

Ready to Expand your Salon Success?

BOOK YOUR CLASS
TODAY!



Thomas Faucette Jr.

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Salon Success Class Contact

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Manager

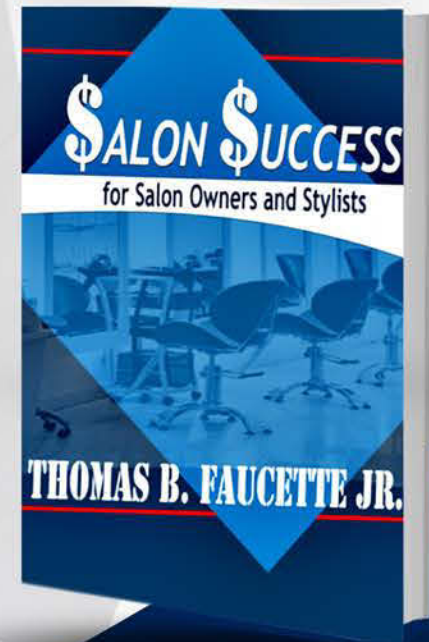
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MEDIA KIT



Thomas Faucette Jr.

WHY ARE SALONS CLOSING IN A BILLION DOLLAR BEAUTY INDUSTRY?

Salons are rapidly closing because they are not making money. How could this happen in the billion-dollar beauty industry? Author Thomas Faucette Jr, believes that salon owners close not for lack of skill or services, but for lack of knowledge on how to survive in business. "No matter how much money you have it doesn't make you smarter, it doesn't make you a more business savvy person, it just really gives you more money to increase those good habits or bad habits that you have but it did not make you a wise business person."

Thomas has dedicated his life to helping people become successful in business. Thomas' remarkable acumen in business started at the United States Postal Service where he was promoted to key management positions. While at the Postal Service and now after retiring from the Postal Service, Thomas has owned and operated several successful businesses as well as become a franchise owner.

Thomas entered the beauty industry ten years ago and what he discovered was truly shocking. First, beauty professionals were in need of quality hair products. Second, he realized that over 98% of the beauty professionals in the market had no formal business training or knowledge on life after the chair. Thomas had found his true calling. With a heart set on empowering beauty professionals on the importance of knowing business, Thomas started by hosting business classes for the beauty professionals in the Tampa Bay area. As more and more beauty professionals heard about the wealth of knowledge Thomas was pouring into his audience, Thomas wanted to be able to reach those professionals who could not make it to one of his classes. Thus, he authored Salon Success for the Stylist and Salon Owner that instructs beauty professionals with a step-by-step approach on how to take your beauty business to the next level.

ABOUT THE AUTHOR

Thomas B. Faucette Jr. has dedicated the last 20 years to sharing his knowledge with others. He received his education in Government Studies and majored in Political Science at Norfolk State University, Norfolk, Virginia 1990-1992 and continued his education at North Carolina A&T State University in Greensboro, North Carolina 1992 -1994. As Thomas was introduced to the hair care industry ten years ago in Tampa Florida, he researched and discovered the need for quality products. He also discovered that over 98% of the stylist had no formal business training or knowledge on life after the chair. Due to Thomas' desire to help others, he immediately seized the opportunity to sell hair care products and opened his business under the name of Faucette Distribution. His vision was to help people launch a successful business. In 2008 Thomas formed and trained an ELITE Technician Team to become some of the Industry's Top Stylists. Armed with information about business, retirement, and marketing, his team began spreading the word to other stylists. After reflecting on the success of the ELITE Technicians, Thomas decided there was one more thing needing to be accomplished. He formed a committee of stylists with the goal to offer input to the industry on what was needed to help stylists after they completed cosmetology school. After a year and a half of planning, they formed a Hair & Beauty Expo, with the foundation being education. Mane Stream Hair & Beauty Expo made its smashing debut in 2012 at the Tampa Florida Convention Center. At the Expo, Thomas was introduced to BASiC Hair Care ® – a Company that was GOD sent. In May of 2014, a successful partnership was born. Thomas realized that BASiC Hair Care ® embraced his passion for the industry and BASiC Hair Care ® recognized Thomas's strength and like-minded spirit to empower the beauty industry. Thomas was hired as a BASiC Sales Executive, promoted to Regional Manager, and then promoted to Director of Distribution. He currently serves as Vice President of Operations.

ABOUT SALON SUCCESS

TITLE:
Salon Success for Stylist and Salon Owners

AUTHOR:
Thomas B. Faucette Jr.

Genre:
Business; Beauty Industry

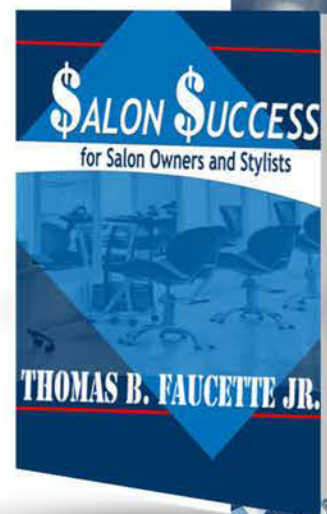
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June 13, 2017

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Territories sold: Worldwide

Recognized and acclaimed as one of the most brilliant Sales Executives in the beauty industry, Thomas has condensed his many years of sales and business experience into this easy-to-read and insightful book. Unlike similar books in the industry that only discuss hair, Thomas focuses on key business practices that are necessary to shape the mindset and behaviors of those who desire to be successful professionals, behind the chair and beyond! Whether you are a stylist or an owner, beginner or pro, young or mature; this book is equivalent to a MBA crash course in salon etiquette, marketing, management, leadership, fostering client satisfaction, preparing for retirement, and more. Thomas' no-nonsense and tough love approach mixed with humor will propel your business from mediocre to extraordinary.



CUSTOMER REVIEWS



Dr. Andrea Beverly R.N., Ed.D. • Tampa, FL

Thomas Faucette's book "Salon Success for Salon Owners and Stylist" was added to the curriculum resource for the Cosmetology and Barbering programs in Hillsborough County Public Schools. The books focus on professionalism, entrepreneurial and key business practices made it a favorite with the instructors. The book is written with clear language and advice that anyone in business can follow successfully. The strategies given are simple but effective. Students benefit from the content of this book as they are taught the entrepreneurial principles of salon ownership. The format makes it easy to understand and lends itself to being a great ancillary text for our program. Thanks for providing us with such an insightful resource.



Ann Thomas • Atlanta, GA

This book is a **MUST READ** for those who are either aspiring to be in the Hair Industry or are seeking to take their business to the next level. Thomas' approach is very practical and true to life, making it easy to apply the principles shared. This is a book that is full of empowerment from start to finish. It's a definite game-changer for all intent purposes. I highly recommend this book for those who want to be successful both behind and beyond the chair.



Sharelle Loudd • San Jose, CA

Reading is fundamental!! Thomas has led himself down the path of success and so kindly shared himself with Draga a.k.a. BASiC Hair Care. So I would be crazy to not get this book. I'm all about self-help but this is equivalent to a cheat sheet to success in the hair industry. If you read it, you will see how it applies to really every aspect of your life. True page turner.



Alyssa Ford • Tampa, FL

This book has helped me grow on a personal and business level!! As a stylist it's necessary to know what to, when to, and the correct way how to and this book gives play by play instructions on how to be successful in our field. Great manual!

EXCERPTS FROM BOOK

Chapter 2 Custom Service is Priority #1 The Art of Customer Retention

It takes about six months to a year before a customer becomes a client. Customers are people who receive a service from you periodically, every now and then. A client is a person who is on a weekly or bi-weekly regimen. It takes one impressive visit to convince a person to come back. Customers have to be repeatedly convinced as to why they want to keep coming back. When you fail to do so, they either won't come back, or they will consider you their last resort until they find what they are looking for – customer service and the style they really want.

Convincing a customer to schedule an appointment is easier than the process of converting them to a client. Why? Because getting them to the door is one thing, but what happens once they arrive is everything.

To help you successfully meet your client's needs, we have included the following forms in the Form section:

- Client Questionnaire
- Hair Consultation and Analysis
- Education + Service=Retail Sales

Chapter 3 Creating the Ideal Salon Conducting an Interview

Never assume that a potential staff member knows better. Assuming will set you up for failure down the road.

When you interview a potential employee, be sure to review the rules and expectations of your salon. Just because someone is an adult doesn't mean they have been taught or know how to treat people in a professional manner.

In the Forms section of this book, I've provided suggested interview questions for owners hiring stylists and for stylists considering working at a new salon. Feel free to tweak as needed. They are located in the Forms section of this book.

Being prepared with specific questions increases your professionalism and makes you a better leader or employee.

Chapter 5 It's Time for A Change

Creating Sick or Vacation Leave for Your Business

Life happens and it's important for you to plan ahead of time for expected or unexpected leave of employees.

To cover the cost for absences such as vacation or maternity leave, add \$2.32 more a week to cover a \$121.00 (weekly booth rental fee) while the stylist is out of the salon. This ensures the salon doesn't lose money, and the stylist does not lose their position at the salon.

To contribute to your success, the following form is included in the Forms section of this book:

Vacation and Sick Leave Manager Worksheet