

Family Handbook - 2024

“Unity is strength..........

when there is teamwork and collaboration,

wonderful things can be achieved!”

**Mattie Stepanek**

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Hey there and thank you for your interest in our salon. I’m excited you reached out and hope this guide gives you a glimpse into our little slice of heaven!

We are a collective group of professionals that operate independently under one roof, while working together to create a nurturing and supportive team environment. In this salon we create positive, strong relationships with each other, and our guests. Our welcoming atmosphere is fed by positive energy, laughter, like-minded goals, and ensuring our guests receive the best of the best. Should you make Chevelure your new home, you are joining something special, and we look forward to you being part of our family for a long time to come!

No matter your role here, it is an important and pivotal piece to our vibe. It is each one of our responsibilities to be respectful to all, work together as a team, and help create a welcoming space for each person that walks through our doors. In doing so, a cohesive environment is constantly maintained, providing each guest with a positive experience (bringing them back again and again) and, more importantly, offers each of us an amazing place we to WANT to work in.

As independent contractors, we make our own hours, work schedule, prices, etc.…. But as part of a family, we work together, build each other up, keep drama to a minimum, and help when needed/pitch in without having to be asked. There is something to be said for surrounding yourself with like-minded individuals that support one another’s visions. Here we support a plethora of dreams, and our goal is to ensure each of us embraces the salon mojo, while also embracing individuality, both personally and professionally.

Within this handbook, you will find the who, what, and why, of how we roll. This guide is a mix of expectations, and common sense, we hold dear to our hearts. It helps to showcase who we are, and ensure we are the right fit for each other. Here you will learn about our expectations, our goals, our motivations. It is our hope that you will become all of this and so much more.

This is your chance to be a part of a nurturing family. An opportunity to learn and grow. A choice to share and help those around you. It would be amazing to have you here with us and we want you to feel great to be here too! That mentality will be what moves you, shines through you, and showcases to all those around you!

From all of us at Chevelure Salon,

Welcome!

“Dress shabbily and they remember the dress; dress impeccably and they remember the woman!”

**Coco Chanel**

Be Fashionable

YOU are an amazing human, and how you present yourself reflects how you feel about yourself within. Wear what YOU are comfortable in; what makes you feel confident, unique, and awesome! All we ask is that you are respectful and tasteful, while keeping our environment in mind. Here are a couple things we ask you do NOT wear while working with us -

* No profanity on clothing
* No spiked high heels. They will damage the floor.
* No daisy-duke shorts or super short mini-skirts.
* No extreme cleavage, waistbands so low your “crack” is exposed, or bottoms so short you’re sharing your “woo-hoo”.

“The visionary starts with a clean sheet of paper and re-imagines the world!”

**Malcolm Gladwell**

Be Clean and Tidy

This space has been created for all of us to enjoy and maintaining it is the job of everyone who works here! At present we do not have a cleaning crew, so cleaning up after ourselves makes things easier for everyone involved. Your station/room is your area to use, but we ask that you have respect for yourself, fellow technicians, and us, for the time and care we put into making our salon. We believe it should be left at least the same, if not cleaner, than before we started. Please make a mental note of the following-

* Your personal station/ chair/ color cabinet/ room-
  + Always keep your work area clean and presentable (this includes before, during, and after you are working).
    - Wipe down, sanitize, and/or sweep after each guest so your workspace is ready for your next appointment.
  + Please keep any station/room décor simple, professional, respectful, and complimentary to the vibe of our salon.
  + Please be careful when applying color, chemicals, products, etc. We realize it can be a little messy, but we ask that you are aware of what you’re doing and clean up should something drop, splatter, or go flying. Double check around you on the floors, walls, equipment, etc. as soon as possible, to avoid staining and damage.
  + Clean your used color bowls/ brushes/ perm rods/ tools between clients and, if dry, put away before you leave for the day.
  + Put away cords and close up your station/ room before leaving for the day.
  + Turn off all your electrical /hot tools, when done for the day, to avoid a fire. Most of us use a 6-way extension cord, so we turn this off each night just to be sure everything is off.

“Design is how you make your first impression with your consumers. Make sure it is a lasting one!”

**Jay Samit**

Be Impressive

As a team-based atmosphere, we work together to maintain everything; this includes all common areas throughout the salon. Ex: bathrooms, backroom, entryway, atrium, shampoo bowls, coffee/snack, bar, waiting areas, reception desk, laundry room, etc. That means we all pitch in to clean, do laundry, and help one another out. Use the following list as a guideline on keeping our beautiful salon looking its best all the time! Remember, impressions are everything:

* Keep an eye on the front entryway. Please help sweep and keep clean as needed. Especially in the fall and winter with leaves, snow, etc.
* Our coffee/snack bar is available to all our guests. Please help clean and restock everything as needed, so it always looks full and inviting.
* Make sure used coffee cups, wine glasses, garbage, food, etc. is picked up after each of your guests (and their dishes washed).
* We have two bathrooms; the bigger one is primarily for our guests and the smaller one is mostly for technicians (hence marked private). Please check them both and help clean as needed. Make sure they are also fully stocked with TP, paper towels, soap. etc.
* Help clean and organize any waiting/seating areas, to keep it presentable for everyone walking throughout the salon. Ex: remove magazines older than 2 months, wipe down seats and tables, fix pillows, sweep, wipe up any messes.
* The glass atrium is another amazing area for our guests to relax. Please help to keep it quiet, clean, and presentable.
* Don’t forget to wipe down the shampoo bowls, footrests, cabinets, and surrounding area after each use. The last thing anyone needs is a destroyed shirt due to residual color/or bleach left behind.
* Garbage bins are conveniently available throughout the salon. We ask that you help empty them at the end of your day, as they get full.
* The reception desk is used by all of us and can get busy at times. Please keep it clear of clutter, so we all have access to the computer, and it stays clean.
* Towels are used by everyone! This means everyone needs to help wash and fold them. Please check the laundry basket, washer, and dryer before, during, and after your day, periodically to see what needs to be done. Please do not wash a load of laundry when nobody will be in for a couple days; otherwise, they sit wet for several days and get musty.
* The dispensary and laundry/break room are our getaways. For some of us, it will be an “oh shit, what are we going to do” area 😉. Make sure to keep it neat, orderly, and drama free. These are our “safe” places!
* Look around and restock supplies when needed. Make a note of anything we are running low on, so we know what needs to be replenished.

“The greatest discovery of all time is that a person can change his future by merely changing his attitude!”

**Oprah Winfrey**

Common Courtesies

Professionalism is a balance of honesty, talent, education and, most of all, common sense. As part of our salon family, it is also crucial to have respect, listen, and communicate with all guests and co-workers within our space. How we treat each other, our space, and those around us, is an important part of the puzzle. It should be present in all we do to maintain a warm and welcoming environment. Here are a few guidelines to keep in mind:

* With each other-
  + Do not use other “team-member’s” supplies, tools, and/or equipment (unless you have their permission). To ensure everyone is working in peaceful harmony, please place products, tools and/or supplies you do not want used in your station, caddy, or cabinet.
  + With some of us working side by side, be aware of the space around you and the items/ people nearby, to prevent accidents.
  + Occasionally, leave “love-notes” for another person coming in. (Everybody loves a pleasant surprise 😉)!
  + Support your fellow “salon-family” when in need.
  + Be willing to learn from each other, or even better, teach something to your co-workers. We all have something unique to contribute, so why not share!
  + If you have a complaint or concerns, don’t let it fester. Let’s talk it out and come up with a solution together. But make sure it is done in private; nobody enjoys an uncomfortable situation (especially when done publicly).
* With our clients-
  + Greet each client that walks in with a friendly “hello” as if they were your own. They could be some day. We don’t have a receptionist at the front desk, so either help the client to the best of your abilities or let them know someone will be right with them.
  + Service each guest to the best of your ability. If you cannot, or just are not sure, ask for help! That is ok. We have ALL been there and it’s how we learn and grow!
  + Try to stay on task and on time. Everyone’s time is valuable, and nobody wants to feel unimportant. If you’re running behind and need help, just ask.
  + The shampoo bowls, leg rests and neck supports are there to ensure a relaxing experience. Try to keep conversations quiet and/or to a minimum.
  + Use proper language and hold appropriate conversations within the salon.
  + Remember, other people are always listening; keep your standards high and be professional.
* Just in general-
  + If you see something that needs attention, please say something. Or better yet just do it! If it can’t be done or you need help, ask!
  + We ask that you keep your phone off speaker mode during phone calls, while watching videos, etc. Most people don’t want to listen to your conversation, or what you are watching/ listening to, so please keep that in mind.
  + Never speak poorly of other businesses or professionals. Community over competition is where it is at.
  + Always be kind and lift people up. It is a small world, and we are all lucky to be living in it.
  + There is a zero-tolerance policy for negative talk and energy.

“To create something exceptional,

your mindset must be relentlessly focused on the smallest detail!”

**Giorgio Armani**

Be Remarkable

The “WOW” factor is what we should all be striving for during every guest visit. As independent businesses, we each have our own flare on how to accomplish this; but a cohesive feeling, from all of us together, is a great foundation we can build upon. Seeing as we are all using and benefiting from these “extras”, we all help in replenishing supplies as needed. With every salon experience, ALL guests will have access to the following complimentary perks:

* A serene atrium area for waiting and/or processing (mainly during the warmer months).
* Complimentary Wi-Fi - ID is Chevelure. The password is chevelure18.
* Portable chargers and cords to use during client visits.
* Towel warmer for towels, neck wraps, and hand mitts.
* Cozy blankets, should our guests need a little more warmth
* Coffee, tea, water, soda; along with beer and wine (only 1 per visit/ ONLY guests 21 and older).
* Healthy assortment of snacks, assorted candy, and sweets.
* Customer Appreciation Perks:
  + We try to spark things up through the year by offering special things occasionally. Sometimes it’s a chocolate fountain, sometimes Taco Tuesday, or maybe a big Holiday buffet. Regardless of what we come up with, it’s our way of saying “thank you” to our clients for choosing us! Nothing’s official or set in stone; many times, it’s a last minute just because. Either way our guests love it and is one more extra they can look forward to!

Please share any ideas you might think of, to add to our client’s experience! Keeping our eyes and ears open, going above and beyond, and making room for magic, is how we accomplish this. It is the extra touches that set us apart.

“There is only one rule for being a good talker- learn to listen!”

**Christopher Morley**

Communication

One of the most important factors in any relationship is communication (this goes for each other and our clients). Without it, lines get crossed, feelings hurt, and resentment festers. Even with the best of intentions, things can go sideways. So, we try to focus on being up front and honest, talking things through, and being willing to listen to all sides. This can help alleviate a multitude of problems, before they begin. Here are some additional thoughts on the subject –

* With our clients-
  + Although we are kid friendly, this does not extend to unruly behavior. Please make sure to have this conversation with clients before they arrive so that everyone in the salon can enjoy their experience with us.
  + Try to make sure you and your client are on the same page BEFORE starting any service. Nothing is worse than the sad look they have in the mirror after we have created (what we feel is) the perfect look.
  + The not so good times (hey, it happens!). When faced with a guest that feels their service with you was not 100% perfect, remember to remain professional, confident, and calm.
    - Couple side notes on this….
      * The customer is not always right. Sometimes a refund, bless, and/or release can be the difference between your sanity and a stiff drink!
      * We are a family! So, if there is an issue beyond your control, we have got you. We will try and help in any way we can. Please note, we will NOT allow disruptive behavior. So should a client get overly heated, they will be asked to leave.
* With each other-
  + Please use discretion with any conversations you have. We do not share unless we have express permission from all parties involved. Some things are not meant for other ears.
  + Whatever the issues you’re having, they should be dealt with in private. Use the backroom, go outside, go to lunch, talk over the phone if necessary. No need to air our dirty laundry for all to hear.
  + It is important to bring up concerns right away so we can head things off before things get out of hand. We are all adults, so hopefully you will first go to whomever is causing you concern, directly.
    - BUT, if you are not comfortable with this approach, please come to me so I can help you with the situation.
  + I always have an open-door policy. Come to me with anything you are upset about, uncomfortable with, or suggestions you may have. Be it a co-worker, client, home, whatever, I am here to help.
    - Whatever you share with me is confidential and will not be shared with anyone else. This is a safe space for you to voice your concerns and/or vent.
      * First step should always be to try and work things out amongst yourselves,
      * If a resolution cannot be found, I will step in to help mediate.
      * If this approach still does not alleviate things, I will come up with an appropriate solution to handle things as I feel is most fair to everyone involved.
  + Last, but not least, it is expected that we always be respectful to each other, regardless of the situation or our emotions.

“Great things in business are never done by one person. They’re done by a team of people!”

**Steve Jobs**

Be Exceptional

No matter what we do in life, we will always need the help and support of other people and/or systems to grow. Nothing is ever accomplished with the Me, Myself, and I mentality; that is what a TEAM is all about. We each have something to contribute; so, sharing with co-workers can help open doors not thought of or just make you feel good for giving a piece of yourself! Here I offer a few tools that have helped me and my business and may offer some guidance for you as well.

* Salon Booking Software:
  + Daysmart- Perfect place to stay on top of our clients, appointments, formulas, notes, etc. This can be a major game changer if you are trying to simplify your life! It offers on-line booking, email marketing, automated appointment reminders (email and text), and more. All of this makes our job easier while offering peace of mind that our guests are always at the forefront of our mind and technology. This amenity is included in your rent, should you choose to use it. If you have your own system already, no worries and no pressure!
* Website:
  + Our current website has tons of information for both new and existing clients. We dedicate a couple pages to each technician so they can showcase services, specialties, and clients can learn more about them personally. We can even direct them to your own website, online booking, or whatever your mind can think of. [www.cheveluresalon.com](http://www.cheveluresalon.com)
* Business Coaching:
  + Putting time aside to work “on” your business, not just “in” your business will prove a benefit for years to come. Education, marketing, and business planning can keep creative juices flowing. These resources can be huge eye-openers in helping take your business to the next level.
    - Britt Seva – a hairstylist business coach, offering a proven funnel to help grow your business. She can be found on FB, IG and at [www.brittseva.com](http://www.brittseva.com) and [www.thrivingstylist.com](http://www.thrivingstylist.com)
    - Hunter Donia- another great coach offering some advanced techniques to lighten the technology load on the back end. He can be found on FB, IG and at [www.hunterdonia.com](http://www.hunterdonia.com)
* Hair-loss Education:
  + USTI- This is a great company to get more knowledge on trichology/ hair-loss conditions and solutions. They offer 3 levels of certification and have their own line of prescriptive products to support you. [www.ustrichology.org](http://www.ustrichology.org)
  + International Hair Goods- Another great option for hair-loss education. They offer classes on non-surgical hair replacement, wig care, and so much more. [www.internationalhairgoods.com](http://www.internationalhairgoods.com)
* Extra Business Support-
  + Jotform- One stop solution to create client forms, reports, and automations. This is also where I created my salon app. [www.jotform.com](http://www.jotform.com)
  + Mailchimp- This platform is for email marketing and my favorite when it comes to automations. I currently have a new guest sequence, that includes 6 emails, which will go out automatically as soon as they are added to my client list. www.mailchimp.com
  + Wix- Our website is currently hosted on Wix. They have many templates to choose from, should you want to create your own or revamp your own website. [www.wix.com](http://www.wix.com)
  + Canva- A great resource for creating marketing materials, social media posts, and so much more. The possibilities are endless. www.canva.com

“For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with knowledge that you are never alone!”

**Audrey Hepburn**

Be United

If you have not guessed by now, we are all about the “TEAM”. Together we are stronger. It is with that mindset that we look to build upon one another and with each other. Chevelure Salon is a collection of amazing, independent contractors under one roof; with the main goal of supporting each other and keeping that culture alive. We realize everyone is busy, and the last thing needed is another mandatory anything. For that reason, we do not have a structured schedule for classes, meetings, etc. But that’s not to say we don’t collaborate on things. Many times, we brainstorm between clients. Sometimes it’s a glass of wine after the last client has left. If we are lucky, we all get together for a night out and drinks. But regardless of how or when, we are always there for each other. So, if we can make it work, we will find a way!

“The distance between insanity and genius is measured only by success!”

**Bruce Feirstein**

Be Amazing

Meaning:

I’ve always had a dream, but like all things, it takes time to cultivate and grow. After many trials and errors, and more notebooks/ post-it notes I can count, Chevelure Salon was born. We all want something special, and I genuinely believe I found it. Our name came after hours of brainstorming, but once it did, all the pieces fell into place. The meaning of Chevelure was like a sign from the universe, connecting so much I was passionate about. So, in case you (or your guests) are wondering, here is the meaning of our salon name.

CHEVELURE

*French- /*shev-a-lure/

1. A head of hair (what better word for a hair salon)
2. A hair piece for hair-loss (my ongoing obsession to help those suffering with this condition)
3. The luminescence surrounding celestial beings (comets, stars, etc.) (my middle name is Celeste 😉)

History:

I’ve been doing hair since I graduated high school (which seems not nearly as far away as my body seems to suggest). A graduate of Don Roberts Beauty School, and with a constant thirst for knowledge, I have made it through over 30 years in this business. I have worked in franchises, big salons, small salons, and now I am here. Prior to this venture, I have been a commission stylist, renter, manager, and a previous salon owner as well. All this experience has shaped my career and fueled my desire to help those around me. I LOVE color and haircuts, but for me it is the feeling I get when I truly connect with my guest. Knowing they walk away feeling better than when they came in! That is what it is all about! And being able to do it in my dream salon is an accomplishment without words. It fills my heart and soul, and I hope this career does the same for you!

Real Talk:

So, if you have reached this far in the “handbook” hopefully you’re ready to hit the ground running and be a part of our unique place. One of the most important things for you to know is that I work best with open communication and honest feedback. Issues will arise, and I expect everyone to try and work them out peacefully. But regardless, I am always available to listen and help you through anything that may be bugging you. No topic is taboo, all feedback is appreciated, and ideas and suggestions are even better!

We are in a unique position to each do what we love, as separate businesses. We each need to commit to a continual state of growth, and learning, which is what will keep us fresh! We cannot do it for you, but if you want it bad enough, we are all here to support, teach and lend a helping hand. We are only as strong as our weakest link, so we need to make sure everyone is on the same page of positivity, knowledge and leveling up. Our goal is to provide a culture that will feed that growth and help us all be successful.

I am a strong believer in throwing positivity and magic into the universe and it will return ten-fold. Keeping a positive outlook is a beautiful thing and it drives success, happiness and a true balance of work and home life. But being real, we all have bad days and how we handle ourselves during those times speaks volumes. So, leave your baggage at the door, or at least in the back room. Remember, our guests are trying to get away from “their” every day. So, when life is too much, talk to us, let us pick you back up, so you can move on from the negativity and get back on track. On a similar note, I believe in a balance of personal and professional life. Take vacations, pamper yourself, constantly refresh your mind. You cannot provide the best of yourself if your mind and body aren’t in the game. Going through the motions will not cut it. Take care of yourself. Eat, exercise, get sleep, and most importantly, LOVE yourself!

Nothing is basic in my world! My eclectic stamp is on all I do. Be it kids, pets, events, gifts, etc., I want everything I touch to be above and beyond. No normal in this gal’s life 😉 I love to laugh, learn, and do special things for those around me. My hint of sarcasm is always present, and I love a good prank (provided no-one gets hurt). I can never have too much popcorn, dark chocolate, lip gloss, or lash boost. So be prepared for lots of hugs, laughs, and an all-around good time with me!

So, if all of this seems like too much and it just does not feed your soul, then maybe our family isn’t the best fit for you…. and that’s OK! The universe brought us together for a reason; maybe it’s just for that extra connection! But, if any of this feels right in your heart, then GREAT, let us stick together and go strong! I would love to help you on your continued road to success! You can do it! We can do it! Together! We all welcome you and would be happy to have you as an amazing addition to our tribe! This is not a competition, but rather a journey. Your destiny’s waiting- yours for the taking. So, grab it and enjoy it!

XOXOXO Rene’

“The only person you are destined to become, is the person you decide to be!”

**Ralph Waldo Emerson**