



Get Over Your Hairstyle Makeover

thehairstyler.com

Contents

- 3** INTRODUCTION
Get Over Your Hairstyle Makeover
- 4** CHAPTER 1
Don't Wait Too Long
- 6** CHAPTER 2
Tips for Avoiding a Bad Hairstyle Experience
- 8** CHAPTER 3
Fearing Hairstyling Nightmares
- 11** CHAPTER 4
To Sue or Not to Sue: Dealing with Disappointment
- 13** CHAPTER 5
Get the Right Idea about Hair Consultations
- 15** CHAPTER 6
Getting Cosy with Your Stylist
- 17** CHAPTER 7
Hairstyles and Cold Hard Cash
- 19** CHAPTER 8
Everyone Deserves Great Hair!
- 21** CHAPTER 9
Finding Time for a Salon Visit
- 23** CONCLUSION
Some Tricks of the Trade



Copyright 2010 TheHairStyler.com

This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Introduction

Get Over Your Hairstyle Makeover!

It's free, it's packed full of goodness, and when you print it out (preferably on recycled paper), it'll be thin enough to put under your pillow. Why would you put it under your pillow? Well, you usually put something under your pillow that you think will keep you safe, or that you think is particularly precious. This e-book will keep you safe, and it's certainly precious.

I'm a professional hairstylist with over 25 years experience, and in this e-book I pinpoint and discuss all the things about getting a hairstyle makeover that might worry you. I think you might be surprised when you realize that your little anxieties may actually be big worries for many others. I give you my honest and experienced opinion about whether you're right to worry about these things, or whether you should forget them. And if you're right—if these hairstyling concerns you're worried about are serious—then I talk you through how to deal with them.

If you've read this far then I'm pretty sure some of the chapters in this e-book will probably apply to you. Are you someone who has been talking about getting that hot new style for the past 6 months? In **Chapter 1** I identify a big problem many people deal with when it comes time to getting a hairstyle makeover: procrastination. In **Chapter 3** I talk about something everyone dreads: a hairstyle disaster. There are many more important chapters, and after reading this e-book you'll see that no hairstyle is ever really that bad because there's always something you can do to make it better.

info@thehairstyler.com



“ Only 1 out of every 100 people surveyed thought they didn't deserve to have a new hairstyle.* ”

* All the statistics in this e-book are taken from TheHairStyler.com's consultation "Get Ready for a Hairstyle Change" (27/5/08) and its survey of more than 200,000 people.

Chapter 1

Don't Wait Too Long

This first chapter is about timing, about how long you should wait before you're ready to make your thoughts and dreams about a new hairstyle a reality. I also give you my advice about what you should bear in mind when deciding on a new hairstyle.

1. You've Been Thinking about a New Hairstyle for a Couple of Weeks

A week or two is the perfect amount of time to weigh-up the **important things you need to consider when getting a new hairstyle.**

These are:

- whether or not it is the right hairstyle for your face shape and other personal attributes (hair texture, complexion and growth patterns)
- how your maintenance routine might be changed with your new style (for instance chemically treated/colored hair may require slightly different maintenance, and you may get regrowth, and you may even need more regular trims to keep your new hairstyle in perfect shape)
- how much time you'll need to dedicate to styling your new hairdo at home



“ Most people surveyed are so unsure about getting a new hairstyle they think about it for months, and about 1 in 10 people think about it for years! **”**

2. You've Been Thinking about a New Hairstyle for Only a Few Days

Sometimes being impulsive is great (like when you're deciding whether to have tomato sauce or BBQ on your burger), but it's not such a good idea when it comes to deciding on a new hairstyle. If you don't give close enough thought to what it is that has made you decide on a change, you might end up with something you hate.

If it's just that a new style is different from what you currently have, that's certainly okay, but you need to consider other things too. You need to read the **important things to consider when getting a new hairstyle** (see 1. above). Another thing to ask yourself is whether your makeover plans are only a result of the fact that you've been feeling a bit down lately. If so, try giving yourself about a week to see if you still feel positive about the change.

3. You've Been Thinking about a New Hairstyle for Months or Years

If you've been thinking about changing your hairstyle for months or more, then you're stalling. Maybe a bad hairstyling experience is putting you off a change, maybe you're afraid what people will say, or maybe you simply haven't the cash—if these apply to you, then it's time to develop a strategy for overcoming them.

Start by thinking practically. I recommend addressing the **important things to consider when getting a new hairstyle** (see 1. above). Also, how to overcome the memory of bad hairstyling experiences is something I talk about in later chapters, but some other things you can do right now are make a list of pros and cons for the new hairstyle, talk to a professional consultant and formulate an action plan.

In a nutshell: everyone thinks about new hairstyles before they commit to one. It's important to think about whether the style will suit you, how the new style might alter your maintenance routine, and how it might alter your styling routine too (if you're like me, you just can't afford an extra minute in the mornings). Thinking these things over for a couple of days isn't enough and for a few months or years is too long. Planning your new hairstyle for a couple of weeks is just about perfect.

Chapter 2

Tips for Avoiding a Bad Hairstyle Experience

Almost everyone I have ever come across has, at some time or other, had a bad hairstyle experience. I'm going to explain why they happen and give you some tips for avoiding them in the future.

1. What is a Bad Hairstyling Experience?

A bad hairstyling experience isn't a good one. A **good** hairstyling experience should leave you with a hairstyle that suits your face shape and other personal attributes (hair texture, complexion and growth patterns), and it should involve a maintenance level and home styling routine that's right for you. A **bad** hairstyling experience means you're not getting one or more of these things.

2. What is the Main Reason Your Hairstyling Experience Might Turn Bad?

Your hairstyling experience will almost certainly turn bad when your understanding of what you want is different to your stylist's. For example, imagine you want "soft waves." To you soft waves could mean "a very slight bend in your hair," but to your stylist soft waves could mean "soft curls."

It's important to take steps to prevent this kind of miscommunication. Go into your hair salon armed with information and pictures about exactly what you want (hair length, or color etc.). Also, get used to clearly describing what you want using direct language such as: "I'd like my hair to sit *above*, *on*, or *below* the shoulders..." This will set certain parameters that any hairstylist should be able to follow.



“ More than half the people surveyed have had a bad hairstyling experience at least once in their lives, and about 5000 people say they have one every time! ”

3. Is a [Bad Hairstyling Experience Putting You Off a Change?](#) Don't let it!

Bad hairstyling experiences can leave a lasting effect on you and they shouldn't. I've had customers in the past who've had a bad color or permanent wave, yet the real mistake they've made has been letting things like that put them off for ever. It's probably likely they had poorly trained stylists who simply got everything wrong; and also, their bad hairstyling experience was probably the result of an inadequate consultation too. You need to get over it, move on, and prepare yourself better for the future.

In a nutshell: these are the main reasons why a hairstyle might go wrong, and if you bear them in mind you should be able to avoid them:

- an inadequate [hair consultation](#) and bad communication between you and your stylist
 - incompetent skill or lack of care on behalf of your hairstylist
 - low grade/quality chemical products used by your hairstylist
 - you may have had unrealistic expectations
 - your hairstyle choice may not have been in line with your lifestyle needs
 - you may have been making an impulsive decision that your stylist completely missed
 - you were given a new hairstyle change before you were mentally ready
-

Chapter 3

Fearing Hairstyling Nightmares

Before I was a hairstylist, I worked in a cafe, and I'll always remember an elderly customer with a grey beehive that didn't quite suit her. I remember her because I always used to ponder why she loved that style so much (obviously she'd been wearing it since the 60s—when it was probably platinum blonde). Now that I'm a hairstylist, I think of this woman in the cafe when I think of all the people I've ever met and all the excuses they make for not getting a new hairstyle.

I get frustrated about these reasons because every time someone makes an excuse and doesn't get a new hairstyle, they're really only preventing themselves from being happy. A new hairstyle can make you feel great and give you fresh confidence. A new hairstyle can illuminate you and all the people around you with positive energy.

In this chapter I talk about some of the reasons preventing people from getting a new hairstyle. I'll tell you what people are worried about, and you'll probably see yourself in some of these worries. But I'll also suggest some things you can do so you don't need to worry anymore. I'll show you how you can turn your worries into simple follies and enjoy the benefits of a new hairstyle.



“ Only 10% of people surveyed were worried that a new hairstyle would ruin their hair, and of least concern to most people was that they simply wouldn't like their new hairstyle. ”

1. Coping With the Fear that You Might Not Like Your New Hairstyle

Let's be realistic: there's a big chance you might not like your new hairstyle simply because it's different. And if you don't, it's not the end of the world. To try to get used to your new hairstyle, one thing you might like to do is style it yourself. And if all else fails, remember these **three hairstyle escape clauses**:

- most hairstyle services, with the exception of cutting, can usually be reversed (depending, of course, on your hair's condition)
- unless there has been some serious chemical damage done, your hair will grow back
- even though a new hairstyle is important, it's really not the end of the world if it doesn't work out

2. You're Worried that You Just Won't Like Anything

Often in my home, it gets to that time when my partner needs new jeans. But the problem is, she never wants to go shopping for them—not because she doesn't have time, or because she can't afford them, or because she doesn't want them—but because she's convinced from the outset that she just won't find anything she likes. Lots of people have the same attitude when it comes to getting a new hairstyle.

Let me tell you now, that's the wrong attitude. A plan or strategy is what you need to realize that you can find a hairstyle you'll like. I recommend you:

- Try looking through some books and magazines.
- Do some research by using the very latest technology (try on some virtual hairstyles using a Web site like TheHairStyler.com, print them off and take them to your salon).

3. Minimizing the Chances of an Irreversible Hairstyle

It's not the worst case scenario if you don't like your new hairstyle because most things can be reversed (see the **three hairstyle escape clauses** in 1.

above). Even though this is the case, there are still some preventative measures you can take to minimize the chances of an irreversible situation:

- Avoid agreeing to a short hairstyle if you are not completely sure or comfortable with the idea.
- Avoid using strong chemicals such as bleach or hair straightener if you think another replacement chemical that is less damaging to the hair could be used instead.
- Avoid agreeing to a new hairstyle if you are not completely at ease and confident with it, or if you believe that your stylist doesn't understand your hair, or your needs, *or even you*.

4. What if Your Family and Friends Don't Approve of Your New Hairstyle?

It's good to consult with the important people in your life. Show them pictures, or better still, demonstrate exactly what you like by using a virtual hairstyling system. But bear in mind that **advice from family and friends and other non-professional stylists can sometimes be more of a headache than anything else (for you and your stylist)**. I think it's best to remember that the most qualified person to consult is your hairstylist, because it's your hairstylist who sees clients day in and day out.

Most importantly I think you need to remember this: unless you're too young (not an adult and not paying for your own hairstyle) you really have the freedom to do whatever you like to your own hair. Unless you are about to do something extraordinarily strange, like get a huge Mohawk that could poke out your partner's eyes at night when you sleep, you're not going to hurt anybody! Remember: you are looking for a change because you feel like you need one. Notice the word "you" here—there's no "them" to consider.

5. How to Avoid Ruining Your Hair (Some Hair Care Basics)

It's often not the services and techniques themselves that are harmful, but the way they are implemented by stylists. For example, chemicals such as bleach, hair straightener or permanent wave solutions, and certain other color types, damage human hair if used incorrectly (it's important to know also that chemicals used in salons these days are so much better for your hair's condition and are much safer to use than in the past).

To avoid damaging your hair you should also steer clear of "home jobs"—in other words treating your hair yourself (perhaps in order to save money). And it's not just chemicals that you should be careful about. There are also some cutting techniques that can cause damage to your hair when not executed correctly (such as razor-cutting).

In a nutshell: it's totally normal to be worried about getting a new hairstyle, but **there are things you can do** to make sure disaster doesn't strike, such as research and a good consultation. There are things you should **not** do also, such as "home jobs." And, if the worst comes to the worst (which it shouldn't if you prepare properly), most things done on your hair are reversible. I hope that's taken some of the weight off your shoulders.

Chapter 4

To Sue or Not to Sue: Dealing With Disappointment

If, in the worst case scenario, you end up with a bad hairstyle, then what you should actually do about it needs some careful consideration. If you're a big fan of American law shows on TV, like *Law and Order*, then you'll probably just want to call your lawyer, start suing, and "see them in court." But I don't think they're the best things to do. In this chapter I give you some advice about better ways to cope with disappointment.

1. Be Realistic about Your Disappointment

You're entitled to be disappointed, but let it sink in and be aware that your disappointment may also be a product of the following things:

- **The significance of the hairstyle change.** For example, going from long hair to short, or from blonde to dark, or a subtle to a bright color (and other contrasting hairstyles) will take you longer to visually accept than more subtle changes.
- **How you are feeling emotionally on the day.** If you are stressed, rushed or had an altercation with someone earlier, then chances are your new hairstyle could look much worse than it actually is. Remember, negative thoughts or dialogue can distort your perception of reality.
- **Negative comments from other people.** If you were already frightened about changing your hairstyle and you doubted your decision, then any negative comments will simply confirm your worries. Also, you should always consider other people's agendas when they're offering their opinions. Often somebody's negative remarks are a result of the fact that they don't have the fashion-sense (or the courage) to do what you have just done.



“5% of people surveyed would be too scared to show themselves in public if they hated their new hairstyle, but more than half said they'd try and fix it.”

2. Get Over Your Disappointment by Taking a Break

Once you've thought objectively about other things that might be weighing on your mind (like whether or not your stress levels are making things seem worse than they really are), and if you've decided that you're still really disappointed with your hair, then the next thing to do is take a break: take a few days to get used to your new hairstyle and see what happens. The chances are that afterwards you'll feel differently about the whole thing.

3. Talk to Your Stylist about Your Disappointment

If you've tried options 1. and 2. and you still feel terrible, then it's time to contact the person responsible for your new hairstyle: your stylist. Your stylist may be able to change your hairstyle to something that makes you feel more comfortable. Also, it's important that they know you didn't like it and that they have the opportunity to get it right.

These are some things to remember when telling your stylist that you're disappointed:

- Try and be as clear and specific as possible about how you feel: tell them what you don't like and for what reason.
- Don't be frightened that you may upset them; you won't if you aren't rude or personal. Avoid saying things such as "you ruined my hair" or "you made a mistake." It's better to keep your relationship with them amicable.
- If you find that speaking with your stylist has not helped, ask to speak with the manager or owner. As a paying client you are entitled to receive a high level of service and satisfaction.
- If speaking with the owner fails, then go to another salon for advice. (Also, advice should be given to you for free). Call up another salon that you know is reputable and make an appointment for some advice.

In a nutshell: What's your reaction to a bad hairstyle? Being disappointed with a new hairstyle is natural if things aren't what you expected. But first give yourself some time to adjust and get used to it, and then do something about it. Start by seeing your original stylist, and if that doesn't work you'll need to see a new hair care professional.

Chapter 5

Get the Right Idea about Hair Consultations

My mother never needs any advice. At least that's what she thinks. If you've got a good idea about what might be nice on the menu, forget it; if you have a suggestion about what you'd like for your birthday, you're out of luck—she won't listen. She's just the type of woman who thinks she knows best about anything and everything she's got to decide.

If you're like my mother, that's fine (I bet you've got a fantastically strong personality), but when it comes to getting a new hairstyle: beware. Because if you're like my mother you probably don't think you need a consultation before getting your hair done, and that's a mistake. Hairstylists train for years to assess face shapes, hair types, understand colors, chemicals, weight distribution, cutting techniques etc. and you need a thorough hair consultation to make the most of this expertise.

1. A Consultation is Important because...

When you have a consultation (as a paying client) your hairstylist will:

- listen to your concerns and answer all of your questions
- understand your lifestyle, time requirements and styling ability
- evaluate your hair type, face shape, growth patterns and your style's suitability
- explore any of your past bad hairstyle experiences
- help formulate your hairstyle plan of action
- discuss any ideas they may have for your new hairstyle
- make sure you are comfortable and understand the process involved
- make sure you understand what maintenance and care requirements are necessary for you to undertake at home



“

About one third of people surveyed don't understand that a quick chat with their stylist isn't a long enough consultation.

”

2. Things You Should Talk about in Your Consultation

To get what you want, you need to communicate clearly with your stylist. There are certain things you really should talk about, and don't kid yourself either: no matter how "in tune" you think you and your stylist are, and no matter how long they've been cutting your hair, you still need to spend time discussing things such as:

- The suitability of the new style to your hair type.
- The suitability of the new style to your face shape and other personal attributes.
- The suitability of the new style to your lifestyle (styling and maintenance requirements).
- The suitability of the new style to your emotional state of mind.

3. Things Your Stylist Expects from You

If you communicate clearly with your stylist then you can expect to minimize the risk of getting a style you don't want. It will help your stylist and improve the communication if you do the following:

- Bring pictures of hairstyles you like and don't like (on your own photo preferably).
- Tell your stylist a little bit about yourself, about the occasion, your needs, and how much time you have for home styling (including how capable you are).
- Tell your stylist about any past hairstyling experiences you've had.
- Ask your stylist home maintenance questions, styling requirements, and hair condition concerns.
- Don't expect your stylist to always agree with you, or do whatever you demand just because you are the paying client.
- Be honest: don't blame the stylist if you simply change your mind after the new hairstyle is completed.

In a nutshell: You need to understand the importance of a thorough hair consultation. When making an appointment at your salon, ask to have it at a quiet time when your stylist can give you their full attention. Also, bring plenty of pictures and be prepared to talk about yourself and your hair's recent history.

Chapter 6

Getting Cosy with Your Stylist

I've got a friend who can't handle getting too familiar with the staff at cafes who make her coffee in the mornings. She thinks there's an optimum level of familiarity; or to put it another way, she thinks there's a fine line between "good familiar" and "bad familiar." She says she likes feeling comfortable in a place—like she's not a stranger—but at the same time she doesn't like a level of familiarity that means she can't sometimes just "blend in with the crowd."

That's all very well, but there's something else about her too. She often gets around with the most awful hairstyles. So I have a theory: it's that these terrible hairstyles are a product of her hang-ups about familiarity. You see I think a **certain level of cosiness with your hairstylist is essential if you want to make the most of your hair appointment.** How cosy are you?

1. You're Not Cosy at All: You Change Your Stylist After Every Visit

Changing your hairstylist frequently is a bit like playing Russian roulette. Even if you insist on a full consultation every time, chances are that you won't be totally happy with your new hairstyles. Why? Because it takes time to build a relationship with your hairstylist—it takes time for them to get to know you, your wants, needs, lifestyle, how much time you've got, as well as what you actually like and don't like.

But this doesn't mean that you won't be happy with your new look; it means that it will get better with some tweaking and adjusting—or "fine tuning" as I call it—based on the feedback you provide your stylist on your next visit. Sticking with the same stylist also means they can see how your hair settled into its new shape and how it grows out. The trick is to find



“20% of people surveyed have had the same stylist for 5 years or more and 20% are yet to find a stylist they are happy with.”

someone you are comfortable with, that looks like they will stick around for a while, and then stay with them. You don't need to divulge all of your personal affairs with them, only what's important from a hairstyling point of view.

2. You're Not Cosy Enough: You Change Your Stylist Often

Perhaps you change stylists because you find they get complacent after a few visits, or perhaps you feel they lack new ideas. If either of these are the case, you should try talking to your stylist about it.

Or, perhaps you change stylists often because you're not realistic enough about your expectations. Do any of the following things apply to you? Consider them closely, and if they do, I recommend (for your own benefit) you try and get over them.

- Are your expectations about what a hairstylist should do and offer fair and correct?
- Do you give them enough information about yourself and your lifestyle wants and needs for them to work with?
- Are you judging them by their appearance and personality instead of focusing on what they do to your hair?
- Are you frightened about getting too close emotionally to your stylist, or have you shared personal information with them that you now regret saying?
- Do you just like the thrill and excitement that comes with meeting a new person?
- Have you had a regular stylist that got up and left town overnight? Are you always deciding to leave them before they leave you?

3. You're Kind of Cosy: You've Had the Same Stylist for a Year or More

That's great—you are really getting the most out of your hair care and the best one on one service—but there is a downside. If either you or your stylist moves away, it could be catastrophic for you. Also, your stylist could get a bit complacent, so you need to make sure they still:

- offer new hairstyle ideas
- check to see if you were happy with your last hairstyle
- give you a run down on your hair's condition without you asking
- tell you about any new products, techniques or ideas that could apply to you
- give the same amount of consultation time every visit

If you find your stylist fails to do any of these things, and it doesn't work when you sit down for a chat about it, then I'm afraid it's time to bite the bullet and find someone new.

In a nutshell: There are many ways your relationship with your hairstylist affects your hairdo. There are so many benefits of having a regular stylist (but have realistic expectations about what they can offer you and make sure you understand your role as a client), and these include:

- A better understanding of your needs, wants and lifestyle requirements.
 - A better understanding of your hair and how it's cut and colored best.
 - A better understanding of how your hair settles down and the way it grows back.
 - A better knowledge about your taste, what you like and dislike.
 - The ability to relax and enjoy the service because you trust what's going on.
-

Chapter 7

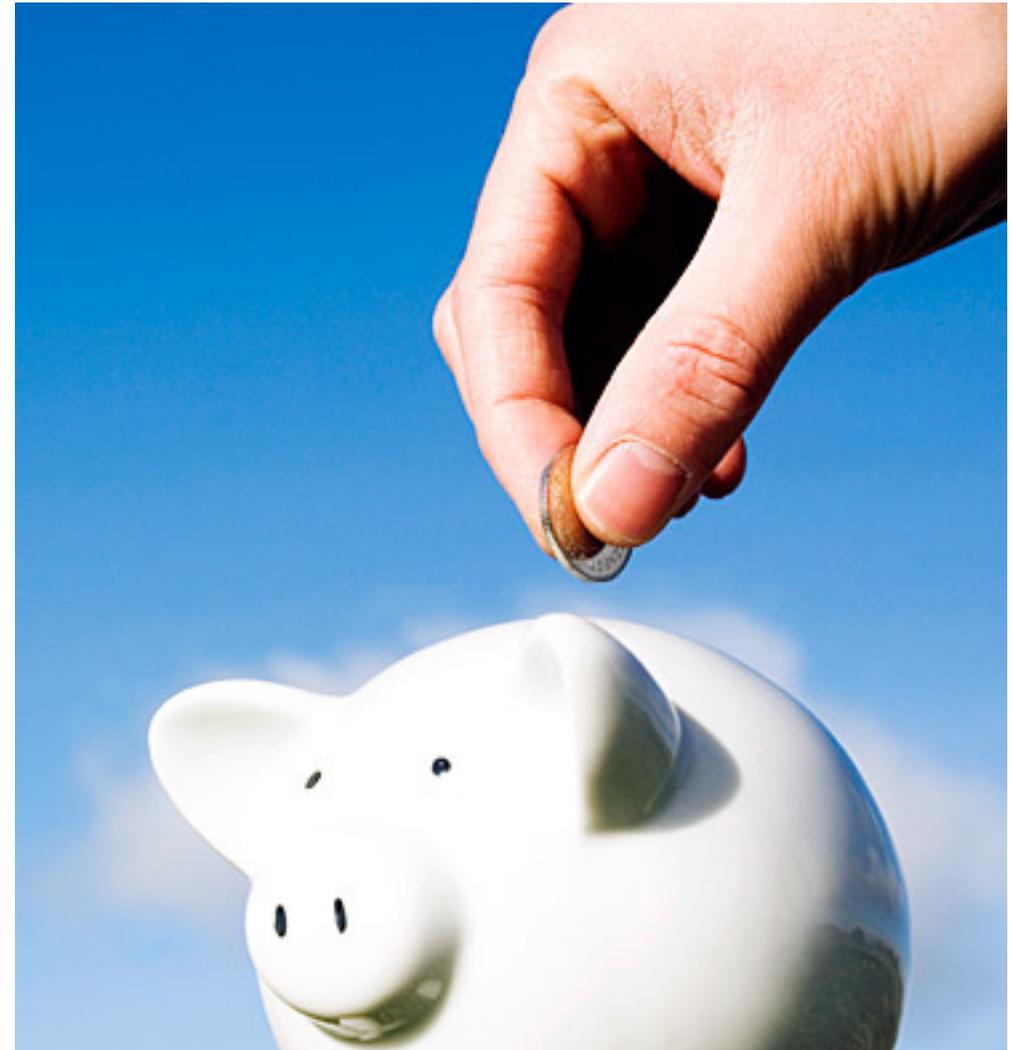
Hairstyles and Cold Hard Cash

Let me get straight to the point of this chapter: **it's in your best interest to see a proper hairstylist on a regular basis, and you can do that on even the tightest of budgets.** A regular haircut is necessary to maintain your hairstyle's shape, to prevent common hair conditions like split ends, to eliminate weight and encourage natural growth patterns, and to allow your hairstylist the opportunity to perfect your hairstyle. **Let me explain how you can achieve these things without spending a fortune.**

1. Go to a Training Institution or Get a Simple Haircut

I totally understand if you think you can't afford the salon, but when I say "it's possible," let me show you how. There are always lots of things for you to spend money on rather than a new hairstyle; such as children, your mortgage, health care and automobile costs. But there are ways you can get a great style without having to pay a premium—that's if you're smart about it. Here are two suggestions:

- Get discounted hairstyles from training institutions where apprentices are learning the trade. First of all, the apprentices are under full supervision, and second of all, you are giving them the opportunity to practice. Just try not to ask for anything too elaborate (and make sure you're easy going about your expectations). You will, in most cases, receive a plain but evenly cut hairstyle that has been checked and adjusted by a fully qualified teacher.
- Get a simple haircut change. Steer away from color or chemical use because these are what is usually expensive in hair salons, and in most cases, require continuous maintenance.



“ A quarter of the people surveyed can't afford the cost of going to a salon on a regular basis. ”

2. Avoid Upmarket Salons

Upmarket salon? Forget it; it's a well known "[hair myth](#)" that you need an "upmarket salon" to get a great style that'll last for ages. It's certainly true that great hairstylists can be found in upmarket salons, but good ones can also be found in regular salons too. I came from a family of hairstylists and have met some sensational stylists and some plain rotten ones. And the funny thing is that some of the rotten ones work in upmarket salons and a few of the best work in your average family salon. Why? Well it's all to do with image unfortunately. Some rotten stylists can't even cut a straight line, but boy they can talk.

3. A Reasonably Priced Salon isn't that Expensive

It's important to visit the salon on a regular basis, probably around 6 or 10 times per year (depending on your hair's growth speed and your hairstyle type etc.). If you shop around and find a reasonably priced salon, avoid expensive styles, and then add up the cost. I think you'll be surprised how affordable it really is.

Also, a good regular cut is really all you need if you're on a budget. It should maintain your hair's shape and cut off and seal split ends. A regular cut will eliminate weight and encourage natural growth patterns and waves/curves, and give your hairstylist the opportunity to perfect your style.

You can minimize the cost of going to salon on a regular basis further by:

- Avoiding the use of chemicals that have a permanent lasting effect, such as all over permanent color (that lightens or darkens your hair more than 2 shades). Why? When your hair grows, it will naturally grow back to its original color (known as your "virgin color") with an obvious difference. So in order to rectify this problem, you'll need regular touch ups or color reversal, both of which are expensive.

- Avoiding hairstyles that require certain cutting techniques, such as razor-cutting, or thinning the hair out with shears. These types of cuts can grow out terribly if left for long periods, and in some cases (where the hair is exposed), they can even lead to damaged hair.

In a nutshell: A regular haircut is necessary, and it's a realistic goal even if you think you [can't afford the salon](#). (Remember too: I mean a regular haircut from a professional, not your mother or sister.) If your finances are really strict, it's a great idea to try discounted hairstyles from training institutions, or simply steer away from expensive color and chemical use. And most importantly, remember that it's not always the case that the best hairstylists work in the trendiest and most expensive salons.

Chapter 8

Everyone Deserves Great Hair

If you want a new hairstyle, but you feel that you don't really deserve it, then this chapter's for you. I'll tell you what you certainly don't deserve: you don't deserve reality television; you don't deserve to hear one more news report about Paris Hilton; you don't deserve cold take-away coffees; and you definitely don't deserve lasagne that's stone cold in the middle. What you do deserve is great hair. The truth is that as long as it's not at the expense of others, everyone deserves a great hairstyle because everyone deserves to feel great about themselves. If you're not sure, let me convince you.

1. It's Not True that Everyone Else is More Important

Of course there are many things that are more important than receiving a new hairstyle, and you're a caring and responsible person for realizing these things. I would call these important things needs, and they include your mortgage repayments, food costs, school fees, health care costs, motor vehicle expenses, and power and water expenses. They all require constant attention, or else problems will occur.

But alongside needs, everyone has wants, and you are entitled to the same wants as everybody else. Wants are different to needs. They are things that are not necessary for short-term survival. They might include alcohol, tobacco, games, gambling, music, entertainment, new clothes and even new hairstyles. I'm sorry about the linguistics lesson, but what I want to make clear is this: as long as it's not at the expense of others or essential items, it's okay to do things that make you feel better—in other words, it's okay to satisfy your wants.



Almost 20% of people surveyed don't really believe they deserve great hair.



2. You Don't Deserve a New Hairstyle At All

If you really believe that, I'm surprised you're even reading this e-book. Can I be so bold as to ask you why you don't deserve a new hairstyle? Actually you should ask yourself that question along with a few others, such as "Why do you deserve such a negative attitude?" It's absolute nonsense to believe that you don't deserve a new hairstyle because what you are really saying is that you don't deserve to feel good about yourself.

Have you experienced years of self-neglect where you believe that you're worthless? When people listen to their inner dialogue and they constantly hear a negative recording telling them how unworthy they are of happiness, it can become a frightening reality. Your inner thoughts dictate your behavior and state of mind.

Have you experienced years of mental abuse where other people have made you feel that you're not worthy of happiness? If you have people around you telling you that you're not worthy of happiness, then it's my opinion that they're abusing you emotionally. First of all, who are they? What gives them the right to treat you this way when they are really only equal to you?

Have you had a past experience you haven't dealt with? There could be some bad things that happened to you a long time ago that now make you feel unworthy of any self gratification or happiness. The first step is to acknowledge that you do have problems that are causing you distress, and the second step is to seek the proper help. Only then can you start to think and feel positive about yourself.

Do you have a partner that has made you feel guilty whenever you actually do something for yourself? You are being emotionally manipulated and made to feel guilty when all you want is very normal. Maybe you should ask yourself: does your partner ever do anything for themselves? And even if they don't, does that mean you can't either? Who made them the boss of your emotions and needs? I recommend that you sit down and renegotiate what you want.

In a nutshell: You deserve a new hairstyle and making the time for your salon visit is important; but unfortunately, a new hairstyle will probably only make you feel guilty and unhappy unless you fix your negative feelings. So try and remember these things:

- Everybody has a right to do and experience things that make them happy.
 - An individual cannot continually rely on getting their pleasure from seeing everyone else happy all of the time because this can lead to poor health.
 - If you occasionally indulge in things (a new hairstyle) that make you feel better, this will have a positive effect on you and everyone around you. Your wants are just as important as everyone else's. Also, how you feel impacts on you and everyone else around you.
-

Chapter 9

Finding Time for a Salon Visit

If you say “I don’t have time to visit the salon” then you’re really just making an excuse. An excuse is a special kind of reason: it’s not a good reason, but a fake reason that’s only good enough to avoid doing whatever it is you have to do. Sometimes you need someone to tell you that your reason for not doing something is just an excuse. And that’s what I’m going to do right now.

What are the 3 biggest excuses people make for not making the time for a salon visit?

1. “I have a busy lifestyle and can’t find the time.”

Life sure is busy; I can’t seem to find the time to get all the things done that I need to in one day. I probably need about 48 hours in a single day! But you know what, that still wouldn’t work because then I would try and cram more into a day and need 54 hours. Where do we draw the line? We all need to prioritize our time and start doing the important things first, like having time for a new hairstyle.

2. “I have more important things to do.”

We all have important things to do all of the time (including in our spare time). But it’s important that you find time to go to the salon because it allows you rest and relaxation. So maybe you’re not real big on small talk or sitting around with wet hair when you have about 20 other things that you could be doing. But aren’t there always about 20 things that need doing?



“More than half the people surveyed would like to make more time to visit the salon, and only 10% of people think they have more important things to do.”

3. “I would like to make the time, but I’m so disorganized.”

You can find time to visit your salon by organizing your time better. You might begin by keeping a diary and writing down in point form what you plan to do for the day. Now as you move through your day, tick things you complete off the list. You will be surprised how much more you will achieve when you have a plan. Oh, and don’t try and over do it! This will help you to organize your time better so you can get to the salon to relax.

In a nutshell: It’s very important that you make time for regular visits to your salon. Why? Along with looking great, it’s relaxing and therapeutic so you’ll feel great too. The thing is, everyone has time to visit their salon, and if you think you don’t then you’re just making excuses.

Conclusion

Some Tricks of the Trade

In this e-book I hope to have addressed some worries you might have about getting a new hairstyle, as well as some things that might be standing in your way. My experience over the past 25 years as a professional hairstylist has made me savvy to some of these concerns, and I think (and I hope you do too) it has also provided me with some good advice for getting you over those worrying hurdles, as well as some tips you can use to manage your hairstyle schedule. As a way of finishing off this e-book, I thought I'd address all the important things you should consider when thinking about a new hairstyle.

1. You Should Understand the [Right Hairstyle for Your Face Shape](#)

Understanding your face shape will help you to understand which hairstyles will and won't suit you. This will save you valuable time and help you avoid disappointments. Many websites such as [TheHairStyler.com](#) have "face shape wizards" that help you see first-hand what your face shape is when you upload your photo. Also, try reading online consultations and articles that explain face shape dimensions.

2. You Should Understand Your Hair Texture, Elasticity and Density

You should [choose the right hairstyle for your hair type and texture](#), as well as your hair's elasticity and density. I recommend doing some research so you understand these factors because there's really no point wanting a new hairstyle if it's just not possible on your hair.



“

*Almost 80% of people surveyed thought they'd benefit from a virtual hairstyler like **TheHairStyler.com**. More than 50% want to find out more about the following: their face shape, hair texture, elasticity and density, the best colors for their complexions, home maintenance tips, and how to communicate better with their stylist.*

”

”

3. You Should Understand the Color Tones and Shades that Suit You

A hairstyle can literally come to life with the right color. There are many color techniques in hairstyling that vary from permanent, semi-permanent, block, highlighting, lowlighting, two-tone etc. that are all done for different reasons and results. They all depend on one fundamental law: **the color's suitability to your complexion**. Understanding this law means you'll never walk out of the salon with a color that makes you look pale, sick, or silly. Some Web sites have online color charts that I recommend you consult for help.

4. You Should Understand the Amount of Time Required for a New Hairstyle

Time is an important factor to consider when it comes to any hairstyle: first the time involved on the day and for further visits (upkeep); and then, and most importantly, the time you will need at home for styling and maintenance. This is the make or break factor when choosing a new hairstyle. Why? If you get it wrong and find that you just don't have the time to make your hair look right, then you will suffer the consequences (until a change is made possible) of a hairstyle that doesn't look its best.

5. You Should Understand What Your New Hairstyle Would Look like on You

Understanding what a hairstyle could look like before you actually get it done might prevent disaster and disappointment down the track. I recommend taking advantage of the virtual hairstyling technologies available on various Web sites at the moment (for example, TheHairStyler.com).

Virtual hairstyling combines current technology with hairstyling experience and know-how to provide people with the opportunity to see what they would look like with a new hairstyle without the risk of actually having one done (and thanks to the online environment, all this is very affordable for everyone). These tools are not gimmicks, but valuable graphic and communication tools that help clients and hairstylists achieve better hairstyling results.

6. You Should Understand the Importance of Effective Communication

Always communicate well with your stylist or face the prospect of a hairstyling disaster. Don't just leave it all to chance! **Use the tips and advice outlined in this e-book to arm yourself with the knowledge and understanding you need to effectively deal with hairstyling matters.** Remember, if the initial plan is not right, then the hairstyle is most likely doomed. And, you are responsible for communicating effectively with your stylist because ultimately, it's you that will benefit (or not) at the end of the day.

info@thehairstyler.com

Useful Links

- [Find Your Perfect Hairstyle](#)
- [virtual hairstyling](#)
- [Hairstyle tips, advice and articles](#)