



THE EXTENSIONS EXPERT

DANIELLE KEASLING, HAIR EXTENSIONS EXPERT, GLOBAL EDUCATOR FOR MATRIX, EXECUTIVE DIRECTOR OF GREAT LENGTHS AND ULTA PRO TEAM AMBASSADOR, HAS HAD AN INTERESTING CAREER TRAJECTORY, SHE TALKS HAIR, SHOOTS, EDUCATION AND FINDING HER NICHE IN THIS BUSINESS.



"No one in my family had a background in fashion or beauty and I was always a girly girl. I loved my hair and the idea of doing hair. My mom was really generous and allowed me to go to the local salon to have highlights. This lady was really successful, she only worked a few days a week and I thought she had it going on. I asked her if this was a good career and when she said it was the best thing she had ever done in her life, I was hooked."

Convincing her dad wasn't quite so easy, he insisted on college and Danielle, along with her mom, managed to get her to go to beauty college while still at college. When she graduated, she had the tough conversation with her dad, but she looks back and knows it was the best decision she ever made.

Danielle is a crack shot when it comes to education on the retail front. She initially trained at the Aveda Institute in Minneapolis. "That was a great foundation for me, it taught me so much and not just about hair. It was fantastic for business advice, alongside retail and educating clients."

"That's where I got the salon business side of my brain. When I got out of there and was working in an Aveda salon, I was making three times the amount of money on retail commission than I was on hair for a year. I just knew that you have to educate clients. You are not selling things to them they should be making an educated decision with your help."

"That's something I learned at the very beginning and I've implemented that all through my career."

Danielle thinks that a lot of stylists don't look at the salon industry as an entrepreneurial business. "They are looking at it as a craft or a trade, and not for the potential that it has."

"When I had my salon, I got rid of the word retail. I insisted on calling it client education. It allowed me to check in with my staff to see whether they were talking to their clients about what they were using on their hair and why. If you are having that conversation with clients, you will see the upturn in your income. The clients are only paying for the product, they are getting the education for free." ▶



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