

Educational Support Opportunities

There is always support for any owner, manager or booth renter wither it's at a **Trade Show**, through a **Coaching Company** or with an **Expert Industry Consultant**. When an individual is ready to learn the door will always open so one can expand their mind.

Going to trade shows, is an excellent way to gather your thoughts and ideas and is an excellent opportunity of getting exposure to all the industry greats to help you not only focus on the challenges at hand, but you will learn from every one that you have placed yourself around. The real value here is most of these classes wither hair, nails, skincare and especially business management classes are for the most part free. How can one complain when there is an environment to great exposure to learn and it's free? All that is required is an open mind, after all any time you leave an educational presentation with more information then you came with is a real plus to this educator. Few give these show promoters enough credit for creating the opportunity for attendees to get this kind of exposure. It's usually free to all attendees. Lastly most attendees of a trade show / conference do not realize that most educators are not paid to be there to help elevate the industry as a whole, meaning they receive no compensation at all or very little if any. It's on their one dime that you the attendee get to capitalize on. What a win win.

For those who do their home work usually from attending a trade show, can usually select a coaching company to help any owner / manager achieve a higher level of ownership. Here a good coaching company will evaluate your company's challenges through an interview process to determine what you want your end results to look like. In this process a good coaching company will work with you on a one on one or with your management team to accomplish your goals. It's like going to the gym if you don't show up you won't get the results you desire. A coach will assist you in overcoming your fears by empowering your good points to achieve your results. From a coaching company point of view they are committed to bring out the best in you for your company wither 1 or 100 wither employees or a booth renter. A good coaching company will point you in the direction if it is an area that they do not specialize in. Depending on the size of your projects they may bring other to assist in completion of your project especially if the projects will be done in phases. For those smaller projects they can be done by weekly phone conferences with faxes and e-mail documents.

Beauty industry consultants can be a wealth of knowledge to assist you with a project that you are unfamiliar with. Usually you have the opportunity to gain from the years of experience of

learning from their mistakes to ensure that you do not have to experience the same learning curve. Almost all consultants specialize in one or two areas of expertise and like coaches if they run across an area that they do not excel in they will refer you to a company that does to make sure you get the very best of them and /or from their company. Some consultants charge by a project, others will create a package based on the number of hours required of them which usually saves a company dollar. Other consultants like us usually only bill a company for the time a client requires of us via e-mail or over the phone. Meaning if we talk for a ½ hr you are only billed for the time you need us for, no contract is required unless it is a project over time or on site. On site consulting projects are usually billed at a different rate and serve bigger results.

One thing for sure all 3 options, trade shows, coaching and using a consultant, offer an excellent opportunity for one to get great exposure for direction to gain more knowledge when one is ready. Most of these 3 types of educators offer support material that one can do a lot of the home work on their own to get ready to go to the next level. Ultimately it is the responsibility of each owner or manager or booth renter in making their selection of whom or who is right for you and your company.

It's the fear of the unknown that holds us all back, just go for it.

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