

## How to Set Goals, Attract New Business and Accomplish Goals

As beauty professionals, there are many opportunities we can make for ourselves throughout our careers. That's exactly what Luz Segovia did. As newly elected Cosmetologists Chicago (CC) president and owner of Segovia Salon in Chicago here is her personal how-to list for goal setting, attracting new business and accomplishing career goals:



- **On career tracks:** Going to beauty school is not just about becoming a hairstylist. There are other career tracks out there to afford a successful career, like skin care, nail care, salon management or marketing. Couple that with a business degree, and you're ready for an entrepreneurial future.
- **On new beginnings:** I bought an existing salon, so the biggest challenge was to set new rules with the established staff and clients who were used to the old way. By making changes gradually, rather than immediately, I enjoyed a smooth transition from the previous owners.
- **On expanding a business:** You need to know where you came from and where you're at in order to know where you're going. Put together a 5-, 10- even 30-year business plan. Then set benchmarks to measure your growth. Also, be sure your existing staff is always busy before adding anyone new to the team, and that you are using your space efficiently.
- **On hiring new employees for a salon:** Take advantage of beauty schools that offer salon tours and career days, a great way to meet potential new hires. Develop and stick to salon training programs, and be up-front with new employees on your salon culture.
- **On training:** When it comes to the technical end of our business, like learning new trends, you should work with manufacturers willing to show and teach you what's new. My manufacturers know my market and help me figure out what our customers need.
- **On networking:** Belonging to an association is extremely important for networking with like-minded people. No matter how small you start or how big you get, you need the support of people to help you. **LS**



Luz's new position as the head of Cosmetologists Chicago's Board of Directors will have her leading the group's efforts and bringing opportunities for fellow members of the professional beauty industry, through the CC-owned America's Beauty Show.