

**5**EASY

*Steps To*

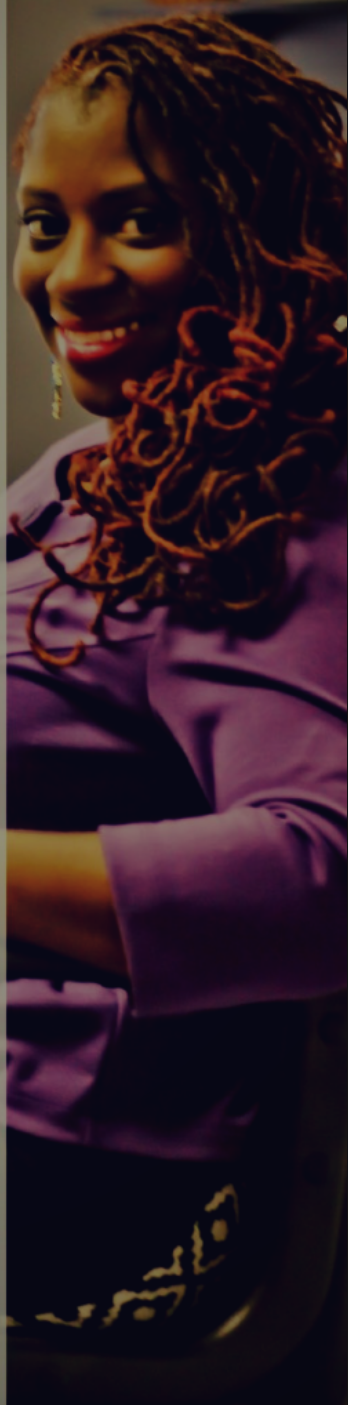
*Find*

**YOUR**

*Natural Hair*

*Professional*

**LADONNA P. GRAFTON**



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THANK YOU

# INTRODUCTION

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This quick guide is designed to provide you with an easy path to choosing YOUR Natural Hair professional. The reason YOUR is emphasized is because it is important to find the right fit for you.

According to Mintel, a consumer marketing and research firm, natural hair is a lifestyle and not a passing fad, 36% of women in 2011 ditched relaxers in favor of natural hair. Looking at the number of natural hair representation in mass media, we know that number has certainly increased exponentially. This means there is a great multitude of people out there just like you, who are looking for the right Natural Hair Professional.

Whether you are just transitioning to natural hair or a natural hair veteran, choosing the right leadership to guide you towards maintaining a healthy hair regimen is key.

Let's begin...

# STEP 1

## Know Your Needs

There are tons of professionals and resources out there ready to lead you in your journey of healthy hair maintenance. **Step 1** begins with knowing what you need so that you can find the right fit.

Have you asked yourself what your hair goals are? If you found the perfect Natural Hair Professional, what would you tell them you want to do with your hair? What direction do you want to go in? What needs should be addressed? Start by making a list of things that are important to you. Your needs may change over the years but starting with this step will provide the right foundation for any season.

Remember, the Natural Hair Professional cannot address your needs efficiently if you don't know what you need or why you need them.

# STEP 2

## Ask For Help

Now that you know what you need, **Step 2** is taking your needs list and matching them with a Natural Hair Professional who can deliver. You can do this by word of mouth referrals from friends or even someone you pass in public with a nice style that maybe you want to have. It is not uncommon to make a public post on social media asking for recommendations. You can also do a search for the specific qualifications of what you are looking for as well.

Peruse your needs list and ask your connections for a Natural Hair Professional who specializes in grooming locs, or growing and maintaining healthy hair for example.

Contact the Professionals by phone, email or social media site or check out their website. Check their qualifications and credentials. Look for testimonials, reviews of the business and book a consultation for initial meeting.

# STEP 3

## Check For Synergy

**Step 3** is all about cooperative interaction which is the definition of synergy. Do you feel welcome in the potential space where your hair care will be rendered? Is it conducive to what you have pinpointed you needed? Is the location in proximity to where you are willing to travel? Are the hours flexible for you and your schedule? Is the Natural Hair Professional speaking your language with confidence in their skills and ability?

We will dive more on this in **Step 4** but do they have the education and experience to back it up?

Let's face it, every Natural Hair Professional may not be YOUR best fit so it is extremely important to weed out what obviously will not work and place your focus on what will. As they say, teamwork makes the dream work.

# STEP 4

## Look For P.E.Q.

P.E.Q. means Professionalism, Experience and Quality. **Step 4** requires you to query the Natural Hair Professional about their experience and qualifications. What are they most proficient at doing? Do they have examples (besides a peer referral) of their work to show you via a portfolio (online or look book)?

For example, the Natural Hair Professional may prefer doing sew ins but you need someone who is skilled in scalp disorders and healthy hair treatments. This is important to sort out before hand to minimize unmet expectations.

Are the services and price points clearly communicated on their website or in person? What type of products are used in the salon? What are the salon policies and guidelines? Ask questions, as many as you need, in order to be 100% confident in the professional environment, extensive expertise, and quality.

# STEP 5

## Book With Confidence

Congratulations!! You have arrived at the final step in choosing a Natural Hair Professional. Now that you have identified your needs, sought out your stylist, aligned your needs with their expertise, and completed a quality control check, it is time to book your appointment with confidence.

These easy steps were designed with you in mind to help easily navigate you on the path to discovery and success in your natural hair journey.

Your hair is your crown and due diligence is required in the handling and care of it. You now have the tools you need to find the professional that is right for you.



# THANK YOU

Thank you for downloading *5 Easy Steps To Find Your Natural Hair Professional*. We know how difficult it can be to find the right Natural Hair Professional and we hope you found this guide beneficial and informative.

Do you have additional questions or need personalized consulting? Head over to my website to book a *complimentary* 20 minute *Advanced Hair Analysis* to help you on your way.



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