

# **The Master Skill Secret**

*How to Make It in the Hair Industry's Underground Economy,  
Without Even Going to Cosmetology School!*

By Marquetta Breslin

I'll be blunt....

Right now, as I'm sitting here writing this book, I am E-X-C-I-T-E-D....

In fact, I can't think of a time when I've been more excited for more people (including you) because the document you are reading right now has the power to fuel more transformation in your life – in the shortest amount of time – than almost anything I've ever created.

Now before we jump in, let me put something out there on the table. Depending on how much you know about me, this may or may not be obvious. So I'm just going to say it here once so you understand:

## **I LOVE HAIR!**

When I say I love hair, what I mean is that I LOVE hair. I love talking about it, looking at it, working with it, and more. I can't really explain why I'm so passionate about hair, but I have been for a very long time—ever since I was a kid. And I really don't see that passion changing at all.

In fact, over the years, as I've focused on helping women all over the world look and feel great, my passion to be even better has only increased. Now I understand that I am not alone in this thinking. In fact, I have the privilege to know tens of thousands of people all over the world that share my passion for hair and beauty.

I've been lucky because not only do I love talking about hair, but I've also been blessed with being able to make a living doing that very thing. No, I'm not standing behind a chair for 12 hours a day working with clients. I've tried it enough to know that's not the way I want to make an impact.

I've taken a different route that very few stylists even know about.

Now there are a lot of ways to make a living in the hair industry. And to figure out which way is right for you, you really have to get clear on what your priorities are. And the way you do that is to spend some time actually picturing the way you want your life to be.

Don't worry if what you're living today doesn't resemble that dream picture. It doesn't matter where you're at; it only matters where you want to go!

## **Fair Warning About Making a Living in the Hair Industry**

So before I get to the purpose of this short book, I want to make it clear that you really have to be careful when you go about trying to make it in the hair industry.

If you're not careful you can spend a lot of time, money, and effort, only to end up being a very talented, overworked, under-paid, and miserable stylist!

Just think about the average stylist. To be a professional stylist, you have to go to cosmetology school, right? So with that one decision, you've basically decided to make a \$20,000 investment in something good you **think** will pay off in the long run.

So you go off to cosmetology school. Maybe you learn a lot...maybe you don't. By the end, six to 18 months later, you're done and you go get your license.

And then what? Well, if the brainwashing has worked, you'll be sold on the idea of starting off at some big box chain, working for peanuts, and "putting in your time." Your belief system will be such that you'll actually think you have to start from ground zero, working for \$10 per hour, and working your way up the ladder. That's how the story often begins.

And for most stylists, that's unfortunately how it also ends. Because after **years** of "working their way up," not a whole lot has changed. Sure, they get paid more than \$10 per hour, maybe, but it's still hard work.

As someone who was alert and passionate enough about **yourself** to "raise your hand" and request this book, you've already set yourself apart from "average." And because of that ambition, I'm going to reveal to you an entirely **different** route that you can take to make it in the hair industry.

And the best part is, there are even ways to do this that do not require you to go to cosmetology school or even get a license! I'd be lying to you if I made it seem like there aren't **PLENTY** of people who have completely bypassed that traditional route and never looked back.

You're going to meet some of them in the near future.

Why wouldn't you want to spend your days making money actually doing something you love to do? My rough guess is that living your life like that would put you in a very small group of people. As you know, most folks spend their days in jobs they hate, working for people they can't stand, dreaming of places they'd rather be.

There's a better way. But you're never going to hear about this way at cosmetology school. And even now, in the Internet day and age where information can move in a blink, there really are **very** few people who are teaching this success strategy.

In order to end up someplace other than where the average stylist ends up, you need to develop a different way of thinking, speaking, and acting. And most importantly, you want to learn to see opportunities that other people just can't see.

What follows in this book is exactly one of those opportunities.

And it's all based on you learning something I call "*The Master Skill*." Now don't worry if you don't know what that is; I'll get into it soon.

First, let me tell you a little bit about what's possible with this Skill.

## **How to Start the Hair Business that Most People Don't Even Know Exists!**

Imagine being able to start a business in the hair industry where you wouldn't even have to leave home to get paid. Well, you might go out every now and again, but for the most part you'd be able to just stay in the comfort of your own home.

Imagine waking up each morning being able to work **when** you choose, for how **long** you choose, with no boss watching you or critiquing you or even interrupting you!

Imagine sitting down in front of your favorite TV show on any one day and, in just a few hours, turning your love of hair into as much as \$600—income that you were able to generate without even getting up off the couch!

You might think I'm blowing smoke here and describing to you every hair fanatic's dream world fantasy. But I'm not. This has nothing to do with fantasy or dreaming or make believe of any kind. That scenario I've described is actually real...or at least it could be for you.

Will you make \$600 per day? I have no idea. Some people can. Some people probably do much more, some much less. But the dollar figures aren't really the point. The real point is **how** it could be done.

That's the real gold. Because once you understand **that**, then you can use that knowledge to build your life and business in the hair industry exactly as you want it to be.

Some people will surely want to work every waking minute and maximize their income as much as possible.

Other people won't. Instead, they'll use their knowledge to make a much smaller amount of income—simply enough so that they can be at home with their kids.

But other people aren't the focus here—**you are**. So don't let all of the information that's coming cloud your vision of what you want. Because in the end, that is all that matters.

You are living your life. And you should live that life however you see fit.

Now how in the world could someone who maybe never went to cosmetology school, who never got a license, even *dream* of generating income in the hair business?

## **Is It Really Possible to Make Up to \$600 Per Day at Home While You're Talking to Your Friends or Watching TV?**

Of course, it's possible. Anything is possible. That's not just a saying; that is my way of life. If you get anything from reading this book, get THAT. You are limited by nothing except the size of your thinking.

I guarantee you they don't mention **that in any cosmetology school... or anywhere on this planet.**

And that's one of the most exciting things about what you're going to discover in this book. Whether or not you actually follow the path I lay out isn't really the important thing. And frankly, it's not right for everyone.

But either way, I guarantee you that you will walk away from the few minutes you spend reading this with a new set of ideas about what could be possible for YOU. As author Wayne Dyer says, "If you change the way you look at things, the things you look at change."

And "changing the way you look at things" is exactly what I aim to do....

## Shining a Light on the "Underground Hair Economy," Made Possible By the *Master Skill*



So what is this Master Skill I keep referring to? Well, there's a picture of it right there.

That picture is showing you one of my students who learned how to ventilate just hours after attending one of my Lace Wig Seminars.

You might also call it, the art of knotting hair. It's the process where you take a strand of hair and use a ventilating needle to knot the hair onto a piece of lace.

Do this over and over, and you'll eventually end up with a lace wig.

Now right at the moment I used the V word (ventilation), a lot of you probably had a reaction. If you're anything like some of the stylists and hair enthusiasts that I know, you have little interest in learning how to make a lace wig.

Now making lace wigs IS one thing you can do. But it's not right for everyone. Yes, you can generate a lot of income doing it. But it also takes you about 40 hours to make one. And then, often times, you actually have to SELL it to get paid.

Like I said, that's not a journey that everyone wants to take. Some people **do** want to, some people **don't**.

But stick with me here because the point of this book isn't to teach you how to make lace wigs. The point is to show you how the *Master Skill* can be used in many ways to make a living in the hair industry.

There's a reason I call ventilation The Master Skill, and I'm going to show you in just a minute.

Thinking that the only way to use ventilation is to make lace wigs is a little bit like thinking that the only use for pennies is to buy something that's one cent.

That's ONE use for a penny, but that's a bit close-minded. Think about the folks who walk right by a penny lying on the ground because it's covered in dirt and grime. Who would bother even to pick it up?

Little do they know, unless they actually bend down to pick it up, that it's a penny that's worth \$25,000 to the right coin dealer.

It's not just about **what** you know, folks. It's about how you **use** what you know.

It's not just about knowing how to ventilate hair. The secret is knowing how to take that skill and turn it into real income in a variety of ways.

By the end of this book, you'll know more about that than most stylists out there!

## **One Thing You Must Know To Really Put The Master Skill To Work For You**

So I want to help you open your eyes and your mind and show you how people just like you are using this Master Skill to transform their lives.

Frankly, there are plenty of ways you could use this skill. But I'm just going to give you a few places where I **know** people who love hair are using this Master Skill to generate real income. And some of them don't even have a license.

You see, to make wigs, frontals, closures, or any type of piece, it's not required that you have a license because you're not necessarily dealing with clients. (But to be sure, check with your state board to see what the deal is there for you....)

Just one thing before we get to these examples. Using the Master Skill requires a slight mind shift for a lot of people – most often for people who've been through cosmetology school.

It's not because they're not smart, mind you; it's simply because they've been trained, and they've been trained well. When you go to cosmetology school, you are trained that there is pretty much ONE way to make it in the business.

Even if you get to the point where you open your own salon, you're still pretty much following the traditional cosmetology school track. Now understand, there's nothing wrong with this career path. The problem comes when that training leads you to believe there are no other opportunities for you.

When you undergo traditional training like what they do in cosmetology school, it's very easy to have "blinders" on that shut down your mind to all of the real possibilities that are right in front of you – opportunities just waiting for you to reach out and grab them.

If you're going to use the Master Skill in the way I talk about in the coming pages, then you need to get those blinders off! It might take a while so don't worry. But even the simple act of reading this book will get the process moving for you.

## The One Ingredient You Need *Before* We Start

Oh, one more thing before we get to the specifics.... In my work with stylists all over the world, I've come to realize there are basically two types of people: closed and open.

When presented with new things, "closed" people find the first excuse to write that new thing off. They say, "*That won't work for me....*"

As you might imagine, this does not tend to lead to big success.

"Open" people are different. And instead of saying, "*That won't work for me,*" they say something more like, "*How could I make this work for me?*"

Do you see how the first approach to new things completely shuts down possibility and keeps people from moving forward? The second approach **creates possibility**.

Success is a crazy thing. And there are some things that are true that you might not think are true about how to create it.

For example, you might think that you need a lot of **answers** to questions to be successful. Answers about what you should do, how you should do it, what you should do next.... Those are always the answers people are looking for.

The secret is that it's not actually the answers that are important. You find those when the time is right for you to find them. The more important part of the process is that you begin asking the right **questions**. Questions open doors. Questions lead to opportunity.

Asking the right questions can change your life.

One question to get the ball rolling as we go through the rest of this book is this one. Ask this of yourself a couple of times before we get to the end. "Answers" have a way of showing up when you're asking the right questions.

The question is:

## How Can I Use The Master Skill to Generate Income and Completely Transform MY Life?

OK, so now let's get real. I'm going to give you some very specific examples of how you can take The Master Skill and put it to work in real life.

## **The Master Skill in Real Life #1**

The first example is something that's extremely simple. But you can actually grow this into a very nice way to generate income. I know because I've personally watched someone I worked with do this.

And that is to use The Master Skill to start a Lace Wig Repair Business.

Once you have become a pro at The Master Skill (how long that takes depends on how much you practice), you can simply hang out your shingle and start repairing lace wigs for people that already own them.

This is **great** for people who have The Master Skill but don't want to spend 40 hours at a time making a lace wig from scratch.



*Beverly Johnson*

This is the route that a woman named Beverly Hamilton from Tennessee took. After attending one of my Live Training Events, she learned The Master Skill and started doing repairs for clients. In fact, I remember getting an email from her and she said...

**“I have done a lot of repairs. That is why it's hard for me to finish my work. I am always working on somebody's wig or something....”**

Beverly has been in this industry for over 20 years and has taken The Master Skill to the next level!

Okay, let's move on to the next one....

## **The Master Skill in Real Life #2**

Here's another one if you **don't** want to be in the business of making lace wigs from scratch.

You can use The Master Skill to start a business making **closure pieces or frontals**.

Closure pieces and frontals are used in conjunction with a sew-in weave. It really shortens the time it takes to make an entire wig, and it makes everything look **very** realistic.

Instead of spending 40 hours to make a lace wig, these closure pieces and frontals only take 3-7 hours each, and you can sell them for \$75 – on the very low end for a closure – to \$350 or more for a frontal.

Chantaya Greene, a mother of two from New York City, has done just that. She learned The Master Skill and has created some beautiful closures and frontals.





*Chantaya Greene*



As you're reading through these success stories, don't take my word for it that these are the only things you can do. Get a pen or a pencil, and just write down any other ideas you get as you're reading. These "spur-of-the-moment" ideas are often the best ones!

### ***The Master Skill in Real Life #3***

Next up is something that's called **fronting a wig**. This one is BIG. Fronting a wig is where you take an existing wig, alter it by adding a piece of lace to the front and then venting the front (that's the Master Skill!), and make the whole piece look like a full lace wig.

Now I told you this is big. And in the coming days, I'm going to let you "peek" in on the life of someone who is actually doing this in a BIG way. You will totally be blown away by his story and the success he's created with The Master Skill.

Just picking any ONE of the three options I've presented so far could be an entire business in itself, but we're not done yet!

Here's another one:

### ***The Master Skill in Real Life #4***

Now this is not the easiest path, but I don't want to keep it from you because it can be pretty exciting if you can make it work. Plus, it can pay very, VERY well. Remember, all of this depends on you getting the Master Skill under your belt and using it in creative ways.

One of those ways is to break into the theater and film industry.

I don't have a recipe that you can follow to get the studios and theaters calling. If it were that simple, everyone would be doing it. But I can tell you what happened to me....

Not too long ago, I was paid \$5,000 for ONE lace wig piece I made to send to Paramount Studios in New York City. It was super exciting and a great way to generate income!

I also know of a gentleman who uses the Master Skill at an opera company in a major U.S. city. He uses The Master Skill to make a living... and get this: he doesn't even have a license!

Like I said, I don't have a "paint by number" path for you to follow on this one. But I can tell you this: these opportunities will only become possibilities for you when you **have** The Master Skill.

Would I have gotten that call from Paramount without it? Of course not!

OK, up until now, all of these examples have been pretty straightforward, but there's just one more place I want to take you just to show you how diverse the possibilities are.

### **The Master Skill in Real Life #5**

Now this industry is going to be right for some people and not right for others. But I want to give you the FULL spectrum of where you can use this Master Skill, so I'm including this opportunity.

What I'm talking about is the Merkin Industry.

A "merkin," for lack of a clearer way to describe it, is a pubic wig. These are often used by exotic dancers, but you'll also find demand for them from female actors in the film industry.

So get this....

I've seen these selling for like \$75, and they take no time at all to make. In fact, you could pretty easily make like 5-10 of them a day! (Just do the math!)

Like I've said, there's a long and growing list of possibilities for where you can use the Master Skill to make a great living.

And we haven't even talked about things like Cosplay, which is HUGE. That's when people dress up as characters from movies, video games, and comic books.

Oh, and then there's all of the help you can provide to cancer patients, as well. There's an enormous amount of potential there for someone with The Master Skill. You're offering those women such a valuable service while helping them look great.

But it gets even better!

### **The Hidden Benefit of Learning The Master Skill**

Like I've said before, going to cosmetology school pretty much prepares you for one thing and one thing only. That thing is to get your license. That's it.

But once you get into the "real world," you realize there are some other skills you need to get if you don't want to spend the rest of your life behind a chair 30 hours a day.

You see, most stylists have no idea how to actually go out there and attract clients. They don't really understand the process to separate themselves from the pack and become the pre-eminent choice in their area.

This is actually not hard, but you have to know how to do it. And you have to understand that this is something you want to learn.

And that's why The Master Skill is so valuable. It doesn't lull you into thinking that someone **else** (like a salon) is going to provide for you. That's all well and good, of course, until the day the salon decides they no longer want to "provide" for you.

Then you've got a big problem and don't have many choices to fix it.

But once you learn and begin using The Master Skill, then you can focus on the business side of the hair industry. You'll focus on attracting clients, being different, and charging premium fees for your services. And you can start building a business where you'll never again be dependent on someone else for your well-being.

You'll have the skills you need to be self-sufficient and take care of yourself and those you love!

There are **very** few stylists out there (even seasoned pros) that understand client attraction. If they did, they wouldn't be working so hard!

Here's something you want to remember:

When you're in business, the hardest path you could possibly take is to make something like a product or service and **then** go out into the world and try to sell it. This is what most businesses do and this is why so many of them sink!

The much smarter (not to mention easier) way to go is to look out into the world and see where there is already NEED and DEMAND for something you could do or make. Then, you simply place yourself smack dab in the middle of that flow and people start to hire you.

Do you see how this would be much easier?

Well, let me tell you, there is already demand out there WAITING for you. I've lost count of the number of stylists I've talked to who talked about this Master Skill and said something like, *"Oh, I've been meaning to get into that... I just haven't gotten around to doing it yet."*

Pretty soon, words like that are going to be music to your ears. Why? Because the longer those people **wait**, the more demand there will be for YOU.

People need someone to show up and provide The Master Skill for them. So just understand that you are approaching things the smart way.

In other words, there are people out there *waiting* for this. And all you have to do is show up and help them.

The Master Skill sets you off in a direction that leads to self-reliance. And believe me, when you get there and understand that your life is under your control, it is an amazing feeling!

## Where Do You Learn The Master Skill?

So now we come to what is probably the biggest obstacle at the moment standing between someone who **wants** to get started in this industry and actually making that a reality.

Where can you learn The Master Skill?

And that's the thing, there aren't many places that are teaching it. And even fewer that are doing it in a comprehensive way.

Frankly, just about the only place you can learn to do this is by spending a long time on YouTube®.

But really, that's not a very comprehensive solution. And even if you **do** learn The Master Skill there, there's not a whole lot of instruction about how to take that and do something with it.

But that's all about to change very soon. I can't really tell you much about it at the moment because we have some more ground to cover before then.

Where are we going?

Well, over the coming days, I'm going to introduce you to some very special people. These are folks who have taken this Master Skill and used it to absolutely transform their lives.

You are going to be completely blown away by what they've done, and I will be right there with you applauding them on as they tell you their stories.

## What Should You Do Right Now?

For now, just let your mind dream. It all starts with you getting clear on how you want your life to look. Do you want to make lace wigs? Maybe...maybe not.

Do you want to work three hours a day from your home and then have the rest of the time to spend with your kids? I can't give you the answer – only you can – but I'm sure you probably already KNOW the right answer for you.

And I give you my word that I will do everything in my power to help you make that picture you see in your mind a reality for you.

For now, make sure you go to the page below so that you can come along for the journey. It's going to be quite a ride!

YOU CAN DO THIS! Click below to get started and learn more.

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