

# CHAPTER 1

# LIFE SKILLS



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN LIFE SKILLS



#### A. Life Skills in Action

- Ch 1 Read: Chapter Learning Objectives
- Ch 1 Do: Case Study
- Ch 1 Read: Explain Life Skills
- Ch 1 Watch: Success
- Ch 1 Do: Life Skills Multiple Choice

### II. LIST THE PRINCIPLES THAT CONTRIBUTE TO SUCCESS



- A. Action Steps for Success
- B. Motivation and Self-Management
- C. Your Creative Capability

- Ch 1 Read: List the Principles That Contribute to Success
- Ch 1 Do: Action Steps for Success Matching
- Ch 1 Do: Becoming Successful Multiple Choice

### III. DESIGN A MISSION STATEMENT



#### A. How Goal Setting Works

- Ch 1 Read: Design a Mission Statement
- Ch 1 Watch: Mission Statement
- Ch 1 Do: Mission Statement on Pathbrite

### IV. SET LONG-TERM AND SHORT-TERM GOALS



### V. DEMONSTRATE EFFECTIVE TIME MANAGEMENT



- Ch 1 Read: Set Long-Term and Short-Term Goals
- Ch 1 Do: Goal Setting Multiple Choice
- Ch 1 Watch: SMART Goals
- Ch 1 Do: Goal Planning on Pathbrite

- Ch 1 Read: Demonstrate Effective Time Management
- Ch 1 Do: Time Management Activity
- Ch 1 Discuss: Making Time

## VI. EMPLOY SUCCESSFUL LEARNING

## TOOLS

 **Slides 19–23**

- A. Repetition
- B. Organization
- C. Mnemonics
  - 1. Word Associations
  - 2. Acronyms
  - 3. Songs or Rhymes
- D. Visual Study Skills
  - 1. Mind Mapping
  - 2. Note Taking
- E. Establishing Good Study Habits

-  Ch 1 Read: Employ Successful Learning Tools
-  Ch 1 Watch: Study Skills
-  Ch 1 Do: Learning Tools Matching

VII. DEFINE *ETHICS* **Slides 24–27**

- A. Professional Ethics

-  Ch 1 Read: Define Ethics
-  Ch 1 Do: Self-Care Activity
-  Ch 1 Watch: Don't Stress, Just Do Your Best

VIII. DEVELOP A POSITIVE PERSONALITY AND  
ATTITUDE **Slides 28–29**

## IX. APPLY LIFE SKILLS

 **Slides 30**

-  Ch 1 Do: Word Review
-  Ch 1 Flashcards: Key Terms Review
-  Ch 1 Discuss: Essential Discoveries
-  Ch 1 Study Notes
-  Ch 1 Do: Final Chapter Exam

# CHAPTER 2

# PROFESSIONAL IMAGE



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN PROFESSIONAL IMAGE



**Slides 4–5**

#### A. Your Professional Image

- Ch 2 Read: Chapter Learning Objectives
- Ch 2 Do: Case Study
- Ch 2 Read: Explain Professional Image
- Ch 2 Discuss: Image Enhancement

### II. EMPLOY IMAGE-BUILDING BASICS



**Slides 6–11**

#### A. Personal Grooming

1. Dress for Success
2. Hair Maintenance
3. Skin Care and Makeup
4. Nail Care

#### B. Personal Hygiene

- Ch 2 Read: Employ Image-Building Basics
- Ch 2 Do: Personal Hygiene Multiple Choice
- Ch 2 Do: Grooming Habits Matching

### III. DEMONSTRATE A PROFESSIONAL ATTITUDE



**Slides 12–19**

#### A. Adapt Your Attitude Using Image Enhancers

1. Image Enhancer #1: Soft Skills
2. Image Enhancer #2: Customer Service
3. Image Enhancer #3: Work Ethic
4. Image Enhancer #4: Time Management
5. Image Enhancer #5: Continuing Education

- Ch 2 Read: Demonstrate a Professional Attitude
- Ch 2 Do: Professional Attitude True or False
- Ch 2 Do: Work Ethics Matching

## IV. CREATE YOUR PERSONAL PORTFOLIO

 **Slides 20–24**

- A. Portfolio Contents
- B. Portfolio Binder
- C. Online and Binder Portfolio Guidelines

-  Ch 2 Read: Create Your Personal Portfolio
-  Ch 2 Watch: Get the Picture
-  Ch 2 Do: Professional Portfolio on Pathbrite

## V. IMPLEMENT SOCIAL MEDIA BEST PRACTICES

 **Slides 25–28**

- A. Social Media as a Business Tool

-  Ch 2 Read: Implement Social Media Best Practices
-  Ch 2 Do: Social Media Matching
-  Ch 2 Watch: The Social Savvy Pro
-  Ch 2 Do: Social Media on Pathbrite

## VI. APPLY PROFESSIONAL IMAGE

 **Slides 29–30**

-  Ch 2 Do: Word Review
  -  Ch 2 Flashcards: Key Terms Review
  -  Ch 2 Discuss: Essential Discoveries
  -  Ch 2 Study Notes
  -  CH 2 Do: Final Chapter Exam
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# CHAPTER 3

# COMMUNICATING

# FOR SUCCESS



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN COMMUNICATING FOR SUCCESS



**Slide 3**

- 📖 Ch 3 Read: Chapter Learning Objectives
- ✅ Ch 3 Do: Case Study
- 📖 Ch 3 Read: Explain Communicating for Success
- ▶ Ch 3 Watch: The Laws of Etiquette
- 💬 Ch 3 Discuss: Communication Champion

### II. PRACTICE COMMUNICATION SKILLS



**Slides 4–12**

- A. The Golden Rules of Communication
- B. The Importance of Effective Communication
  - 1. Meeting and Greeting New Clients
  - 2. The Client Intake Form
  - 3. How to Use the Intake Form

- 📖 Ch 3 Read: Practice Communication Skills
- ✅ Ch 3 Do: Practice Communication Skills True or False
- ✅ Ch 3 Do: Nonverbal Clues Matching
- ✅ Ch 3 Do: Nonverbal Message Matching
- ✅ Ch 3 Do: Client Intake Form True or False
- ✅ Ch 3 Do: Concluding the Client Service Matching

### III. CONDUCT THE CLIENT CONSULTATION



**Slides 13–20**

- A. Preparing for the Client Consultation
- B. The Consultation Area
- C. 10-Step Consultation Method
- D. Concluding the Service

- 📖 Ch 3 Read: Conduct the Client Consultation
- ✅ Ch 3 Do: Service Experience Activity
- ✅ Ch 3 Do: Client Consultation Role Play on Pathbrite
- ✅ Ch 3 Do: Consultation Check Multiple Choice

## IV. HANDLE COMMUNICATION BARRIERS

 **Slides 21–26**

- A. Managing Tardiness
- B. Managing Scheduling Mix-Ups
- C. Resolving Unhappy Client Problems
- D. Managing Differences
- E. Getting Too Personal

-  Ch 3 Read: Handle Communication Barriers
-  Ch 3 Do: Late Client Role-Play on Pathbrite
-  Ch 3 Watch: How to Handle Tough Conversations
-  Ch 3 Do: Personality Check Role Play on Pathbrite

## V. FOLLOW GUIDELINES FOR WORKPLACE COMMUNICATION

 **Slides 27–31**

- A. Communicating with Coworkers
- B. Communicating During an Employee Evaluation

-  Ch 3 Read: Follow Guidelines for Workplace Communication
-  Ch 3 Do: Employee Evaluation Multiple Choice
-  Ch 3 Watch: Communicating with Coworkers

## VI. APPLY COMMUNICATING FOR SUCCESS

 **Slide 32**

-  Ch 3 Do: Word Review
  -  Ch 3 Flashcards: Key Terms Review
  -  Ch 3 Discuss: Essential Discoveries
  -  Ch 3 Study Notes
  -  Ch 3 Do: Final Chapter Exam
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# CHAPTER 4

# THE HEALTHY

# PROFESSIONAL



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN THE HEALTHY PROFESSIONAL



- Ch 4 Read: Chapter Learning Objectives
- Ch 4 Do: Case Study
- Ch 4 Read: Explain the Healthy Professional
- Ch 4 Do: Healthy Professional on Pathbrite

### II. DISCUSS NUTRITIONAL NEEDS IN A BEAUTY CONTEXT



- A. Essential Nutrients
- B. Vitamins and Dietary Supplements

- Ch 4 Read: Discuss Nutritional Needs in a Beauty Context
- Ch 4 Do: Essential Nutrients Matching
- Ch 4 Do: Vitamins Matching
- Ch 4 Do: Daily Diet on Pathbrite

### III. PRACTICE PROPER HYDRATION



- A. Water Facts
- B. Water Intake Requirements

- Ch 4 Read: Practice Proper Hydration
- Ch 4 Do: Proper Hydration True or False

### IV. DESCRIBE HOW IMMUNITY KEEPS THE BODY SAFE



- A. Improve Your Immune System
- B. Be Careful with Antibiotics

- Ch 4 Read: Describe How Immunity Keeps the Body Safe
- Ch 4 Do: Immunity Multiple Choice

V. EXPLAIN WHEN TO TAKE A  
SICK DAY



**Slides 19–22**

A. Staying Home

- Ch 4 Read: Explain When to Take a Sick Day
- Ch 4 Do: Call in Sick Role-Play on Pathbrite

VI. IDENTIFY COMMON BEAUTY PROFESSIONAL  
HEALTH ISSUES



**Slides 23–27**

- A. Allergies (Overexposure)
- B. Back, Hip, and Foot Pain
- C. Dehydration
- D. Hair Splinters and Cuts

- Ch 4 Read: Identify Common Beauty Professional Health Issues
- Ch 4 Do: Beauty Professional Health Issues Multiple Choice

VII. PROTECT YOURSELF WITH PROPER BODY  
MECHANICS



**Slides 28–37**

- A. Posture
- B. Ergonomics
  - 1. Lifting Mechanics

- Ch 4 Read: Protect Yourself with Proper Body Mechanics
- Ch 4 Do: Body Movement True or False
- Ch 4 Watch: The Straight Story on Ergonomics

VIII. RECOGNIZE THE CHALLENGES POSED BY  
PREGNANCY



**Slides 38–39**

- A. Pregnancy in the Salon, Spa, or Barbershop

- Ch 4 Read: Recognize the Challenges Posed by Pregnancy
- Ch 4 Discuss: Pregnant Professionalism

IX. APPLY THE HEALTHY PROFESSIONAL



**Slide 40**

- Ch 4 Do: Word Review
- Ch 4 Flashcards: Key Terms Review
- Ch 4 Discuss: Essential Discoveries
- Ch 4 Study Notes
- Ch 4 Do: Final Chapter Exam

# CHAPTER 5

# INFECTION

# CONTROL



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN INFECTION CONTROL



**Slides 4–5**

- Ch 5 Read: Chapter Learning Objectives
- Ch 5 Do: Case Study
- Ch 5 Read: Explain Infection Control
- Ch 5 Watch: 3 Kinds of Clean
- Ch 5 Discuss: The Home Front

### II. DESCRIBE FEDERAL AND STATE REGULATORY AGENCIES



**Slides 6–9**

- Ch 5 Read: Describe Federal and State Regulatory Agencies
- Ch 5 Do: Regulatory Agencies on Pathbrite

#### A. Federal Agencies

1. Occupational Safety and Health Administration
2. Environmental Protection Agency

#### B. State Regulatory Agencies

#### C. Laws and Rules — What Is the Difference?

### III. RECOGNIZE THE PRINCIPLES OF INFECTION



#### Slides 10–14

- A. Modes of Transmission
  - 1. Direct Transmission
  - 2. Indirect Transmission
  - 3. Airborne Transmission and Respiratory Droplet
- B. Preventing Transmission: Infection Control
  - 1. Prevention 101
  - 2. Personal Habits

- Ch 5 Read: Recognize the Principles of Infection
- Ch 5 Do: Modes of Transmission Matching

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### IV. IDENTIFY DIFFERENT TYPES OF PATHOGENS



#### Slides 15–28

- A. Bacteria
  - 1. Types of Bacteria
  - 2. Bacterial Infections
  - 3. MRSA
  - 4. Mycobacterium
- B. Viruses
  - 1. Prevention
  - 2. Incubation and Containment
  - 3. HPV and HSV
  - 4. Hepatitis and HIV/AIDS
- D. Fungi
- E. Parasites
- F. Biofilms

- Ch 5 Read: Identify Different Types of Pathogens
- Ch 5 Do: Types of Pathogens Matching
- Ch 5 Do: Terms and Definitions Matching
- Ch 5 Do: Acronyms Matching
- Ch 5 Do: Harmful Organisms Poster on Pathbrite

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## V. EMPLOY THE PRINCIPLES OF PREVENTION

### Slides 29–46

- A. Step 1: Cleaning
- B. Hand Washing
  - 1. Antibacterial Soaps
  - 2. Waterless Hand Sanitizers
  - 3. Common Antiseptics Used in the Salon, Spa, and Barbershop
- C. Step 2: Disinfecting
- D. Choosing a Disinfectant
- E. Proper Use of Disinfectants
- F. Types of Disinfectants
  - 1. Quats
  - 2. Tuberculocidal Disinfectants
  - 3. Bleach
- G. Disinfectant Tips and Safety
- H. Disinfecting Containers
- I. Keep a Logbook
- J. Cleaning and Disinfecting Nonporous, Reusable Items
- K. Disinfecting Electrical Tools and Equipment
- L. Disinfecting Work Surfaces
- M. Cleaning Towels, Linens, and Capes
- N. Multiuse Products
- O. Soaps and Detergents

-  Ch 5 Read: Employ the Principles of Prevention
-  Ch 5 Watch: Infection Control
-  Ch 5 Do: Cleaning and Disinfecting Matching
-  Ch 5 Watch: Proper Hand Washing
-  Ch 5 Do: Hand Washing, Soaps, and Sanitizers True or False
-  Ch 5 Watch: Cleaning and Disinfection Nonporous, Reusable Items
-  Ch 5 Do: Disinfectant Safety True or False
-  Ch 5 Do: Disinfecting Containers and Logbook Multiple Choice

## VI. FOLLOW STANDARD PRECAUTIONS TO PROTECT YOURSELF AND YOUR CLIENTS



### Slides 47–51

- A. Personal Protective Equipment (PPE)
  - 1. Gloves
- B. An Exposure Incident: Contact with Blood or Body Fluid

- Ch 5 Read: Follow Standard Precautions to Protect Yourself and Your Clients
- Ch 5 Watch: Handling an Exposure Incident: Client Injury
- Ch 5 Watch: Handling an Exposure Incident: Employee Injury
- Ch 5 Do: Standard Precautions Multiple Choice

## VII. DEMONSTRATE SAFE WORK PRACTICES AND SAFETY PRECAUTIONS



### Slides 52–59

- A. Water
- B. Tools and Appliances
- C. Equipment and Fixtures
- D. Ventilation
- E. Exits
- F. Fire Extinguishers
- G. Attire
- H. Children
- I. Adult Clients
- J. High-Risk Clients
- K. Your Professional Responsibilities

- Ch 5 Read: Demonstrate Safe Work Practices and Safety Precautions
- Ch 5 Discuss: Hazardous Analysis
- Ch 5 Do: Safety Precautions Multiple Choice

## VIII. APPLY INFECTION CONTROL



### Slides 60–61

- Ch 5 Do: Word Review
- Ch 5 Flashcards: Key Terms Review
- Ch 5 Discuss: Essential Discoveries
- Ch 5 Study Notes
- Ch 5 Do: Final Chapter Exam

# CHAPTER 6 CHEMISTRY & CHEMICAL SAFETY



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN CHEMISTRY AND CHEMICAL SAFETY



-  Ch 6 Read: Chapter Learning Objectives
-  Ch 6 Do: Case Study
-  Ch 6 Read: Explain Chemistry and Chemical Safety
-  Ch 6 Discuss: Chemistry Matters

### II. IDENTIFY THE BASICS OF CHEMICAL STRUCTURE



- A. Elements
- B. Atoms
- C. Molecules
- D. Physical and Chemical Properties of Matter
- E. Pure Substances and Physical Mixtures

-  Ch 6 Read: Identify the Basics of Chemical Structure
-  Ch 6 Watch: Basic Chemistry
-  Ch 6 Do: Basic Chemical Structure Matching
-  Ch 6 Do: Physical and Chemical Properties Matching
-  Ch 6 Do: Pure Substances and Physical Mixtures Matching

### III. EXPLAIN THE DIFFERENCES BETWEEN SOLUTIONS, SUSPENSIONS, AND EMULSIONS



- A. Surfactants
  - 1. Oil-in-Water (O/W) Emulsions
  - 2. Water-in-Oil (W/O) Emulsions
- B. Other Physical Mixtures
- C. Common Chemical Product Ingredients
- D. The Overexposure Principle

-  Ch 6 Read: Explain the Differences Between Solutions, Suspensions, and Emulsions
-  Ch 6 Do: Solutions, Suspensions, and Surfactants Matching
-  Ch 6 Do: Chemical Ingredients Matching

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#### IV. DESCRIBE POTENTIAL HYDROGEN AND HOW THE PH SCALE WORKS

##### Slides 24–30

- A. Water and pH
- B. The pH Scale
  - 1. pH and Skin Care Products
- C. Acids and Alkalis

-  Ch 6 Read: Describe Potential Hydrogen and How the pH Scale Works
- Ch 6 Do: Product pH on Pathbrite
- Ch 6 Do: pH Scale Multiple Choice
-  Ch 6 Watch: The pH Balancing Act

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#### V. SUMMARIZE NEUTRALIZATION AND REDOX REACTIONS

##### Slides 31–34

- A. Neutralization Reactions
- B. Redox Reactions
  - 1. Exothermic Reactions
  - 2. Endothermic Reactions

-  Ch 6 Read: Summarize Neutralization and Redox Reactions
- Ch 6 Do: Neutralization and Reduction Reactions Multiple Choice

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#### VI. PRACTICE CHEMICAL SAFETY

##### Slides 35–39

- A. Labels
- B. Transportation
- C. Storage
- D. Mixing
- E. Disposal

-  Ch 6 Read: Practice Chemical Safety
- Ch 6 Do: Chemical Safety True or False
- Ch 6 Do: Chemical Storage Poster on Pathbrite

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#### VII. INTERPRET SAFETY DATA SHEETS

##### Slides 40–45

- A. SDS Categories
- B. SDS Vocabulary

-  Ch 6 Read: Interpret Safety Data Sheets
-  Ch 6 Watch: SDS
- Ch 6 Do: Safety Data Sheets Multiple Choice

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#### VIII. APPLY CHEMISTRY AND CHEMICAL SAFETY

##### Slides 46–47

- Ch 6 Do: Word Review
- Ch 6 Flashcards: Key Terms Review
-  Ch 6 Discuss: Essential Discoveries
-  Ch 6 Study Notes
- Ch 6 Do: Final Chapter Exam

# CHAPTER 7

# ELECTRICITY &

# ELECTRICAL SAFETY



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN ELECTRICITY AND ELECTRICAL SAFETY



**Slides 3–4**

- Ch 7 Read: Chapter Learning Objectives
- Ch 7 Do: Case Study
- Ch 7 Read: Explain Electricity and Electrical Safety
- Ch 7 Discuss: Electrical Essentials

### II. OUTLINE ELECTRICAL THEORY



**Slides 5–9**

- A. Types of Electric Current
- B. Electrical Measurements

- Ch 7 Read: Outline Electrical Theory
- Ch 7 Watch: Hey, Watt's Up?
- Ch 7 Do: Electrical Current Matching
- Ch 7 Do: Electrical Measurements Matching

### III. PRACTICE ELECTRICAL EQUIPMENT SAFETY



**Slides 10–22**

- A. Safety Devices
  - 1. Grounding
  - 2. Ground Fault Interrupters
  - 3. Underwriters Laboratories
- B. Guidelines for Safe Use of Electrical Equipment
- C. What to Do in an Electrical Emergency

- Ch 7 Read: Practice Electrical Equipment Safety
- Ch 7 Watch: Shocking News About Electrical Safety
- Ch 7 Do: Electrical Equipment Safety True or False
- Ch 7 Do: Hazard Sweep on Pathbrite
- Ch 7 Do: Electrical Safety Poster on Pathbrite

## IV. IDENTIFY ELECTROTHERAPY MODALITIES

 **Slides 23–28**

- A. Polarity
- B. Modalities
  - 1. Galvanic Current
  - 2. Microcurrent
  - 3. Tesla High-Frequency Current

-  Ch 7 Read: Identify Electrotherapy Modalities
-  Ch 7 Do: Modalities Matching
-  Ch 7 Do: Electrotherapy Multiple Choice

## V. DISCUSS LIGHT ENERGY

 **Slides 29–34**

- A. Visible Spectrum of Light
- B. Invisible Light
- C. Light into Chemical Energy
- D. Light Therapy

-  Ch 7 Read: Discuss Light Energy
-  Ch 7 Do: Ultraviolet Light Matching
-  Ch 7 Do: Light Energy Multiple Choice

## VI. APPLY ELECTRICITY AND ELECTRICAL SAFETY

 **Slides 35–36**

-  Ch 7 Do: Word Review
-  Ch 7 Flashcards: Key Terms Review
-  Ch 7 Discuss: Essential Discoveries
-  Ch 7 Study Notes
-  Ch 7 Do: Final Chapter Exam

# CHAPTER 8 CAREER PLANNING



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN CAREER PLANNING



**Slide 3**

-  Ch 8 Read: Chapter Learning Objectives
-  Ch 8 Do: Case Study
-  Ch 8 Read: Explain Career Planning
-  Ch 8 Discuss: Planning to Plan

### II. REVIEW THE STATE LICENSING EXAMINATION PROCESS



**Slides 4–17**

- A. Preparing for the Written Exam
- B. Candidate Information Bulletins
- C. On Test Day
  - 1. The Morning Of
  - 2. Things to Bring
  - 3. During the Test
- D. Understanding the Test Format
  - 1. The Multiple Choice Format
  - 2. Deductive Reasoning
- E. The Practical Exam

-  Ch 8 Read: Review the State Licensing Examination Process
-  Ch 8 Do: Understand the Test Format True or False
-  Ch 8 Watch: Practical Advice For Taking Your Practicals
-  Ch 8 Do: Prepare for Practical Exam on Pathbrite
-  Ch 8 Discuss: Test Prep Pep Rally

### III. DISCOVER POTENTIAL EMPLOYERS



**Slides 18–31**

- A. A Shop Survey
  - 1. Small Independent Shops
  - 2. Independent Chains

-  Ch 8 Read: Discover Potential Employers
-  Ch 8 Do: Shop Survey Matching
-  Ch 8 Do: Contacting an Employer Role Play on Pathbrite

3. Large National Chains
  4. Franchises
  5. Basic Value-Priced Operations
  6. Mid-Priced Full-Service Shops
  7. High-End Shops or Day Spas
  8. Booth Rental Establishments
- B. Targeting the Establishment
  - C. Making Contact
  - D. The Shop Visit
  - E. Networking

#### IV. DEVELOP AN EFFECTIVE RESUME



**Slides 32–40**

- A. Resume Guidelines

- Ch 8 Read: Develop an Effective Resume
- Ch 8 Watch: The Resume
- Ch 8 Do: Resume Guidelines True or False
- Ch 8 Do: Resume Builder on Pathbrite

#### V. PREPARE FOR A JOB INTERVIEW IN THE BEAUTY INDUSTRY



**Slides 41–53**

- A. Interview Preparation
  1. Identification
  2. Interview Wardrobe
  3. Supporting Materials
  4. Review and Prepare for Anticipated Interview Questions
  5. Be Prepared to Perform a Service
- C. The Interview
- D. Legal Aspects of the Employment Interview
- E. Employee Contracts
- F. Doing It Right

- Ch 8 Read: Prepare for a Job Interview in the Beauty Industry
- Ch 8 Do: Prepare for a Job Interview Multiple Choice
- Ch 8 Do: Legal Aspects of the Interview Matching
- Ch 8 Do: Interview Role-Play on Pathbrite

#### VI. APPLY CAREER PLANNING



**Slides 54–55**

- Ch 8 Do: Word Review
- Ch 8 Flashcards: Key Terms Review
- Ch 8 Discuss: Essential Discoveries
- Ch 8 Study Notes
- Ch 8 Do: Final Chapter Exam

# CHAPTER 9

# ON THE JOB



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN WHAT IT'S LIKE ON THE JOB



- Ch 9 Read: Chapter Learning Objectives
- Ch 9 Do: Case Study
- Ch 9 Read: Explain What It's Like on the Job
- Ch 9 Discuss: Making Team Work

### II. DESCRIBE THE EXPECTATIONS OF MOVING FROM SCHOOL TO WORK



- A. Thriving in a Service Profession
- B. Part of the Team

- Ch 9 Read: Describe the Expectations of Moving from School to Work
- Ch 9 Do: Moving from School to Work True or False
- Ch 9 Discuss: Beauty Pro Butterflies

### III. SUMMARIZE EMPLOYMENT OPTIONS IN THE REAL WORLD



- A. The Job Description
- B. Employment Classifications
  - 1. Employee Status
  - 2. Independent Contractor Status
  - 3. Booth Renter Status
- C. Wage Structures
  - 1. Salary
  - 2. Commission
  - 3. Salary Plus Commission
  - 4. Tips
- D. Employee Evaluation
  - 1. Find a Role Model

- Ch 9 Read: Summarize Employment Options in the Real World
- Ch 9 Do: Employment Status Descriptions Matching
- Ch 9 Do: Job Description on Pathbrite

## IV. PRACTICE MONEY MANAGEMENT

 **Slides 21–26**

- A. Repayment of Your Debts
- B. Reporting Your Income
  - 1. Personal Budget
  - 2. Giving Yourself a Raise
  - 3. Seek Professional Advice

-  Ch 9 Read: Practice Money Management
-  Ch 9 Do: Money Management Multiple Choice
-  Ch 9 Watch: On Borrowed Time
-  Ch 9 Do: Personal Budget on Pathbrite

## V. MASTER SELLING IN THE SALON, SPA, AND BARBERSHOP

 **Slides 27–33**

- A. Principles of Selling
- B. The Psychology of Selling

-  Ch 9 Read: Master Selling in the Salon, Spa, and Barbershop
-  Ch 9 Watch: Ditch the Pitch
-  Ch 9 Discuss: Selling Mastery
-  Ch 9 Do: Principles of Selling True or False

## VI. USE MARKETING TO EXPAND YOUR CLIENT BASE

 **Slides 34–38**

- A. Rebooking Clients
- B. On Your Way

-  Ch 9 Read: Use Marketing to Expand Your Client Base
-  Ch 9 Do: Expanding Your Client Base Multiple Choice
-  Ch 9 Do: Marketing on Pathbrite

## VII. APPLY ON THE JOB

 **Slides 39–40**

-  Ch 9 Do: Word Review
-  Ch 9 Flashcards: Key Terms Review
-  Ch 9 Discuss: Essential Discoveries
-  Ch 9 Study Notes
-  Ch 9 Do: Final Chapter Exam

# CHAPTER 10

# THE BEAUTY

# BUSINESS



## OUTLINE

## MINDTAP ACTIVITIES

### I. EXPLAIN THE BEAUTY BUSINESS



**Slide 3**

- Ch 10 Read: Chapter Learning Objectives
- Ch 10 Do: Case Study
- Ch 10 Read: Explain the Beauty Business
- Ch 10 Do: Dream Career on Pathbrite

### II. OUTLINE THE REQUIREMENTS OF OWNING A BUSINESS



**Slides 4–21**

- Ch 10 Read: Outline the Requirements of Owning a Business
- Ch 10 Watch: Styling a Business Plan for your Salon, Spa, or Barbershop
- Ch 10 Do: Business Plan Matching

#### A. The Business Plan

- Ch 10 Do: Vision and Mission Statement on Pathbrite
- Ch 10 Discuss: Boost Your Brand

#### B. Opening Your Own Business

- Ch 10 Do: Types of Business Ownership Matching
- Ch 10 Do: Business Structures True or False
- Ch 10 Watch: The Importance of Keeping Good Records

##### 1. Create a Vision and Mission Statement for the Business

##### 2. Create Your Brand Identity

##### 3. Create a Business Timeline

##### 4. Determine Business Feasibility

##### 5. Choose a Business Name

##### 6. Choose a Location

##### 7. Written Agreements

##### 8. Business Regulations and Laws

##### 9. Daily Operation

- B. Types of Business Ownership
  - 1. Individual Ownership
  - 2. Partnership
  - 3. Corporation
  - 4. Franchise Ownership
- C. Purchasing an Established Business
- D. Drawing Up a Lease
- E. Protection Against Fire, Theft, and Lawsuits
- F. Business Operations
  - 1. Allocation of Money
- G. The Importance of Record Keeping
  - 1. Purchase and Inventory Records
  - 2. Service Records

### III. DESCRIBE BOOTH RENTAL



#### Slides 22–24

- Ch 10 Read: Describe Booth Rental
- Ch 10 Watch: Rental vs. Commission
- Ch 10 Discuss: The Booth Rental Debate

### IV. IDENTIFY THE ELEMENTS OF A SUCCESSFUL SALON, SPA, OR BARBERSHOP



#### Slides 24–35

- A. Planning the Layout
- B. Personnel
  - 1. Payroll and Employee Benefits
  - 2. Managing Personnel
- C. The Front Desk
  - 1. The Reception Area
  - 2. The Receptionist
  - 3. Booking Appointments
  - 4. The Appointment Book

- Ch 10 Read: Identify the Elements of a Successful Salon, Spa, or Barbershop
- Ch 10 Do: Shop Layout Multiple Choice
- Ch 10 Watch: Scheduling Appointments
- Ch 10 Do: Phone Etiquette True or False
- Ch 10 Do: The Successful Business Multiple Choice
- Ch 10 Watch: Making the Most Out of Your Interview

- D. The Telephone
    - 1. Good Planning
    - 2. Incoming Telephone Calls
    - 3. Booking Appointments by Phone
    - 4. Handling Complaints over the Phone
- 

## V. LIST MARKETING STRATEGIES FOR BUILDING YOUR BUSINESS

### Slides 36–43

- A. Viral Marketing
    - 1. Social Media for the Business Owner
  - B. Advertising
  - C. Selling in the Salon, Spa, and Barbershop
- 

-  Ch 10 Read: List Marketing Strategies for Building Your Business
-  Ch 10 Watch: External Marketing
-  Ch 10 Do: Marketing Multiple Choice

## VI. APPLY THE BEAUTY BUSINESS

### Slide 44

-  Ch 10 Do: Word Review
  -  Ch 10 Flashcards: Key Terms Review
  -  Ch 10 Discuss: Essential Discoveries
  -  Ch 10 Study Notes
  -  Ch 10 Do: Final Chapter Exam
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