



# SGS LESSON PLAN

Shear Genius Society - Instructor Guide

## Salon Business

**BUILDING BLOCK FOR SUCCESS - reusable across all programs**

Applies to: Cosmetology, Barbering, Esthetics, and Nail Technology

Suggested time: 2.5 hours (theory and a client-retention plan)

**How to use this plan:** The lines under "Say" are scripted word for word so every class hears the same information - read them aloud. *Italic in brackets is what you do.* The jade "Teaching move" names the method; the "Students" line is their involvement.

### Learning Objectives

By the end of this lesson, students will be able to:

- Describe the ways professionals earn: employee, commission, booth rental, and ownership.
- Explain how to build and keep a loyal client base.
- Understand basic salon business: pricing, record-keeping, and ethics.
- Describe what it takes to rent a booth or own a business.

### Materials and Equipment

- SGS chapter slide deck, projector, and whiteboard
- Client-retention plan worksheet
- Student workbook or chapter handout

### Key Terms

commission, booth rental, salary, retail, rebooking, client retention, overhead, pricing, business license, record-keeping, professional ethics, referral.

### Lesson Sequence

#### 1. Opening Hook - 10 min

*Teaching move: Reframe every professional as a business owner.*

**SAY (read aloud):**

Whether you work for someone else or own your own place, you are running a business - the business of you. Your skills fill the chair; your business sense keeps it full and makes sure you get paid well for it. A lot of talented people struggle financially simply because no one taught them the money side. Today we fix that.

- **Students:** share whether they picture working for a salon or owning one, and why.

#### 2. How You Get Paid - 15 min

*Teaching move: Lay out the earning models plainly.*

**SAY (read aloud):**

Let's talk money. As an employee you might earn a salary, a set wage. On commission you earn a percentage of the services you perform - the more you do, the more you make. With booth rental you pay the salon a set rent and keep what you earn, running your own small business. And as an owner you keep the profit but carry all the costs. Each model is a different mix of security, freedom, and risk.



- **Students:** name which model gives the most security and which gives the most freedom.

### 3. Building Your Clientele - 20 min

*Teaching move: The habits that fill a book.*

**SAY (read aloud):**

Here is the secret to a full book: it is not luck, it is habits. The biggest one is rebooking - before a client leaves, you schedule their next visit. Add great consultations so clients trust you, honest retail recommendations so they get results at home, and consistency so they always know what they are getting. Happy clients rebook and refer their friends, and referrals are the cheapest, best marketing there is. A full book is built one rebooked client at a time.

- **Students:** name one thing they will say to a client to encourage a rebooking.

### 4. The Business Basics - 15 min

*Teaching move: Pricing, records, ethics, and the law.*

**SAY (read aloud):**

Now the basics that keep the business healthy. Price for your time and skill, not just the supplies. Keep records of your income and expenses - you will need them at tax time. Behave with professional ethics: honesty, reliability, and respect, every day. And follow state law: keep your license current and displayed, and know the rules your board sets. Good business is built on good habits and good records.

- **Students:** name one record a professional should keep.

### 5. Renting or Owning - 15 min

*Teaching move: Honest look at the next step.*

**SAY (read aloud):**

Many of you will one day rent a booth or open your own place, so let's be honest about it. Owning gives you freedom and the full reward, but you also carry the overhead - rent, supplies, insurance, marketing - and the responsibility for everything. It is a wonderful goal, and it works best when you have first built a loyal clientele and learned the business side. Walk before you run, and the door is wide open.

- **Students:** name one cost an owner has that an employee does not.

### 6. Activity - Client Retention Plan - 15 min

*Teaching move: Build a concrete plan.*

**SAY (read aloud):**

Now make your plan. *[Hand out the client-retention worksheet.]* Write how you will get clients to rebook, how you will earn referrals, and one retail recommendation you would feel good making. This is the plan that fills your chair.

- **Students:** complete the client-retention plan and share one idea aloud.

### 7. Check and Recap - 10 min

*Teaching move: Recall and close on ownership of their career.*

**SAY (read aloud):**



Quick check. What is the single most powerful habit for a full book? *[Pause.]* Rebooking. Name the four ways professionals earn. *[Pause.]* Salary, commission, booth rental, ownership. To recap: you are a business, you fill your book through rebooking and referrals, you price and keep records like a pro, and ownership is a goal you build toward. Your career is yours to grow.

- **Students:** state one business habit they will start from their very first day on the floor.

### Assessment

- Performance: completed client-retention plan.
- Written: quiz on earning models, client retention, and business basics.
- Verbal: participation in the earning-models and retention discussion.

### Assignment

Read the Salon Business chapter and complete the workbook. Write your personal client-retention plan and define the earning model you want to start with.

### Instructor Notes and Safety

*Keep numbers general; do not present specific tax or legal advice.*

*Tie rebooking and retail back to the consultation skills in Communicating for Success.*