



HOW TO START

YOUR HAIR BUSINESS

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DESIGN YOUR HAIR BUSINESS

1.A UNIQUE NAME

First thing first. Think outside of the box. Generic names are a bore and make your business forgettable. Avoid names like Beautiful Extensions, Hot Hair (EEEEK! I'm probably sure I may have named a real company in there!). Remember you are not just selling hair you are selling a BRAND.

2.DESIGNING YOUR LOGO

Having a well-designed logo is a crucial part of your branding strategy. Your customers will snap judge your hair company, based on your logo, so that they can determine if you match their interests and needs or if you don't.

3. BUILDING YOUR WEBSITE

Having a fast, mobile-friendly and well-designed website with your branding is crucial to selling online. Shopify is an awesome E-commerce platform that has everything you need to sell online. Or you can hire a professional freelancer. Did you know that 85% of all the shoppers on Maxtress Hair are using mobile device? This information is huge!

4. PROFESSIONAL PHOTOGRAPHS

Presentation is indeed everything. You will want to do your best to either have professional photos taken of your hair extensions or take some great quality photos yourself. If you must take photos for yourself you don't need a pricey camera to do it and do it right! When utilizing a cell phone camera the best quality photos are taken in natural light. Place your extensions against a white back drop. You can easily do this by moving a table near the window and placing a big sheet of clean white paper on top of it. Lay your hair extensions on the paper climb on a stool or chair and snap several shots.

5. PACKAGING

Your packaging to help YOU stand out from the crowd! Create eye-catching Packing to make your bundles look great and give your customers a fantastic first impression.

6. KNOW YOUR CUSTOMER

It's important to first determine what your ideal customer needs. With so much variety in hair extensions honing in on a particular type can create a niche market for your business. There are not only extensions on the traditional weft there are clip-ins, closures, frontals, wigs, fusions and others. Then there are the various textures. If you are aiming at Naturals who prefer curly hair textures then you shouldn't carry straight hair extensions. Carrying the right type of hair in your store will attract your ideal customer.

FINDING THE BEST HAIR SUPPLIERS

A hair supplier can make or break your hair business. Offering quality virgin hair extensions is key. With so many selling hair, there is a lot of product out there that is of poor quality. We've seen thin wefts, hair that sheds profusely, and hair that gets so matted up after a few wears it is impossible to untangle. Prior to putting anything up online you will want to have tested your hair by ordering samples of the textures you want to sell. We recommend 30 days of really playing around with the hair to see how it holds up. Wash it, condition it, dye it, if it's curly straighten it.

MARKETING & ADVERTISING

Marketing is the heartbeat to your hair business and without it, your company will look dead and washed up to customers. Maxtress will teach you the principles of marketing and advertising your hair business. Let's go over some of the primary marketing channels for you to sell your hair.

1. FACEBOOK

With 1.6 Billion users it is hard to deny that Facebook is not the biggest opportunity to start marketing your hair brand. To get started, you must first create a Facebook business page where you can start getting followers that are interested in your brand. Once your page has been created, you have some work to do. The "Profile Picture" should be 160px X 160px. This is a great place to put your logo. Keep it simple! The "Cover Photo" is 828px X 315px and can have a more dramatic design.

Make sure you “+ Add a Button” which gives you the opportunity to link to your website, send your page a message and a few other options. Make sure to “Add a Short Description” so visitors know who you are and why they should “Like” your page. Now that you have your Facebook page setup you can start marketing your products.

The key to building up your brand on Facebook and every other platform is consistency. The quickest way to get your brand more attention is Facebook Advertising. Spend Wisely ! Don't blow your entire budget on your first ad. We recommend spending as little as possible to test your results slowly. If the campaign works out well on a small budget, then you can slowly increase your spending.

2. INSTAGRAM

The next best thing to Facebook is Instagram! Here are some basics on how to sell hair extensions on Instagram!

Your marketing strategy on Instagram will be more visual than Facebook. It is important to have a good mix of photo types and promotions to keep your followers interested. Building up your Instagram page will take time. Research the best #HASHTAG strategies to use for your posts. It will help you get found and followed much faster. Once you have your Instagram page registered it is important to correctly fill out an excellent description, your phone number, email, and address if available. You can't take payments on Instagram so having a website is crucial for successful transactions.

Please note: The key is to grow a loyal following with informative and eye-catching posts. If you try to "sell" with every post, then you will eventually be unfollowed. Re-posting client photos is a **MUST!** Your customers will want to see what the hair looks like once it is installed.

3. YOUTUBE

YouTube is FANTASTIC for getting your brand more exposure, but you will want to have some decent equipment to create and edit videos. Once you learn how to sell hair extensions on YouTube, you will see the orders start flowing in!

If you are great at styling hair, then make some video tutorials for your channel. Here are just a few suggestions:

- Hair Care – How to look after your hair extensions.
- Coloring – Best coloring techniques and examples of how the hair can color.
- Wig Making – Create a beautiful wig using the hair extensions to showcase their versatility.
- Sew-In Techniques – How to properly do a sew-in.
- Product Video – Give your clients a closer look at the hair.

If not immediately, creating videos should be a part of your marketing strategy shortly after launching your brand. People are more visual than ever with short attention spans for reading long article like this.

4. BLOG

You need a way to showcase your knowledge and connect with your customers. You will sell more hair if you start writing great blog posts for your website. A blog will also give you another place to post your YouTube videos for your customers to see. Writing great blog posts can be very time-consuming. The good news is that they will work for you in the search engines forever. Google loves high-quality content. Don't just write 200 words and click "Publish." Focusing on informative information related to your hair products will let your visitors know you are very knowledgeable about hair. It is much easier to sell hair extensions to visitors after they know you are an expert in the field.

5. INFLUENCER

what is an "influencer"? According to NeoReach, it's "an individual with an online presence who has the potential to influence the opinions and behaviors of your target audience."

Because these folks -- like bloggers and social media personalities -- build a following over a long period of time by producing interesting, quality content, people begin to trust them. They're reliable, and their opinions become respected.

It's no secret among advertisers that online influencers are a powerful way to reach consumers in meaningful and authentic ways via social media. But you should start small with micro influencers, test and see what works and what doesn't, record their findings, and refine their processes in order to scale it smartly. Test, learn, and reapply so you can scale with success.

There are plenty more tips to creating a successful influencer campaign, but if you need just one, I would say to treat your influencers like publishers or celebrities. Give them a lot of insights, feedback, and guidance. The more you can share with them, the better they will work with you.

Which Marketing Channels Are Best? Every Marketing Channel is not for you so don't use all of them! You must choose the Marketing Channel make the most sense for promoting a visual product as well as how often you should be strategically promoting your brand as well.

Always remember “Don’t overthink it trying to be too perfect – get started” .

RECOMMENDED RESOURCES

- Register Domain Name - [GoDaddy.com](https://www.godaddy.com)
- Logo Design - [freelogodesign.org](https://www.freelogodesign.org)
- Packaging Design - [99designs.com](https://www.99designs.com)
- Newsletter Software - [MailChimp.com](https://www.mailchimp.com)
- E-commerce Platform - [Shopify.com](https://www.shopify.com)
- Freelancer Platform - [upwork.com](https://www.upwork.com)

WHOLESALE

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