioned earlier, our industry is based on aesthetics and our work markets itself with most clients. Word of mouth travels faster than advertising and recommendations will sell your business and give you greater success. This success can be achieved through love and passion.

2 Professional practical Skill for Hair Braiding

Professional practical Skill (Training):

Practical skill can be achieved through training. World of Braiding & Extensions is a leader in this area of our business. We have perfected the art of training students to understand every action they take in designing the professional hairstyle of braiding. Some students try learning braiding by buying videos, visiting internet websites and becoming apprentices in salons. Unfortunately, these avenues do not add theory to explain why things happen in certain ways; they do not address burning questions that you may encounter while practicing your skill; they do not explain what to expect while creating particular designs; they do not explain the hair extensions that will create a style better, they do not offer after training support where we maintain contact with you to encourage your growth etc. These are only but a few of the unique extras that make lots of students come to us even after buying videos etc.

3 Practice, Practice, Practice

Continuous Practice:

The action of practicing cannot be over-emphasised. This is what differentiates successful students from students who are seeking quick money making scams. People who stay up all night as their children go to bed to practice have the added advantage of expecting perfection. With hair braiding, our future is in our hands. If we hope to be the ones that design the beautiful braids on our clients without contracting the service out to others then we have to sit down and work with our hands. Such sayings as “practice makes perfect”, “nothing good comes easy”, “you reap where you sew” all add up to give us a summation of our industry expectations from us. Practice with our mannequin helps us to build our confidence which helps us to take action on clients thereby leading us to grow our experience.

4 Get set up in your Hair Braiding Business

Set up

- Location: Pitch your location – where to work – home, salon, mobile /freelance.
- Legal status: choose your legal status – sole trader, private limited liability etc. check companies house for more information. www.companieshouse.gov.uk
- Specialty: Start by specialising in your favourite hair braiding skill – singles, cornrows, twist, locs, weaves, extensions etc
- Decide your working hours – This is especially true as you get paid for your time, knowledge and experience.
- Target market: Decide your market – people you want to appeal to – children, men, women, European clients etc.
- Decide your promotion/marketing method.
 - word of mouth, flyers –with your original pictures, internet web site etc.

5 Tell people about your skill(marketing)

Marketing your skill

When more people hear about what you do, and how well you do it, then you get more business. Marketing is an area where some students fall behind in their business. I hear students say to me they do not have marketing skills. Unfortunately, we have to have this skill to make our business sell, make money, be profitable and take on success. Simply put, marketing is about letting people know what you do. You have taken training, you have practiced all night, and you have created unique designs on your mannequin and set up a portfolio. All of these efforts will lead to nothing if no one gets to know about it. Letting people know about your skill can be done in so many different subtle ways without putting you under pressure. On the other hand, I always say to students who are not sure what marketing is about – “think of yourself as a staff of a company and your boss has told you to give out 20 flyers everyday otherwise you will be sacked. When you imagine yourself as a staff of someone else, you realize the need to do your marketing”. As part of our training you get details of varied marketing options.

6 Act on your promotions (Commit to your Dreams)

Action /Commitment

The stakes are high. You have got to succeed. What shows the weak from the strong is to act on their dreams of achieving a successful career in Hair Braiding. Commitment is about remaining focused on your dreams. – Do you personally circulate the flyers, do you offer cheap service to bring more response, do you offer quality as your motto, are you available to respond to enquiries, have you decided to build a website by a professional and adding SEO. It is about refusing to give up and striving to see the end of the tunnel with varying actions to see which action brings the highest result.

7 Be adventurous

Be full of adventure & imagination

At this moment in our industry things are taken for granted. We are placed in a box and people have expectations of what we should be and do. My dream for our industry is for people with different ideas to rise up and surprise everyone. We have to try different things. This can be achieved by attending hair shows, investing in magazines, being creative and running off with your imagination. Refuse to be placed in a box and you are half-way to being successful.

8 Put on your Business cap

Business ideas

We have taken on everything that needs to be done. But we are different from traditional braiders. Learn to see your career as a business enterprise. Attend other business learning options/seminars, workshops etc. Continuously train to improve and gain more knowledge. These seminars advise on different ways of moving your business to a different level.

- Technology - growing with technology to understand and move with business is very important. Attend business seminars, conferences as when you stagnate, other businesses will leave you behind etc Examples include Business Link for London – www.businesslink.gov.uk Gle London www.gle.co.uk, small business start ups etc etc. Some latest devices include: internet, email, web sites, web cam, and getting involved in world affairs.
- Hair Dressing - Add a hair dressing training to your skill. Search for HABIA on the internet for a hair dressing college near you.

9 Attitude . . .

Attitudes

We may be the most skilled braiders, with the perfect business acumen, perfect materials etc and loose everything through our customer service attitudes. Attitudes is about giving respect and dealing with people professionally such that people feel comfortable with our service. Friendliness, courtesy, respect etc are a few skills to be considered.

10 Add other retail options . . .

Retail

Include retail in your business as clients will have to buy these products from other places and it might as well be you.

- Sell hair extensions, perfumes, make-up, manicure, pedicure, eye brow extensions etc

10 BENEFITS FROM HAIR BRAIDING . . .

1 BEAUTY

We wear braids so we could look elegant and beautiful. This can be seen on different celebrities and models.

2 VERSATILE

Braids are versatile and give unlimited options:

- Colour – braids can be used to add instant colour to hair as they come in a variety of colour codes.
- Length Variety – Braids can be used to add instant long, medium or short length to hair.
- Daily Styling – A head of braid can be daily styled into different designs.
- Texture – Braids can be used to change a hair texture.
- Easy maintenance – they are easy to maintain as they do not require any particular rules to look good.

3 GROWTH

Braids help to grow the hair from very short length to longer and more manageable length.

4 DURABILITY

Braids are durable and can last for periods of between 2 weeks to 6 months depending on style and maintenance. This helps the wearer to stay away from applying a varied option of grooming the hair.

5 COST SAVINGS

Due to the durable state of braids, it works out cheaper for wearer to have a braid.

6 TIME SAVINGS

Due to the durability of braids, time is saved as the wearer will not have to visit the hair braider often. This could range between 4 – 6 times in a year.

7 VOLUME

Braids help to add instant volume to a weak and fine hair type. This is because strands of braids are consistent in look and a full head of braid makes a fine hair type look full of body.

8 REST HAIR

Braids are used to rest weak and damaged hair.

9 TRANSITION FROM CHEMICAL USE

Braids are used when chemicals are no longer required. To avoid cutting the hair and having a drastic change in looks, braids can be worn while the chemical grows out and the hair changes into a natural state.

GROWTH

10 PROTECTION

Braids are used to protect hair from effects of hazardous weathers such as heat, sun, wind, hard water etc.

11 BENEFITS OF BEING A BRAIDER

- 1 Braiding is an acquired skill – once you gain this skill, it becomes part of you for life.
- 2 Braiding is a creative art. It brings out the best of your creative side which is very visible to everyone.
- 3 Braiding encourages self employment – you decide your hours, your price, place of practice and terms & conditions.
- 4 Braiding does not require expensive tools to get started – your comb, pair of hands and a creative mind.
- 5 In braiding, your customers do not owe you money – the result of your work is immediately seen and you are paid immediately.
- 6 Braiding skill being part of you, goes everywhere with you and can be practised anywhere in the world – all you need is a head to braid on.
- 7 The language of braiding is universal – with a picture, your customer does not need to speak or describe their chosen style.
- 8 Braiding is a skill that can be passed on from generation to generation.
- 9 Your customers are as vast as the world population and if you treat them well you have repeat customer base.
- 10 There are no job losses or redundancy in braiding. You can only stop when you decide to stop.
- 11 Braiding is a glamorous career. Help to keep it that way.

7 QUALITIES OF A SUCCESSFUL BRAIDER

There are qualities that should come naturally to a braider. These qualities should be imbibed if you are interested in hair braiding and find you are not naturally endowed with them.

- 1 **Patience:**
Braiding takes long hours to complete. If you have to become a braider, you should be patient to see the style you are creating coming out the way you want it to be.
- 2 **Attention to details.**
You have to have a knack for attention to every aspect of the style you are creating.
- 3 **Fashionable and stylish.**
As a braider, the way you see fashion matters a lot. Your customers depend on you to give them ideas of what the latest designs in braiding. You are your own dressed up advertising point, billboard and mannequin rolled into one. Stay fashionable and create your own style but please do not completely ignore your looks. It helps to create confidence in your customers.
- 4 **Good listener**
Your customers will bombard you with ideas of what they want to look like. You have to supplement your knowledge with your listening skills.

- 5 **Good planner**
Every style you create is a planned project. From the start to finish you want to have a game plan of what you want to achieve.
- 6 **Good Communicator**
You have to be able to make your customer understand what you are trying to create on their head. Do not forget that the hair remains with the customer when they leave your shop. If you have not communicated what the design will be, they may tend to feel lost with it.
Again a customer will sit through a style that last for very long hours to put together. Be ready to have a chat about what is happening in the environment or the world.
- 7 **Current on Issues**
Have knowledge of current issues in your community, country, world affairs. You may be seen by your customers as the source of information on issues affecting their lives.

10 THINGS THAT CAUSES HAIR DAMAGE / AFFECTS OUR HAIR GROWTH

- 1 Our age – hair grows faster at young age from 15 – 25 and starts to thin at puberty because of hormone production which causes it to slow its.
- 2 Our state of health – healthy or ill affects the rate of growth.
- 3 Medication – certain medications affect our hair growth – chemotherapy, some pregnancy pills and weight loss tablets/ regimes.
- 4 Our climate - cold weather, heat etc affects our hair. Hair barely grows during cold weathers - winter.
- 5 During pregnancy – due to hormone changes.
- 6 After childbirth – due to hormone changes.
- 7 Emotional Stress – during stressful periods resulting in medical situations such as tiredness, headaches, digestive problems etc which affects our health and the way our body works affects our hair growth. The answer to this is to calm down and reduce the stress levels which will bring us back to good health. For example – taking rest, sleeping well, taking continuous exercises etc.
- 8 Physical stress - due to constant pulling of the hair into a pony tail or bond, tightly braided hairs and too much combing or brushing.
- 9 Genetic components – our individual genetic component which we inherit from our parents affects our hair.
- 10 Chemical treatments – relaxers, colourings, perms etc all contain chemicals which alter the natural content of the hair and eventual damage.

6 HABITS TO MAINTAINING HEALTHY HAIR

To have shiny, glossy, clean and healthy hair we have to look after our hair. We do this by:

- 1 Washing with good protein moisturising shampoo
- 2 Rinsing thoroughly after shampooing
- 3 Using a good moisturising conditioner
- 4 Drying it with low set dryer.
- 5 Brushing or combing to remove dead hairs.
- 6 Cutting the tips regularly to keep them from splitting which goes down the length of the hair when left undone and destroys our hair.

After general maintenance, we can then braid our hair for added beauty and easy handling.

9 EATING HABITS FOR A HEALTHY HAIR

For us to have strong healthy hair, we have to eat healthy. A good diet with lots of protein and exercise helps our hair to grow.

Good food for hair includes:

- 1 Fresh fruits
- 2 Fresh vegetables
- 3 Meat
- 4 Fish
- 5 Eggs
- 6 Wholemeal's – bread, cereals
- 7 Nuts
- 8 Plenty of water to drink – it helps to hydrate our hair and make it supple.
- 9 Take a good rest – good sleeping routine allows the body to rebuild.

TIPS TO AVOID DAMAGING YOUR CUSTOMER'S HAIR

Remember to tell your customers to take good care of their hair and scalp if they enjoy braiding their hair. Braiding can be very rewarding when done properly. Apart from the immediate change of looks and beauty we see after a braided hair, it comes with a lot of advantages as seen from the reasons people braid hair.

On the other hand, braiding can also result to hair damage if not done properly. Things to avoid doing and also to suggest to your customers include:

If they wear processed hair (chemically treated hair) avoid the following scenario:

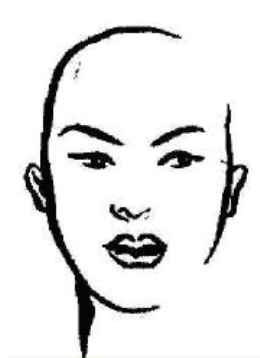
- 1 Putting too much weight on the hair. This hair is already weakened with the application of chemical and too much weight will pull and break the hair out.
- 2 Holding the scalp too tight – this pulls the already chemical weakened hair out of the scalp
- 3 Avoid braiding micro braids which tends to pick up very little strands of hair. This breaks the hair in the little bits that have been braided.

- 4 Do not braid your hair after a chemical hair re-touch. The hair is at its weakest at this stage. You can braid the hair after 2 weeks of retouch after the hair has settled from the chemical treatment.
- ◆ The style of braiding you choose to braid on your customer should not be too heavy for their natural hair. If it is too heavy, it weighs down the hair and causes breakage. Braids should be neither too small nor too tight.
 - ◆ While performing a consultation on your customer, check the state of health of the hair. If a customer chooses a style that is not healthy for the condition of their hair, advise them on the reasons why the style may not be healthy for their hair and may cause further damage. Where necessary, avoid performing the style on their hair with good reasons. Remember you will be held responsible if further damage occurs.
 - ◆ Braid with a good-quality synthetic fiber or human hair. This produces very good results.
 - ◆ Encourage customers to watch their intake of junk foods. Hair like everything on the body, requires healthy and nutritious eating with plenty of water to produce good results.
 - ◆ Plenty of sleep and avoidance of stress also help in good hair care regime.
 - ◆ Customers should visit their stylist regularly to maintain their braids.
 - ◆ Avoid tight braids as they can tug at hair roots especially around the hairline/ forehead, causing pain and discomfort. They also lead to breakage and thinning of the hairline. These areas should be treated with care so as to ease the hair roots and avoid damaged.
 - ◆ Customers should avoid leaving their braids for more than 3 months. This causes the hair in the braids to lock itself up in the form of a knot or twist and this results to damage.
 - ◆ Customers should carefully remove their braids by initially cutting off the extensions at a point where they are certain will not affect their hair. They should then pick braids gently with a tail comb and then comb with a wide tooth comb. Experience has shown that most customers cause major hair damage at the point of removing their braids. Offer the service of braid removal to your customers if possible. On the other hand, advise customers to be very patient when taking out their braids as this has been known to be the cause of most hair damage.

5 FACIAL SHAPES AND HOW THEY EFFECT BRAIDING STYLES

At the stage of consultation, a braider checks to see the client's face. This helps with the design of what the braid style will be. Learning to understand and recognise the facial shapes helps with the designing of the perfect look for the client.

1 OVAL FACE



This face is slightly narrower at the jawline as against the temples. It has a gentle rounded hairline.

You can try a lot of styles with this face type. Most hair shapes look nice on this face and allows the wearing of more styles than most face types. This face can wear long, medium or short styles. The best feature is when the hair is styled off the face.

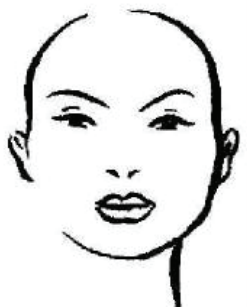
2 SQUARE FACE



This is a face with a strong jaw line. It also has an equally square hairline.

This face should try short to medium hair lengths. They may have wave or roundness around the face. A wispy fringe, an off-center parting with a height at the crown may work well. The fringe helps to soften the square look of the face while the height at the crown will elongate the symmetrical shape. This face may try hairs with waves as some curls gives a nice balance to the straight face shape.

3 ROUND FACE



This is a full-looking face with a round chin and hairline. It has its widest point at the cheeks and ears.

This face will be better off trying hair styles with fullness and height at the crown. Off centre parts, short hair styles with a back-swept direction or those styles that are longer than the chin look good on this face. Layering the top to achieve fullness and keeping the rest of the cut relatively close to the face will appear longer and narrower.

4 RECTANGULAR OR OBLONG FACE



This face is long and slender. It has about the same width at forehead and below the cheekbones. There is a very narrow chin or high forehead.

Style to try include short and medium lengths which has fullness at the sides of the face and may contain soft wispy fringes. This helps to give the look of a balanced long and slender face. The soft fringes help to shorten the appearance of the length while the fullness at the sides add width to the look of the shape. You can cut the hair into a short or medium length which will also shorten the look of the face. Layers work well with this face type as they help to add softness to the straight lines in the face. Side partings help to make straight back hair styles fit.

5 HEART OR TRIANGULAR



This face is wide at the temples and hairline and narrows to a small delicate chin.

This face works best with chin-length and in some instances longer styles. It also works well with side parted styles or forward swept layers around the upper side of the face. A gentle fringe, a chin bob is also great on this face as it creates a look of a balance fullness where the face is lacking. Shorter styles are also okay.

9 PERSONAL HYGIENE HABITS TO CONSIDER IN HAIR BRAIDING

As a hairdresser dealing at close proximity with people, your personal hygiene / cleanliness matters a lot. This is especially true as in the hairdressing business, image is of great importance. The impression people take of your first contact counts a lot as people tend to make up their mind on your capability based on the picture they can see of you or the image you present. You should therefore maintain a high standard and ensure you remain professional in your dealings. Some basic personal maintenance should be kept such as:

1 Body Care:

Clean as regular as possible and use anti-perspirants to prevent body odour.

2 Skin:

Maintain a healthy skin culture of cleanse, tone, and moisturise regularly.

Regularly carry out facials etc to control spots.

Apply light make up so as not to put off some clients.

3 Hair Care:

Keep up a clean, trim, healthy and neat hair always. Keep it current and modern as clients look up to you to keep them updated on styles. Health and safety demands that long hair should be tied. This will avoid hair being tangled in equipment.

4 Oral Hygiene:

Keep your breath fresh and healthy by brushing regularly and avoiding very strong smelling foods such as onions, garlic etc before attending to clients.

5 Hands:

Extra care should be taken of the hands as this is the instrument with which you create. Maintain their healthy state and apply barrier and hand creams regularly.

6 Clothes:

Maintain clean, neat, comfortable and fashionable clothes. This helps to create a better image. Some organisations encourage use of uniforms to give a corporate impressions.

7 Jewellery:

Avoid too much jewellery to avoid it being tangled on client's hair or being tarnished with continues use in the salon.

8 Footwear:

Shoes should be comfortable to allow the feet to breathe and save you swollen feet.

9 Posture:

Standing for a long time in the salon has its side-effects of swollen feet, ankles and backache. Please take good care of your posture to avoid all or some of the above ailments.

12 HEALTH & SAFETY TECHNIQUES IN HAIR BRAIDING . . .

- 1 Wash your hands before and after a braiding project.
- 2 Keep food and drink away while braiding
- 3 Wash and sterilise your styling combs when finished braiding. Dilute antiseptic drops – detol to soak your combs when finished. This avoids spread of unique hair infections – dandruff etC
- 4 Avoid transfer / spreading infestations diseases. Look out for head lice, ringworm etc – suggest they see their doctor
- 5 When working with sharp objects – blades, scissors, needles, etc. Take extra care to avoid spread of disease (a cut on your skin or your customer’s skin). Remember diseases such as aids are transmitted through blood contact. If a cut happens by accident, remember you must use the office first aid box and report the accident in your accident book.
- 6 Where necessary, use fresh needles when sewing a weave.
- 7 When working with hot water, please be careful not to burn your customer or yourself. Also remember to wash the towels after every use so as not to pass on any condition.
- 8 When working with electric equipment / hot appliances- styling tongs, blow dryers, flat irons, etc, keep them well away on a safe surface.
- 9 Also be very careful while handling them in order to avoid burning yourself or customer with such appliances.
- 10 Keep trailing wires well stored away to avoid tripping people when working around.
- 11 Bags and equipment should be kept away out of sight from the passage ways.
- 12 There should be a first aid box in your salon. This is very useful in the case of an accident.

5 TYPES OF HAIR EXTENSIONS

“It is all about the hair type.” This is a statement you can repeat over and over to clients about the type of hair they choose. This is because length, texture and type are some of the key factors that can make or break a beautiful hairstyle. The question is, what choices do we have when choosing an extension type? How do we maintain our hair to keep it looking great? When choosing a hair addition, it is important that we understand how to care for the hair.

What are hair extensions? Extensions are any fibre or material that we add to our hair for varied reasons. The decision to use artificial material or add more hair to your hair is to enhance our style and beauty. Choosing the right material makes a big difference. There are 5 major options which are subdivided into textures and makes:

Except Yarn and Lyn, the other types of extensions usually come in either WEFT or BULK packaging.

WEFT HAIR – Is the strands of hair sewn together on one end of a band. It is usually used only for weaving or bonding. However, you could still cut the hair pieces away from the weft to use on braids or add extensions with glue gun. Human or synthetic hairs come in weft form.

BULK HAIR: Is the loose hair bundles which is usually tied together with a rope. They are loose and free and can be used mainly for braiding or adding extensions with a glue gun. They come in jumbo forms or different packaging. Most hair extensions come in this form – afro kinky hair, human hair, synthetic hair etc.

Types of Extensions:

1. Raw Human hair 2. Processed 100% Human hair 3. Synthetic 4. Yarn 5. Lyn.

1. Raw human hair: is obtained from real people who grow their hair for sale. They are mainly from Asia in countries like India, Indonesia, Argentina, Brazil etc. Their quality are different depending on how they are refined and processed – sanitising, texturising etc which affects the elasticity, softness etc.

Care: It is like your own hair and should be treated that way. There is no difference between your hair and the raw human hair unless the occasional option of textures. They are very expensive and usually used by super stars who can afford them.

2. 100% Human hair: Both human and synthetic hair has a realistic appearance. Human hair is made from series of continuous processing of fibres of

Is suitable for braids, twists and weaves and can be hot curled, crimped or used to add texture to the hair. The downside is that while braiding, this type of hair frays a lot and easily loosens because it has very soft texture. The upside is that it is as light as your own hair.

Care: Human hair can be shampooed with care every 2-3 weeks. However, the texture determines how it should be washed. In weaves, it should be gently washed with a moisturising shampoo followed by a spray conditioner. In weaves /braids, do not use cream conditioners as this will make the hair too heavy and slip / slide out. Use a leave-in conditioner instead and massage throughout. Cover immediately with a silk or satin scarf to keep the braids neat while drying.

3. Synthetic Hair: Synthetic hair comes from a moulded plastic which helps to hold its shape and is processed with chemicals. It is generally less expensive and easier to manage than human hair. It is non absorbent and is not porous. Is suitable for braids, twists and weaves and is pre-textured. Some of them are flammable or can be dipped in hot water. It does not fray as much and you do not need any extra styling.

The downside is that it is heavier to carry than human hair.

Care: Shampoo according to manufacturers' instructions. In twists, it requires gentle shampoo once every 2-3 weeks after an initial waiting period of 3 weeks when it is first done. Try and match natural textures as coarse hair with silky-straight synthetic hair is a mess. Allow the hair to dry naturally or sit under a hooded dryer with a cool setting.

4. Yarn: Easy to maintain and can be washed as often as one likes. The older yarn gets, the better it looks. It is not necessary to cover nightly however, sleeping on a silk or satin pillowcase will help.

Yarn is used for dreadlocs and can be purchased from craft store.

5. Lyn: It is made from a combination of wool, cotton and synthetic fiber. Easy to maintain. Does not require washing as it holds water and takes a long time to dry. Choose styles that will stay nice for longer. Maintain by covering nightly with a silk or satin scarf. Lyn has a rope-like appearance, used for lock twist and braids and can be purchased from a beauty supply shop.

COLOUR CODING FOR EXTENSION HAIRS

The colours ranges include black, blonde, brown, auburn, gold and a variety of regular primary colours. Among the colours include:

1	Black	33	Auburn
1B	Off Black	144	Gold
2	Dark Brown	613	Lightest Blonde
4	Brown	51	Grey
6	Ash Brown	350	(Burgundy)
8	Chestnut Brown	99J	(dark auburn)
10	Medium Golden Brown		Blue
18	Light Ash Brown		Orange
22	Light Blonde (peroxide blonde)		Purple
24	Golden Blonde		Pink
27	Copper Blonde		Red
30	Light Auburn		

BASIC EXTENSION HAIR LENGTHS

HAIR length:

6"	20"
8"	22"
10"	24"
12"	26"
14"	30"
16"	32"
18"	

CUSTOMER CARE & CONSULTATION

VALUE OF A CUSTOMER

The customer is the reason we are in business. We have an idea, a skill/service or a product that we think we can sell to another person. The person who believes in this idea, product or service and actually makes the extra effort of using them or paying money for them becomes our customer. They are the persons we hope to satisfy or please with our idea or service. The customer provides the reason we are in business because without the customer, we have no business to sell. Our focus is on satisfying them and making them feel a part of our business.

Remember a satisfied customer will generate many more of the same kind. Your customer therefore becomes your most precious asset as a business person. This is because it is his/her purchase that results in the income you earn. Aiming to satisfy this customer then becomes one of the most important tasks you take on as a business person. A good customer recommends you to two or more of his friends who then introduce you to two or more of their individual friends. It grows from this position. A dissatisfied customer on the other hand represents a dead end.

You should aim to go the extra mile to make your customer happy even with the smallest of ideas. Put a good effort into thoughtful advertising to your clients.

CLIENT CARE TIPS

- i. Write your clients
- ii. Thank them for their business.
- iii. Develop free complimentary promotional things.
- iv. Where possible, do business with them yourself.
- v. Send birthday, xmas or special card. Where applicable send information that may be of value to them from time to time with little notes such as "Was thinking of you and thought you may have use for this."
- vi. Maintain positive contact in every way possible.
- vii. When they have a complaint, go over board to resolve it in a way that will meet their needs.

You will develop your business faster if you build a solid sound base of satisfied customers.

CLIENT CONSULTATION

As braiders in beauty industry, we sell self confidence and image projection to our clients. To understand the needs of our customers so as to satisfy their demands, we have to consult with them to aim at achieving their needs.

REASONS FOR CONSULTATION

- 1 To know what style the client wants
- 2 Will the style suit the client and their hair type – balding or receding hairlines/temples etc. For example a banana cornrow will not suit a client with this condition.
- 3 How long will the chosen hair style take to complete.
- 4 How much will this chosen hair style cost to make.
- 5 What type of extension hair fibre will be suitable for this chosen hair style.
- 6 How many of the hair extension pack will complete this hair type.
- 7 What colour of extension is the client going to use.

CONSIDERATION IN CONSULTATION

There are things to consider while making consultation with your customer.

- 1 Type of customer's head size
- 2 Density of hair on the customer's head
- 3 Lifestyle of the customer
 - high class working type
 - child or teenager
 - partying or outgoing type
 - housewife and reserved type
- 4 Reasons for the particular hair –
 - particular occasion
 - funeral or wedding
 - maintenance conscious etc.

CLIENT CARE

This is about creating the right atmosphere for our customers to feel comfortable and welcomed.

CONSIDERATIONS

- 1 Work professionally
- 2 Have a good personal look which customers feel comfortable with.
- 3 Attitudes and manner of attendance to their needs have got to be positive and professional.
- 4 Be caring when working on them (apologise when you get an accident or think they may be hurt)
- 5 Avoid being argumentative
- 6 Avoid gossips
- 7 Treat all customers the same (equally)
- 8 Consider health and safety in your shop
- 9 Be prompt with appointments (avoid disappointing customers)

HANDLING COMPLAINTS

Even if a customer is very nice when they complain, you still need to take it seriously as if you are dealing with a very angry customer.

- ◆ Learn to be polite, listen and take their comments seriously as they complain. It may mean a lot to the person complaining.
- ◆ Do not take complaints personally as if it is aimed at your person. Remember it is aimed at the service and is meant to educate you on different requirements of customers.
- ◆ Handle it in a positive manner and know that it teaches you something new which you may not have noticed about your service. See the complaining customer as one who loves your service otherwise they would have kept quiet and simply not come back to your business.
- ◆ Do not ignore the complaint or sweep it under the carpet and pretend it is not happening, remember to take immediate action where possible to resolve the matter.

6 BRAID MAINTENANCE TECHNIQUES

1. Always shampoo and condition hair before putting on a braid. If you have a processed hair, ensure hair is in good condition before you put on extension so as not to cause more damage to the hair. If it is virgin afro hair, add moisturisers to the hair to allow for easy combing and braiding.
2. Avoid pulling the hairs at the hairline as they tend to cause damage resulting to traction alopecia i.e hair loss due to stress and tight braiding.
3. Avoid braiding the hair within two weeks of a chemical touch up. This results in damage to the hair.
4. When braiding, try and match hair textures to the natural hair as this gives a more natural look.
5. After a hair braid, if possible, avoid over exposure to water which tends to take away the gloss and shine from a braid style. Use braidsheens and anti-itch oils to banish bad smells and itching that may occur due to the addition of extension.
6. Generally do not leave a braid on for longer than 3 months as this tend to matt the hair at the roots when it is taken out. On the average, after about 6 weeks the braid should be re-touched. A term in braiding which means that the braids at the front of the face should be taken out and re-braided to give a fresher and new look.

7 STEPS TO USE IN MARKETING YOUR BUSINESS

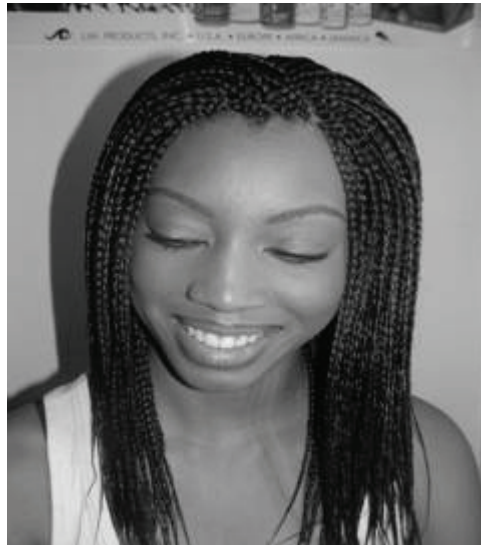
Marketing is basically getting yourself known in the industry you have chosen. It is about creating awareness in the market you have to be in. This includes ways of informing your audience that you are now offering the service you have chosen to give them. Marketing is fun and includes various ways of getting yourself known.

Some methods include:

1. *Word of mouth. Tell your friends and family members about your new skill and business. Offer to braid their hair free or maybe at a minimal price. Take pictures of your work and start creating a portfolio. This will help for your advert and reference with other customers.*
2. *Print basic fliers from your computer or for a cheap price.*
3. *Give fliers to most people you meet and mention your business to them. Ask them to come and patronise your business. Mothers at children schools, secondary schools, supermarkets, churches, train stations, high streets etc.*
4. *Get a web site for advertisement. Link your site with other web sites related to your industry – hair. This will drive business to your site.*
5. *Contact hair and beauty supply shops. Drop your service in their shops. Basically leave your flyers and other marketing materials.*
6. *Pass out fliers at events, shows etc.*
7. *Keep your customers coming back by giving them professional and caring treatments.*

World of Braiding & Extensions

.....glamorising hair braiding



World of Braiding & Extensions Ltd
221 Bow Road
London
E3 2SJ

Tel: 020 8983 9815, 0845 050 9723 Fax: 020 8983 9815

Registered in England & Wales No. 06020230
Registered Office
6 Bignor Close, Horsham, West Sussex, RH12 5JQ

Email: info@worldofbraiding.com | WEB: www.worldofbraiding.com