

5 Most-Asked Cosmetology Questions

Olive Benson, internationally acclaimed designer and salon owner, answers the questions most frequently asked on the road.

Question: *How can I become a platform artist?*

Answer: Most stylists do not understand that to become a platform artist requires more than just doing a good style and a cut. Your professional achievements, artistic ability, attitude, appearance and articulation are just a few components that are needed to support an *above-average* profile. You also have to be very understanding of human nature, and you must be able to humble yourself. Positive confidence in yourself is also a necessary factor. If you have something to sell, there will always be a buyer. Start platform appearances within your *local city and state*, then on the *national* level and then move on to *international* exposure.

Question: *Where can I go to cutting school?*

Answer: If one learns the basic fundamentals of haircutting, you will be able to cut any head of hair. That is why it is essential that you select a school that offers a diversified approach to cutting hair. Ask local cosmetology organizations for listings of advance training centers. Many schools are listed in your local phone directory. While attending trade shows, workshops,



and seminars, ask veterans in the industry where they received their training.

Question: *Where do I go after 15 to 25 years of working behind the chair?*

Answer: The beauty industry is a very lucrative market and one that has many varied opportunities. After working fifteen to twenty-five years behind the chair and depending upon how an individual has contin-

ued to educate him or herself, you should have a library of knowledge. Take inventory of your strongest assets. Then *package* your strongest achievements, and put them in a proposal form. Try selling to the most rewarding bidder.

Become a consultant for a major manufacturer and represent their products in the salon retail area. Other ways in which you can become a specialist within the salon environment is by becoming a cutting or color expert and sharing your knowledge as one of the top educators in a particular field. Give facials, makeup consultations, manicures and pedicures. Become an image consultant.

Become an entrepreneur with a chain of salons. Open your own company and design your own products to sell. Your years and experience in the industry should benefit you in many ways. There is good, better, and best in everything we do. You are in charge of your own destiny. You have to have an idea or goal, make the commitment and then execute it in a positive and rewarding way. ■

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