

Beauty Under One Roof

**BUOR**

Business. Culture. Education. Opportunity

**7 Fast Revenue Strategies Beauty  
& Barber Pros Are Using Right Now**

**The Client Experience Revolution**

**The Power of the Solopreneur**

**Growth Happens Through  
Community**

**STUDENT SPOTLIGHT**

**UPCOMING BUOR EVENTS**







CITYWIDE BEAUTICIANS & BARBERS ASSOCIATION  
-PRESENTS-

# BUILDING YOUR BUSINESS IN THE **A** ERA

**FOR HAIRSTYLISTS, BARBERS & SERVICE PROFESSIONALS**

*Still trading time for money?   
It's time to turn your skill into a real business.*

 **Monday, May 4, 2026**

 **10:00 AM - 12:00 PM**

 **COMERICA BANK**

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Houston, TX 77056**

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Spot Today**



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**CWBBA**  
Beauticians & Barbers Association

  
Comerica Bank.

Creating Economic Mobility Through Entrepreneurship



for professional hairstylists,  
barbers, cosmetology  
students, and beauty  
educators.

# Inside This Issue

## FEATURE STORY

Increase Your Income This Month: 7 Smart Business Moves for Stylists & Barbers

The most successful beauty professionals aren't just talented – they're strategic. Discover simple revenue strategies many stylists and barbers are using right now to increase their income fast.  
[Read Article →](#)

## INDUSTRY INSIGHT

The Client Experience Revolution

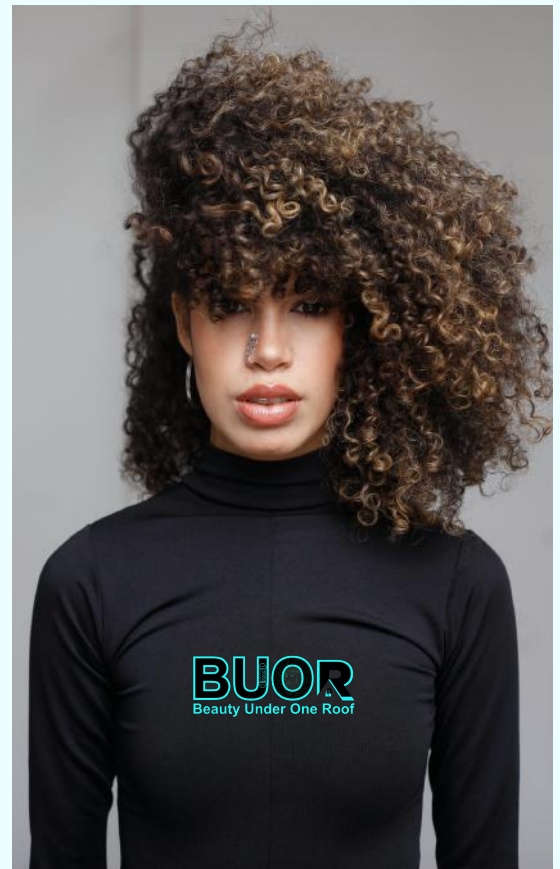
In today's beauty industry, the experience matters just as much as the haircut, fade, or style. Discover the small upgrades that are turning first-time clients into lifetime customers.  
[Read Article →](#)

## MINDSET FOR BEAUTY ENTREPRENEURS

The Power of the Solopreneur

Behind every successful stylist or barber is a story of resilience, creativity, and determination. This week's inspiration is for the professionals building their dream one client at a time.  
[Read Article →](#)

- Upcoming BUOR Events
- Student Spotlight
- Education Opportunities



# 7 Fast Revenue Strategies Beauty & Barber Pros Are Using Right Now!

(That Can Increase Your Income This Month)

The beauty and barber industry is evolving fast. Between rising product costs, booth rent increases, and changing client expectations, professionals who adapt quickly are the ones seeing the biggest income growth.

The good news? You don't need thousands of followers or a massive salon to increase your income. Many stylists and barbers are boosting their earnings within weeks using simple strategies that take advantage of current beauty industry trends. Here are seven strategies you can start this week.

## 1. Offer a "Signature Upgrade"

Instead of raising prices across the board, offer a signature add-on service.

Examples:

- Scalp detox treatment
- Beard hydration service
- Luxury steam towel experience
- Curl hydration boost

Charge \$10–\$25 per upgrade. If just 5 clients per day add it, that could mean \$250–\$500 extra weekly income.

## 2. Create a 3-Service Package

Clients love bundled experiences.

Example package:

"The Grooming Reset"

- Haircut
- Beard sculpting
- Hot towel treatment

Packages increase average ticket price while making clients feel they're getting more value.

## 3. Pre-Book the Next Appointment Before They Leave

The highest earning stylists pre-book 70–90% of clients.

Why it works:

- Guarantees future income
- Reduces slow weeks
- Improves client retention

Script you can use:

"Your cut or style will look perfect for about three weeks. Let's go ahead and lock in your next appointment so you stay fresh."

## 4. Retail With Purpose

Retail isn't about selling products — it's about solving problems.

Instead of saying:

"Do you want to buy this?"

Try:

"This curl cream will help maintain the definition we created today."

Professionals who consistently recommend products can add \$500–\$2,000 monthly revenue.



**COSMO & BARBER CEU LICENSE  
RENEWAL CLASS**

**BUOR**  
Beauty Under One Roof



**Start's 10:am**

**14655 NW FRWY**

**713.849.0101**

**APR 20**

**JUNE 15**

**AUG 17**

**9323 STELLA LINK**

**713.667.3783**

**MAY 18**

**JULY 15**

**SEPT 16**

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**Got ????  
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**Texas State Provider:2332 Course #31378**

Contin  
7 Fast Revenue Strategies Beauty & Barber Pros Are  
Using Right Now  
(That Can Increase Your Income This Month)

5. Use Short-Form Video (The Fastest Marketing Right Now) Short videos dominate beauty marketing. Post quick content like:

- Transformation videos
- Before/after cuts
- Curl definition techniques
- Beard shaping tutorials

Platforms currently favor raw authentic videos over polished ads, which means anyone can grow visibility.

6. Create a Monthly VIP Client Membership

A growing trend across salons and barber shops is membership models.

Example:

VIP Grooming Membership – \$75/month

Includes:

- Monthly haircut
- Priority booking
- Member discounts

Just 30 members = \$2,250 predictable monthly revenue.

7. Position Yourself as the Specialist

Clients pay more for expertise.

Instead of marketing yourself as a general stylist or barber, specialize in:

- Textured hair specialist
- Precision fade expert
- Curl restoration stylist
- Beard grooming specialist

Specialists attract higher paying clients and stronger referrals.

# The Professionals Who Win Are the Ones Who **Evolve**

The beauty industry rewards those who combine skill with smart business strategy. That's exactly why the community at Beauty Under One Roof (BUOR) exists – to help beauty and barber professionals grow their income, knowledge, and influence in the industry. If you implement just two of these strategies this month, you could see a noticeable difference in your revenue.

# The Client Experience Revolution

Why the Most Successful Stylists & Barbers Focus on This One Thing

In today's beauty industry, skill alone isn't enough.

Clients remember how you made them feel just as much as the haircut, style, or color they received.

The most successful beauty professionals understand something powerful:

Great service brings clients in.

Great experiences keep them coming back for years.

## The New Standard Clients Expect

Modern clients are influenced by social media and luxury experiences. They want more than a haircut — they want a moment.

Here are the experience upgrades transforming salons and barber studios right now.



### 1. *The Welcome Experience*

First impressions matter.

Instead of simply saying hello, try creating a ritual:

- Offer bottled water or tea
- Greet them by name
- Ask about their week

This small moment immediately builds connection.

### 2. *Consultation*

#### *Is the New Luxury*

Top professionals spend 3–5 minutes asking questions before starting.

Ask things like:

- What did you love about your last haircut?
- What's been frustrating about your hair lately?
- How much styling time do you want each day?

Clients feel heard — and that builds loyalty.

**BUOR**  
**COSMO**  
**Student**  
**Summer Camp**

SalonCentric<sup>SM</sup>

Houston  
Stella Link  
June 22- 26

or  
290 NW FRWY  
June 29 - July 3

**5-Day**  
**Inter-Active Experience**  
**for High School Cosmo Students**



**CAMP HIGHLIGHTS**

- **Industry guest speakers**
- **Daily hands-on labs**
- **Field Trips**
- **Special FX - Film Industry**
- **Team projects & challenges**
- **Certificates, swag bags & prizes**

**Info: [BeautyUnderOneRoof.com](http://BeautyUnderOneRoof.com)**  
**832.303.1583**

### 3. The “Instagram Moment”

Clients love sharing their look online.

Create a simple photo station:

- Ring light
- Clean backdrop
- Before/after photos

When clients post their results, they become your marketing team.

### 4. Small Details Create Big Impact

Tiny upgrades can create a luxury experience.

Examples:

- Warm neck towels
- Aromatherapy scalp massage
- Mini mirror reveal

These touches make clients feel like they received premium service.

### 5. Follow Up After the Appointment

Very few professionals do this – which makes it powerful.

Send a quick message:

"Hey! Just checking in to see how you're liking your new style."

Clients remember that level of care.

*Experience Builds Loyalty*

*People may forget what you said.*

*But they never forget how you made them feel.*

*The beauty professionals who master client experience don't just build clientele*

—

*they build communities around their chair.*

*And those communities become long-term income and opportunity.*



# The Power of the Solopreneur

Why Independent Beauty Professionals Are Changing the Industry

Behind every successful stylist, barber, or beauty professional is a story most people never see.

- Early mornings.
- Late nights.
- Balancing creativity with business responsibilities.

Being a solopreneur in the beauty industry means wearing many hats:

- Artist.
- Entrepreneur.
- Marketer.
- Customer service expert.

And sometimes... therapist.

*But there's something powerful about building something that belongs to you.*



Every appointment booked is a reflection of your reputation.

Every transformation is your artistry.

Every client who returns chose you.

That's the beauty of this industry – your talent creates your opportunities.

“The Freedom of the Chair”

## Self-Care Is a Business Strategy

Burnout is one of the biggest challenges for beauty professionals.

Standing all day, serving clients, managing schedules – it's easy to forget about yourself.

But the most successful professionals protect their energy.

Self-care might look like:

- Taking one day per week completely off
  - Blocking lunch breaks in your schedule
- Investing in continuing education
- Spending time around people who inspire you

**Your creativity thrives when you're not exhausted.**

Hey You Do You Know A Student The Future is Bright?

Let's Spotlight the Future!



BeautyUnderOneRoof.com

Since 1942

Citywide

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**BA**



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**Building Business**

**Community Give Back**



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Movement

**[cwbba.org](http://cwbba.org)**

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Hou., TX**



# Growth Happens Through Community

One of the biggest shifts happening in the beauty industry right now is collaboration.

Stylists and barbers are realizing something important:

Community grows faster than competition.

Events, workshops, and industry gatherings allow professionals to:

- Learn new techniques
- Build relationships
- Discover new opportunities



## Remember Why You Started



Most people enter this industry because they love transformation.

The confidence you give clients.

The creativity you express.

The lives you impact every day.

When the work feels overwhelming, remember:

Your skills have the power to change how someone sees themselves.

And that's a gift.

## Keep Growing

Whether you're a student just starting or a seasoned professional, the beauty industry always rewards those who keep learning, evolving, and supporting each other. And that's exactly what the Beauty Under One Roof community is all about.





**BUOR**  
**AFRO**  
**HAIR SUMMIT**  
BLACK - AFRICAN - LATINO - DIASPORA  
CULTURAL ARTS



**WE'RE HERE!**  
**NOSOTROS ESTAMOS AQUI**

**SEPT 12 - 15, 2026**

MAIN MARKET VENDOR SEPT 13 & 14  
BEAUTY & THE BARBER AWARDS SEPT 14

HAIR | BARBER | BEAUTY | BATTLES HAIR  
FASHION SHOW | HEALTH & WELLNESS | MUSIC  
BUSINESS | EMPOWERMENT | PRAYER  
CONSUMERS & PRO'S

**AMBASSADORS**  
*Needed*



Nominations Now Open

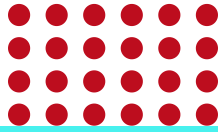
2026

**Beauty**  
*And The*  
**Barber Awards**



*Honoring Industry Professionals*

**Heritage Awards**



## Spotlight on Future Beauty Barber Pro

Future Esthetician  
Ogle School Stafford, Tx

### *Eden Rule*

Becoming an Esthetician: A Journey of Healing and Connection  
Transitioning to a career as an esthetician signifies more than just a job change; it is a meaningful journey of healing and connection. After years of teaching and overcoming personal obstacles, I am now stepping into a role that enables me to nurture and support others through skincare and beauty treatments. My aim is to establish a compassionate environment where clients can experience revitalization, empowerment, and genuine care, transforming each treatment into a moment of personal restoration and self-love.



# Spotlight on Future Beauty Barber Pro



Ogle School - Stafor, Texas

## Eden Rule

### Esthetician

A New Chapter in Life and Wellness

I am a 42-year-old mother, grandmother, and former educator who has also directed youth theatre. Five years ago, after facing the profound loss of my husband, I chose to step away from my career to focus on my new journey as a solo parent. Now, I find myself ready to embark on a transformative path of healing and self-discovery.

I am a lifelong learner with a keen interest in skincare, health, and spiritual wellness. I derive joy from the vibrant world of aesthetics and the beauty industry. My life experiences have instilled in me deep empathy, resilience, and a strong desire to help others feel rejuvenated and confident through skincare and wellness. As an esthetician, I eagerly anticipate providing my clients with the same revitalization that the industry offers me.

With over 31 years of experience in the medical field, I have built a notable career as a Certified Nursing Assistant, Surgical Technician, Certified Medical Assistant, Aesthetician, and Medical Healthcare Manager. Drawing on my extensive background and expertise,



I have embarked on an entrepreneurial venture by founding Sculpting Beauties Wellness & Beautique. By merging my medical knowledge with my passion for beauty and wellness, I am excited to provide a diverse array of services.

Anticipated Completion  
Date 2-2026  
Ms. Stanley Nolan  
Assistant Director



**YES**

**IT'S  
TEXAS**

**BARBERS**

**NEED**

**CEU**

**NO TEST  
IN PERON**

**\$30**

**\$50**



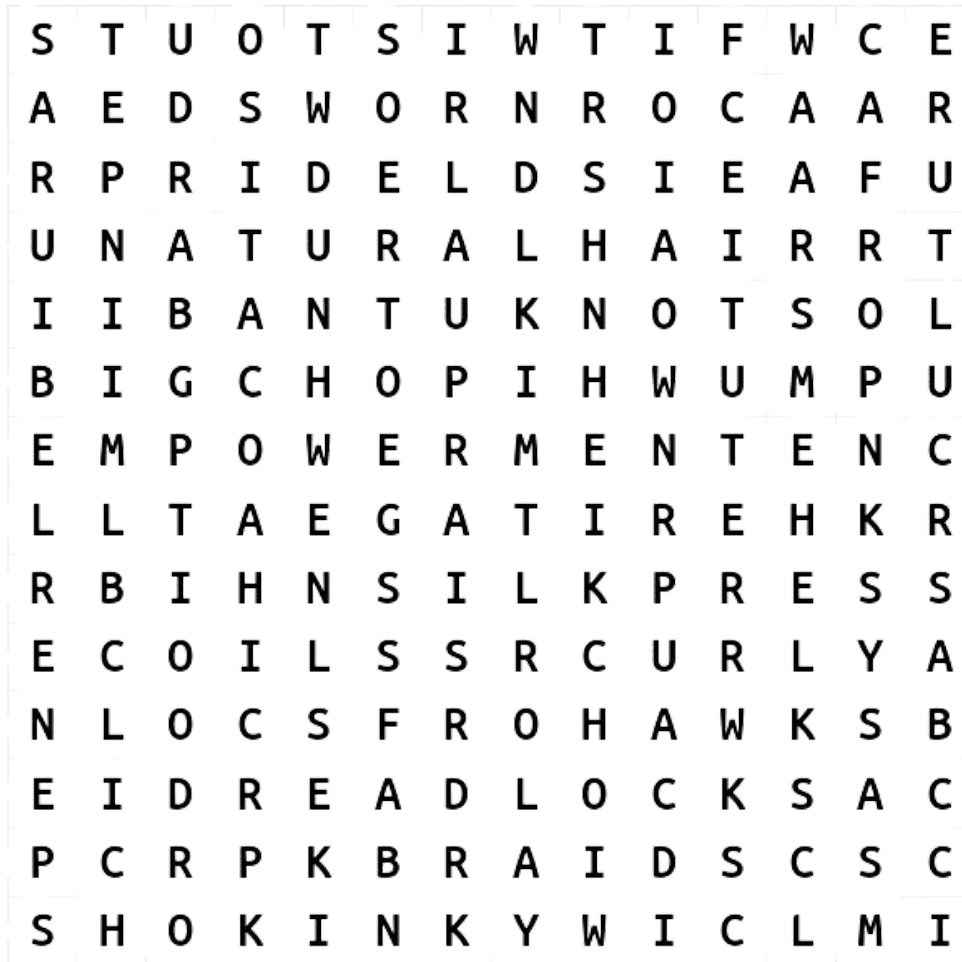
**Your Shop Min 5 Barbers  
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# Afro Hair Theme



- BANTU KNOTS
- NATURAL HAIR
- EMPOWERMENT
- FROHAWKS
- DREADLOCKS
- AFRO
- TWIST OUT
- KINKY
- SILK PRESS
- HERITAGE
- BIG CHOP
- COILS
- PRIDE
- BRAIDS
- CORNROWS
- LOCS
- CURLY
- CULTURE

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The advertisement features a large red logo for Jones Associates LLC on the left. To its right is a QR code. Below the logo and QR code is contact information including a phone number and email address. Further right is a list of services offered, each preceded by a small icon. On the right side of the advertisement is a collage of images in diamond shapes, including a person with a magnifying glass, a night scene with fireworks, a lawnmower on a lawn, a man in a white shirt, and a woman in a black shirt.



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Directory