



Freelance
Focus

**A GUIDE FOR ANY FREELANCER, PLUS HELP FOR EXISTING FREELANCERS
WHO ARE NEW TO THE BUSINESS OR HAVE BEEN PROS FOR YEARS**

BY CAPITAL HAIR & BEAUTY

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How to know when it's time to go freelance

There are so many reasons for you to consider going freelance. You might be someone who loves the salon vibe but inside you're itching to experiment more. Perhaps there's a dream project that you can't stop thinking about? Maybe the current cost of living has you considering a side hustle? Or you simply just want more flexibility to work when you want, for as long as you want?



If you're feeling ready for something new, then this guide to going freelance is for YOU. Think of it as your one-stop advice shop where we share insights and experiences to help you become a Freelance Hair Stylist, Nail Tech or Beautician. If you find anything inspiring or helpful, be sure to pass it on to your friends or anyone else who's thinking of making a change.

Pro tip

Rachael Todd is a London-based makeup artist. She says: "The best thing about working for myself is having control over my own narrative. I'm able to set a standard. It's great to have friends or peers to turn to when you need advice, but ultimately you are in charge of what you do and how you do it."

Rachael Todd
Freelance makeup artist



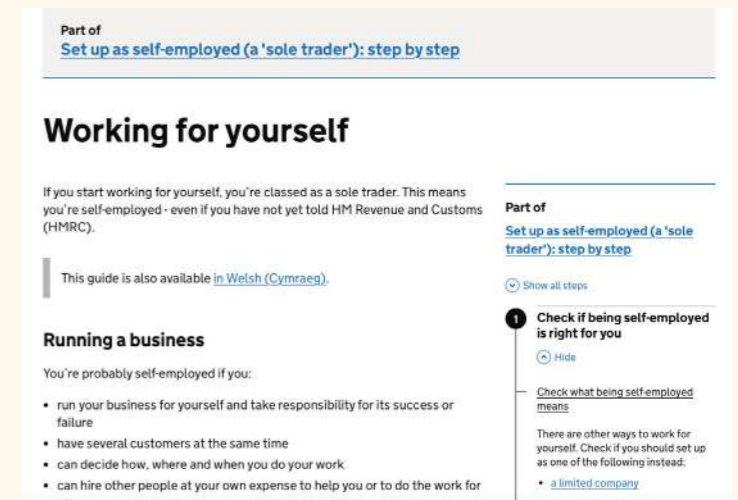
How to become self-employed

It's never been easier to make your own way in business. First of all, visit the gov.uk portal to register as self-employed with HMRC. Simply enter your details to create an account and be sure to make a note of your ID and password.

Once your account is processed, HMRC will contact you with your UTR (Unique Taxpayer Reference) – you need to keep this somewhere safe as you will often have to provide it as a reference for any payments or enquiries you make.

You'll receive another letter from HMRC containing your account activation code. Use this code to login to your account for the first time. Now you're able to set up your tax and National Insurance as a self-employed person! Note; you may also have to register for VAT if your turnover exceeds £85,000.

Also, when you're self-employed you're able to claim your expenses back, so be sure to hang on to all of your receipts. **Find out more on how to manage your finances at: www.capitalhairandbeauty.co.uk/inspiration/Business-Finances-post-lockdown?tagfilter=salon,reopening,finances**



How to decide what to earn

Try: Using an online calculator, like calconic.com that allows you to input your expenses, including your salary.

Ask yourself: What do you want to earn?

If you're thinking of going freelance, the easiest way to start is to rent a chair or space in an existing hair and beauty salon. You can pay a fixed monthly fee for unlimited use of the chair or it could be worked out as a daily rate. Or you could agree on a split of your business income. For example 60/40 in your favour, or the salon could say they need a guaranteed minimum amount per week/month.

If you'd rather be a mobile or home-based freelancer, then you need to consider the figure that you're happy to have in your personal bank account at the end of each month. To do this you need to take into account monthly expenses such as:

- **Wifi**
- **Water/utilities**
- **Phone**
- **Products**
- **Retail Stock**
- **Virtual Office/Assistant**
- **Advertising**
- **Legal fees**
- **Petrol/travel costs**
- **Training courses/further education**

Add all of the above together and then multiply them by 12. Then add on your desired annual salary and divide that entire amount by 12. This is the amount you need to take in each month. Then you need to work out how many clients you need to service each month to meet that amount. This will help you get to your final cost per service.



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Pricing - make it easy on yourself

Whatever your business, the area you need to put the most thought into is usually your costs; you can even end up feeling quite conflicted about them. On the one hand you want to price fairly, and on the other – you have bills to pay! Add to this the current cost of living situation – something that has affected us all – and pricing right now is a little tougher than usual.

The best thing to do when it comes to pricing is to remove emotion and instead look at the facts. Pick several local beauty pros that you know and do some research on what they're charging and what exactly each service entails. Then consider how long each service takes and then analyse that against their cost. Remember the area will greatly affect what they're charging, and also, if they are known for celebrity clientele their prices will be inflated.

While it's vital to have goals, cashflow plans and revenue aims when you're starting out, you must not avoid handling your outgoings and taxes. Burying your head

in the sand might feel like a good delay tactic, but it's always best to look at things head on.

If you feel like you are experiencing overwhelm when it comes to your finances, visit websites such as gov.uk/cost-of-living, virginmoney.com or stepchange.com, a debt charity for advice.

The easiest way to keep on top of your finances is to hire an accountant for a monthly fee. They will handle everything from VAT returns to Self Assessments. Or, if you want to save some money, you can use online software such as QuickBooks, which offers a simple package from as little as £3 per month. A good in-between option? Do your own recording and invoicing via QuickBooks, then hire an accountant when it's time for tax returns.



BONUS!

Take 10% off your next shop use code **FREELANCE10**

From time to time you will need to review your prices; this should first be based on your own costs, which have likely gone up this past year. If things have become tighter it's vital to review your prices now. Waiting could mean that you end up running your business at a reduced profit, which won't be healthy in the longterm.

Usually the best advice is to pass cost increases on to your clientele, but of course, they too might be looking at a different budget in the current climate. While most businesses increase their prices by 10% year upon year to reflect the rise in inflation, it might be wise to speak with your peers to find out where they're landing on a price that suits them *and* their clients. One thing that's in your favour is a fact that as a smaller, independent business, you will likely have a clientele that will understand any price increases.

Pro tip

Hairstylist Rianna Henry says you can go freelance and have a regular job. "Yes, you can be freelance and have a regular job, there have been a few times throughout my freelancing career where I have been employed in a salon one day a week or even worked nights part time in a warehouse while freelancing during the day."

Rianna Henry
Freelance hairdresser

 [@theblowdryartist](https://www.instagram.com/theblowdryartist)



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Choosing the right brand

Choosing the right brand for you and your clients is one of the most important decisions you'll need to make as a freelancer.



Some factors to consider that will help you make that decision include:

- **What's my budget?**
- **What's the price per usage? Speak with each manufacturer to find out how many uses you can get from each product.**
- **How quickly will I make back these costs?**
- **How often will I need to re-order?**
- **Do I want to cater for vegan clients?**
- **Do I want to be associated with cool, cult-like brands?**
- **Is this brand well-liked amongst my pro peers?**
- **Which brands are my competitors using? You might want to use what they use or offer something completely different.**
- **What are the brands my clients often mention?**
- **Could I use some extra support from the brand when it comes to education?**

Pro tip

Hairstylist Rianna Henry says time management is key to being freelance. "Time Management is essential to my business as I have to know how much time I need between appointments, but also need to take into account traffic and peak times each day."

Rianna Henry
Freelance hairdresser



The set-up

Running a successful business is all about having the right skills, and the right tools and that includes your furniture. At Capital we have a wide range of options from our exclusive Parlor range.

Essentials you could need:

- **Chair** – it's essential that, whatever the service, and whether they're in your space, or you're in their home, your client feels comfortable. It should make any service easy, be simple to keep clean and ideally, look good too!
- **Wash Basin** – if you're a freelance hair pro then this is a no-brainer when it comes to ensuring all products are rinsed out of your clients' hair.
- **Nail station** – If you've decided to add nails to your service menu, make things easier for you and your clients with an all-in-one nail station. Capital has a look for every aesthetic, from clean and clinical to cosy and comfy.

From scissors to lashes to mobile tanning tents, we've literally got everything you need at capitalhairandbeauty.co.uk

Did you know Capital offers Click and Collect and next day delivery on a wide range of products?



Staying organised

Whether you're just starting out as a freelancer, or you're a seasoned pro, it can often feel like you've got an endless list of tasks to do. Make things easier for yourself by taking advantage of the wealth of apps out there. Plus, as you're working solo, using your phone means you don't have to carry a laptop around, on top of all that kit!

From keeping appointments organised, to managing your receipts, there's an app for everything. When it comes to bookings check out **Fresha**, **Timely** or **Simple Salon** and find the right app that suits your needs.

Another great way to keep up is to hire a Virtual Assistant. We know, it sounds kinda fancy, but basically it's someone who could be anywhere in the world, attending to anything from your emails, to taking bookings to organising your travel plans. It might seem like another cost but hiring a VA can be super cost-effective and the time you get back is invaluable.

If you're spending hours a day wondering how to compose a caption when you could be prepping for your next client, it might be time to consider some social media support. Again, they could be situated anywhere in the world – all you need to do is supply them with imagery of your work and they can do the rest, providing you with a social media schedule for months at a time.

Finally, there are some great accounting apps out there. Software such as **Quickbooks** and **Xero** offer phone apps that allow you to record your expenses as you go, making Self Assessment time less of a stress! Need more info? Head to capitalhairandbeauty.co.uk/inspiration for more advice on time management.



Growing your clientele

When it comes to finding your clients, the easiest place is right in front of you; your local network. Let everyone know that you're stepping out on your own and that you'd love to offer them an initial discount. You can even offer them a referrals discount if they really spread the word!

What's even better than referrals? Testimonials. Referrals are great at the time, but reviews and testimonials are up 24/7, meaning that anyone can search for you on Google or find your website. Make sure to utilise local business listings, as well as Google listings, and if you really want to make the most of your website, try and learn more about SEO – it's all about keywords that potential clients could be using to search for you.

If you don't have a website, check out **Squarespace** and **Wix**; both offer easy to use templates that allow you to build your own site and you can often get a free trial too. If you don't feel like you have the time then search online for a web designer – you can try **Fiverr** for affordable options anywhere in the world, or search locally for a

designer near you. Once you're up and running with a steady clientele, it's important to stay in touch with emails or newsletters that let them know about your latest offers; **Mailchimp** is super reliable and offers a range of plans to suit your budget while **Substack** is free no matter how many subscribers you have. Simply type it up and press send!



Charisse Kenion

Education is key

Upskilling and training shows your clients you're serious about being able to give them the very latest in trends and techniques and right now we have a plethora of courses that are perfect for the experienced pro as well as a new beginner.

Here at Capital we pride ourselves on being able to offer the very best in training, partnering with a wide range of industry experts across a wealth of areas. From lashes and brows to bridal hair and modern colour techniques and nails, there's no excuse to not stay ahead of the game. Adding a new skill can also boost your profits. If a client's booked in for a blowdry, why not also offer them a lash tint and brow lamination while they're there?

Visit our site for a full list of courses.

www.capitalhairandbeauty.co.uk/training

BONUS!

10% Off Sunshine Training courses when booked in September and October 2023. See capitalhairandbeauty.co.uk/training to see the variety of courses on offer.

Pro tip

"Never stop learning; it means you stay ahead of the trends and can continue to evolve in your craft."

Karen Penfold,
Training Co-ordinator
at Capital



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Fully stocked and fully prepared

Your clients come to you for your expert knowledge, your talent and of course, your personality. But when it comes down to having everything you need at your fingertips, it can sometimes feel overwhelming. As a freelancer it's often the case that you'll have bits and pieces of stock in your car – and while that might help you seem organised, it can also cause you a bit of a headache!

With literally thousands of products available in store and online, Capital has become the freelancer's BFF. Not only do we have fully stocked and organised shelves of everything you could possibly need, we also have a top team of staff on standby to answer any of your questions. No question is too small. We pride ourselves on our customer care and we want you to treat our stores like your own personal stock cupboard.

If you can't make it into the store, then head to capitalhairandbeauty.co.uk - it's your virtual stockroom! Visit us any time, day or night and you'll find everything you need, helping you stay ahead with far less clutter in the car.

How to: Master Retail

Retail isn't just for salons; it's an extra arm of revenue that could massively boost your profits as a freelancer. Remember, your clients come to you because they trust you, and that includes advice on the right products and treatments for at-home maintenance in between appointments with you. Read on for some top tips that make retail easy.

"These days, it's really easy to assume that everyone knows the right tools for their hair, but it's really not the case. In fact, many clients admit that trying to find the right products and tools for their hair can be challenging. There are so many available, and it can be overwhelming! Advising them on products isn't about the hard sell; you're giving your clients professional advice so that they have confidence when they're creating their dream hair at home."

Christopher Laird, Director of November Collective and ghd Pro Team Artist

"Selling doesn't need to be hard or something you dread! If you're confident in what you're selling and know your craft, you can talk about it with ease.

"Be authentic and don't force anything; think of it as providing a service – something that's going to be helpful to the client. You're there to help them achieve better skin, hair, nails etc. Create a need for the product and always ask open-ended questions. Most of all, don't get disheartened if your client isn't interested this time around."

Lisa Stone, Salon System Educator

"I like to take a very subtle approach to retail – I want my clients to feel listened to and provide them with the products that will make a difference to them. Testers are always a good opportunity for clients to try products for themselves before they fully commit to a full-size product, but the key is to promote products you love so your enthusiasm comes naturally!"

Lea Shaw, Rural Fringe Hair Salon



"The best approach you can take is to listen to your client and their hair needs – you want to know your clients. Once you know what they need, you can take them on a journey, explaining each step you take when styling their hair and also explaining the benefits of each product. The idea is to educate your clients with your wealth of knowledge – be confident, you're the expert." **Alex Thaddeus, Alex Thaddeus Hairdressing**

"When selling without 'selling' you need to do one simple thing: listen to your clients.. You can gauge through an appointment how a client reacts to the mention of products and this is important. It allows you to assess their needs and suggest some suitable options." **Safy B, Safy B Salon**

For more advice on everything from retail to social media, be sure to head to capitalhairandbeauty.co.uk/inspiration





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Julie-Anne Larviere



Kerrie Di Mattia



Nick Irwin



Karen Louise



Mark Leeson



Toni&Guy



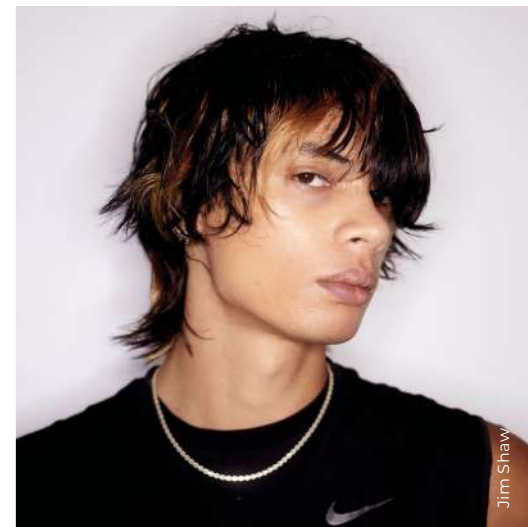
Annabel Payne



Andrew Smith



Brown Girl Hands



Jim Shaw

Finding inspiration

Being a professional who's entrusted to help someone look and feel their absolute best is a huge undertaking, and to do it well, over and over again, it's important to check in with what's new.

That could mean booking a masterclass with a nail tech you admire, or spending a few hours on social media looking at balayage techniques. If you're ever stuck in a creative rut, check out these amazing resources.

TikTok: There isn't a hair, nail or beauty trend that hasn't been discussed at length on what is the most popular social media platform. You can literally type in anything on TikTok and you will be rewarded with videos that show step by steps on everything from the latest Barbie-inspired mani to '80s frosted tips.

Pro tip

Rachael Todd is a London-based makeup artist. She says: "Confidence is key too, you don't necessarily have to be the loudest or most assertive, but just knowing your strengths and having 100% confidence in your skills and worth will open doors."

**Rachael Todd
Freelance makeup artist**

 @rtmkup

Magazines: Whether online or in print, magazines focused on the hair and beauty industries are a brilliant way to gain access to professionals in your field. From sharing their origin stories to educating you on the latest trends, there's always something to learn by catching up on your reading.

Our blogs: Over the years we have amassed hundreds of blogs that are specific to the hair and beauty professional. Whether you want to learn more about your favourite brand's latest colour range or need to learn the latest micro French mani, we've got it all online.

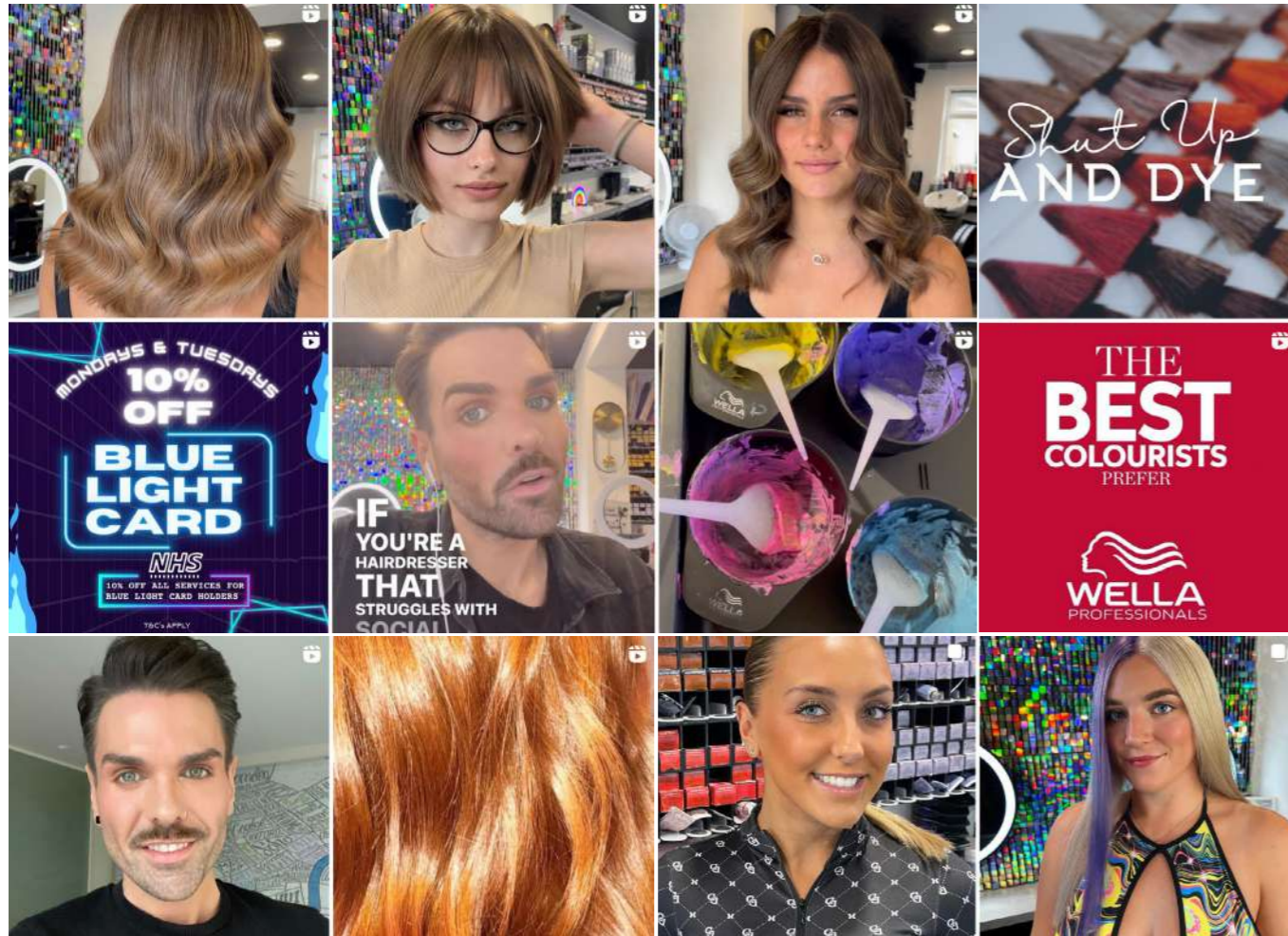
Visit capitalhairandbeauty.co.uk/inspiration today for more inspiration

BONUS!

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ROAR



Social Media for freelancers: Choosing the Right Platform for You

Bristol-based Fergal Doyle is an award-winning independent salon owner who has used social media to take his business to incredible heights. Here he shares his expertise and why social media is your most powerful and free marketing tool.

Understanding what each platform does

Alongside TikTok and YouTube, Instagram is a platform that allows us as hairstylists and beauty professionals to not only showcase our beautiful work but also grow our clientele.

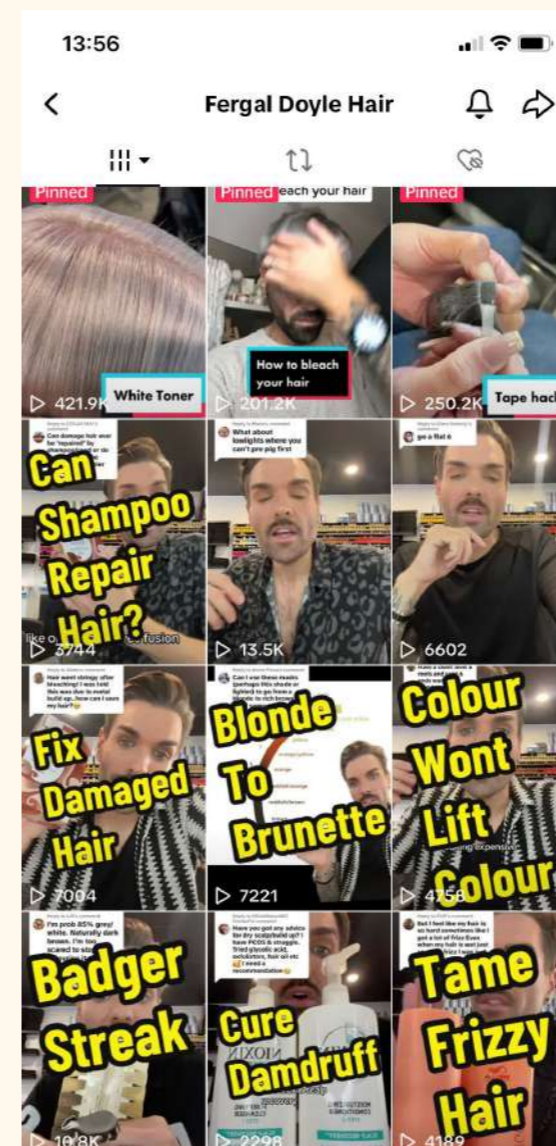
However, the sheer variety of social media platforms can be a bit overwhelming, so it's crucial for us all to understand each one and choose the right platform that aligns with our goals, our dream clientele, our time commitment as well as our level of content creation experience.

Instagram

Instagram is a visual playground for hair and beauty pros. It originally started as a photo sharing social network and today it's the ideal digital platform for freelancers looking to share their portfolio, build a community and stay connected with the latest trends. It's very much about visuals and it's brilliant for allowing us to post pics and videos of hair and beauty transformations. Instagram also offers various engagement features like Stories, Reels, and Lives, which allow us to share behind-the-scenes content, quick tips, and live tutorials.

TikTok

TikTok has gained immense popularity due to its short-form, attention-grabbing videos. It's a platform where hair professionals can create quick, engaging content and connect with a younger, trend-focused audience.



TikTok videos are typically 15 to 60 seconds long, perfect for freelancers who don't have tons of time and want to create quick tutorials, showcase transformations, or participate in trending challenges.

YouTube

YouTube is the go-to platform for those who want to offer in-depth tutorials, establish themselves as experts in the field, and connect with a dedicated audience interested in detailed tutorials.

YouTube allows us to create detailed video tutorials, diving deep into our craft and allows us to build trust with viewers seeking educational content.

Which platform is right for you and your business?

It's important to work out what type of creative you are. Ask yourself, are you a **Visual Storyteller**? Someone skilled at conveying creativity through images and videos? If so, Instagram and TikTok might be for you.

Or perhaps you're an **In-Depth Educator**? Do you prefer explaining your techniques and educating your audience in detail? If you enjoy creating comprehensive tutorials, YouTube might be your bag.

Or are you a **Swift Communicator** who's super engaging? If you're a wiz at creating quick, attention-grabbing content that can captivate your audience within seconds then TikTok short-form videos might be your calling.

Things to think about

Whichever platform you choose, consider the demographics and interests of your potential clients and followers. Are you looking for a younger, more trend-focused audience who might adore TikTok – or a more mature and professional audience that prefers YouTube?

As well as your audience preferences, you need to work out what you feel most comfortable with, because the key to any successful social media content is authenticity. Your audience can sense a fake demeanour or general discomfort, so there's no point pushing yourself past the point of comfort. Choose a platform that aligns with your personality and values. Finally, think about the investment when it comes to time and potentially cash – especially if you opt for Youtube and need a new camera, tripod etc!

To see more of Fergal's social media content, you can find him on Instagram @fergaldoylehair!

WHERE TO FIND US

Stay on track with all our latest news on brands, training, offers and informative blog content at capitalhairandbeauty.co.uk and capitalhairandbeauty.ie

WHAT'S NEXT

Keep an eye out for the next issue of The Capital Cut magazine! It's packed with inspiration and information all aimed at building a better beauty business.

FOLLOW US

You can find us on **Instagram** @capitalhairUK and **Twitter** @capitalhair and look us up on **Facebook** at capitalhairandbeauty.

KEEP LEARNING

We have so much more creative blog content to keep you inspired and informed. From starting on social media, to managing your time and communicating with clients, we've got you covered! Visit capitalhairandbeauty.co.uk/inspiration for more.
