

00:00:00 Welcome to the hair of the dog podcast. I'm your host, Nicole Begley and today. Heather Lahtinen is back on the podcast with a brand new business. No, no, no. She's not hanging up her camera. She's not leaving us all behind, but she does have an exciting new side hustle that actually has a lot of parallels to our photography businesses.

00:00:22 So you're going to want to listen, stay tuned. Welcome to the hair of the dog podcast. If you're a pet photographer, ready to make more money and start living a life by your design, you've come to the right place. And now your host, pet photographer, travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody. Welcome back to the hair of the dog podcast.

00:00:46 I'm your host, Nicole Begley. And today she's back mindset ninja extraordinaire, Heather Lahtinen, back on the podcast. Once again. Hey Heather. Welcome back. Thank you so much for having me and I'm actually physically with you in Charlotte. I'm so happy to be here. Thank you for inviting me to the podcast and also into your home. That's right.

00:01:07 We are sitting here together. Well, actually, oh man. I don't want, I don't want to dig into it yet. I don't want to dig into it yet. Oh, but I do. All right. Anyway. So we were sitting, you know, just hanging out. So what happens when we get together as we come with these,

00:01:26 like maybe like three things we wanna accomplish during our time together. And then there's a lot of conversation. There's a lot of, a lot of varying of different Rabbit holes and all roundabout. And then just some like fun friend conversation that is actually not business-related, but we tend to make all things business-related. So we do, we were sitting on the couch the first night here and we'll actually actually go back a little bit and we're in the office and I have beautiful light in my office and I see this little sparkles and others' hair and I'm like,

00:02:02 that's a pretty, and then later that night we're chatting and she's like, we're talking about the sparkles. She's like, have you heard of ferry hair? And I was like, no, I live under a rock. No, I have not heard a ferry hair. So I've learned all these details and she's like started the business. I started like,

00:02:19 you have a business, you have a business. But anyway, we started chatting about all this and we're like, we need to make a podcast episode about this. And you said, this is going to make a great episode. And I agreed. I think this is a great case study because here's why we serve a lot of photographers in different, different parts of their journey.

00:02:38 Right. So one could argue, I mean, you've been in business a long time. I've been in business a long time. One could argue rightfully so that, you know, we're out of touch with what it's like to start a business right now. Right. A long time I started my business in 2010. Right, right. Oh, you know,

00:02:55 okay. I have a lot of different directions. I want to head with this because I

want to ask you how that began. But I decided that what I was going to do was start a business, knowing nothing with no skills and with the goal of creating a case study. So that was the goal. So we'll get to that. But before we do,

00:03:10 I wanted to ask you, do you remember why you first picked up a camera? And I mean, in the, in the adults, not like, oh, I was a kid, my grandfather had a camera, but like you picked up a decent DSLR. Do you remember which camera? It was a Minolta, like whatever. They're very consumer.

00:03:31 I don't even know the model. I don't, honestly, I don't even know if I knew there were different models. Oh, There was adults or Canon or Nikon. But I didn't realize that like each, each one had all these different levels of camera. So I just got the lower end of the thing and I got it. Oh No, no.

00:03:52 My first camera that was film. I can't remember. It was like after college and I don't remember why I got it other than I enjoy taking photos of the animals that I worked with in the zoo world. So, you know, and I just like take bad. I've never been one to like, I'm lugging my camera around on my day out.

00:04:16 I'm going to go do this and that, like, I just, I don't even carry a purse Heather. Right. Like, right. Like I don't like to carry stuff. Yes. So like I have my phone that fits in my pocket. Got especially now with like apple pay. Like I just need my phone and my keys. So anyway,

00:04:29 so I had this film camera. I photographed the animals that I worked with. I loved it. And then I remember I was going to Africa for work in 2006 and I said, I need to upgrade to digital. Okay. So then enter Canon rebel. Wow. The Canon rebels 2006. Yeah. The bane of my existence. Yeah. I've been teaching a lot of people on that camera for years.

00:04:53 Mine was a Canon 10 D but so that's funny. We both started with cannon, but you, why did you buy the kit? You wanted to take photos. Obviously you bought a camera and take photos, but, but what were you feeling? What were you thinking was going to happen? I mean, it's Just fun. It was just fun.

00:05:07 Yeah. It was just fun. I would argue that most people buy a camera to take photos of something that they love in our case. It's pets for fun. I bought my Canon, so I had a new baby. She was less than a year old. I wanted to take good photos of her for fun. Okay. This is important. Yeah.

00:05:30 At what point do you remember, can you remember when it started to cause you distress when, cause I don't think anybody got into photography for more stress in their life, right? No, probably not. I don't think we get into anything. It's going to be awesome. It's going to bring so much more stress into my life. I can't wait.

00:05:50 So when did it become stressed? Well, I do remember when I started to become a little bit more serious about it and it wasn't even necessarily a business goal at

that point, but it was like when I started to realize, oh, look at all these incredible photographers. Oh, look at my work. Oh, I have a long way to go.

00:06:11 So then there was this frustration during the learning process of where you realized the gap of where you are and where you want to be. And that caused you stress. Yeah. Because you were worried about where you stood in the, in the lineup, Even so much that it was more of a frustration that it wasn't happening fast. Oh, got it.

00:06:28 So you were not parallel Comparison comparing myself and like feeling bad on myself because of my legs. Weren't there other than like, why can't this go faster? Right. Like what is taking so long that can't be that hard. Surely I can figure it out. I have brain cells. Right. So I, I like to think that for a lot of people,

00:06:47 it started to become stressful or causing them distress when someone else got involved. Well, I was going to say that was, there were two levels of stress. Yes. So that was like the first one that I remember is the, the it's not getting fast enough for me being where I want to be. And then it was when I started to like,

00:07:04 oh, maybe this becomes a part-time business and now there's clients. And now there's people that I'm taking photos for, which I've seen those photos. They're not Good. It's not good. And, and to this day I still feel a little guilty. I'm like, oh my God, they Paid for that. I know. But anyway, so yeah,

00:07:27 so that was like a, just a, a different kind of stress. So those are the two main stressors that I remember that really. So, you know, we work with a lot of photographers who are feeling very stuck and very stressed out about the business and the marketing and the money and the pricing and all of those things. And I want them to just pause for a second,

00:07:43 just pause, take a deep breath and remember why you got into photography. It was for fun. Could you just get connected with that feeling again? This is fun. It should remain fun. It does not have to be stressful. I understand there's a different level of responsibility when someone's paying you of course. But it's only stressful if you worry about judgment or what others will think.

00:08:09 So could you just, I understand that a normal human reaction, but could you just pause and think I got into this for fun? Could it be fun again? Right. Could I make it fun again? How could I make it fun again? How can I refocus my attention to that? What Would this business look like? If it was fun,

00:08:25 What would this business look like? If it were light and easy, these are better questions than how do I manage the stress. Yeah. Right. Because it's just going to produce more stress. So okay. All of that being said and looking at the big picture, I thought to myself, I, I love trying new things. Well, I think it started like,

00:08:44 you didn't go into this of like, oh, I'm just going to do this. Just to make a

case study. It started off as like, oh, what is this fun thing? Actually, it started off with an idea from your daughter. It Did. So that is very true. The key study idea came shortly thereafter, but it started with the idea that something looked fun to me,

00:09:04 which is photography. Okay. So my daughter just finished her freshman year in college and she met a ton of new friends and one of those new friends had sparkly hair. And I said, w you know, what's in her hair. Like, it looks so pretty. And Ellis said, mom, that's called fairy hair. So if you've been around a while,

00:09:22 many years ago, this was called hair tinsel. So it looks like tinsel. You would put on a tree except it's all different colors. And they tie it in their hair and it's really fun. Okay. So Ella's friend is the only one on our college campus with this ferry hair. And it's a really big deal because everybody loves it. So this goes on for the entire year,

00:09:40 school year Laws kind of say this isn't widely Available. No, because this friend was not from the area. She's from Washington, DC. They actually looked in our area, they searched for a fairy hair implementer, and I don't even know what you searched for and installer and they couldn't find anyone. So. Okay. So that led you to well entrepreneurially?

00:10:02 Not Yet. Okay. All right. Turn your brain. No. No. Okay. So this goes on for just Addie has her fairy hair. That's Ella's friend. And this summer, this past summer, Ella goes to visit her friend in Washington, DC with their other college friends and they make a fairy hair appointment. So the ferried ladies who,

00:10:20 I mean full regalia, apparently they're like wearing fairy wings and they're, They're in there. They're next level. They're there in, yes. They come to Addy's house. And I think there were three or four girls, young ladies and they have the Sperry hair party. So Ella comes home with fairy hair. And I said, that looks really pretty.

00:10:41 That's so fun. And she said, yeah, we loved it. We had so much fun. Her and I were actually sitting in church on Sunday, the Sunday after she came home. And she says, I just don't know what I'm going to do when it grows out. Or like it's on one strand of hair. So that hair will fall out or it will grow out.

00:10:57 She said, I don't know what I'm going to do when I want more, because there's no one around here that does it. That's when the light switch flipped him off. I already have a business, but I can make more like, oh, I see opportunity in my marketplace. I need to, I need a piece of it. I said,

00:11:13 this is literally like right before the sermon in church. I said, what are you, what do you mean? There's no one around here that does it. And she said, no, remember we looked and we couldn't find anyone. And I was like, okay. So we're sitting in church, supposedly reading the book of Amos, but I, if you've ever read any miss,

00:11:29 okay. Is not exciting. So I was like, in my it, I couldn't stop it. Okay. It was out

of control. This is what I thought. I thought I'm going to order some fairy hair. I'm going to practice to see if I can do it. It looks like fun to me. I'll put it in Ellis hair and her friends and then her and I should start a business together because she's going back to school.

00:11:48 She could do it on campus. Nobody in the area does it. And I'll do it for some friends or some people around, right? Like no big deal. This is all happening. Very, very, very rapidly in my brain because that's, that's how it goes. Yeah. That's how it goes. So after church, I said to her,

00:12:01 what, where, where does one get this fairy hair? And she said, well, you can not get it on Amazon because that's hair tensile. It's cheap. You can't curl it or flat iron. It, it will melt. You have to get the quote real ferry. I said, what is real? Very here. Okay. That is Thai silk,

00:12:18 T H A I Thai silk From Thailand, from Thailand. And you have to order it from a distributor, but you can curl it flat iron. It, it just, it's a hard quality. So I look it up and here tinsel on Amazon is you can look it up very Hertz, \$10 for like every color under the rainbow thousands and thousands of 10 plastic because it's plastic.

00:12:38 And then I look at the quote real fairy hair, and it's \$180 for less. And I was like, whoa, they are not messing around. So this is where my brain goes. Ah, by the way, if I want you to be making the parallel here to photography, you Need episode is not Just about, it's not at all about fairy hair.

00:12:57 You need a camera, you need a lens. I'm thinking to myself, okay, I'm going to turn this into a business. I'm going to make back my investment. I'm going to do it super quickly. That's when the idea came to me about creating a case study around it. So this is what I decided to do. I ordered the cheap fairy hair and I actually had a gift card.

00:13:14 So it cost me \$5. So I'm in this business right now for \$5. She should be able to make That back. I'm thinking cheap fairy hair arrives. I actually have a mannequin head that I practice hairstyles on. That's another story. So I practice and I can't get the stupid, not right to tie the spare. And I'm really frustrated because at this point I have zero skills,

00:13:35 right. And I have no confidence because I can't even, I'm thinking of, Does that sound familiar? Does photography journey Zero skills? No confidence. I think that's Where I hit my first frustration point. Yeah. I don't know how to do this. Right. I don't know how to do this. I don't know how to get a blurry background.

00:13:52 I don't know how to use off-camera flash. I don't know how to get a running shot of a dog, jumping no skills, but you have to make a decision. I made a decision. I, the doll head that I use a mannequin head. I named her Priscilla. She's Percy. And I said, either I sit here and figure this out,

00:14:07 or I don't, but I'm \$5 in and it's fun. And it would be fun to be able to put it in my daughter's hair. So I practiced. And then I said to my friend, Susie and my mom, can I

practice in your hair with this cheap stuff? They said, yes, they loved it. And I was like, okay,

00:14:20 I'm ready to pull the trigger on the expensive. So I ordered the expensive, meanwhile, while the expensive is shipping, not from Thailand. I ordered from a distributor in the states. I decided to go into Canva and create graphics in an Instagram account. I have no photos. I have very, very little skills. I'm not, I'm not good with my policemen.

00:14:39 Did you Hire a brand new consultant? I sure didn't. Can you imagine I went into Canva and, and I'm happy to share all of these resources with your audience because I just like it. Couldn't just be fun. How could this be later? Easy. This does not need to be stressful. It's For sure. And by the way, I'm not saying that branding consultants aren't worth it,

00:15:02 or when you're starting your business, you don't know who you are in your business. So grabbing a like stock yeah. Stock logo from creative market and updating it with just your name or whatever the name of your business is. And it's just text. I mean, quite frankly, look at how many incredible businesses just have text as their logo. You don't need all these,

00:15:26 like, you know, like me, like all these high end brands. It's just words Just worked. Yeah. So I get into canvas and I create this graphic and I create an Instagram account and my daughter and I decide we're going into business together. We name it. We sit around one night at dinner and we're like, what should we name this ENH fairy hair,

00:15:44 which is Ella and Heather, or it could also be every head deserves to sparkle.<inaudible> get it. So, okay. I'm not putting you guys, I'm putting like zero thought into this. It's just fun. Right? Okay. Relax. Could you just calm down? So I create this Instagram. You can go follow it by the way. It's E and H ferry hair.

00:16:05 And it's all, those are all letters, you know, spell it out. And I create some graphics. I take some photos of my mom's hair. My mom has it in her hair and my daughter has it in her hair. And we sit in the front pew of our church service. And I look around the next Sunday. And I'm like,

00:16:20 man, there's a lot of hair in this room. There's a lot of people Visitas opportunity everywhere. Like look at all the dogs, walking down the street, Huh? Whenever you and I are out in your area. And we're, you know, having dinner, we were always commenting on that. Like all of these dogs are walking with client, client,

00:16:37 you know? And you could, you like, you would have no problem talking to someone. Your dog was so cute. Could I take their photo? I mean, or whatever. Right? Like who, what it, why do we have these created invisible made up barriers? You could go up to a dog on the street with their owner and say,

00:16:53 your dog is beautiful or super cute. Or I love his ears. Here's my card. Call me, I take photos, make it up. I don't know. So then the following Sunday in church, I was,

everybody was coming up to us. What's in your mom's hair. My mom has gray hair, beautiful gray hair. And I put blue and silver.

00:17:09 So it was really pretty. People were coming up and asking and I'm like ENH fairy hair on Instagram. They start following me on Instagram. My new fairy hair arrives that week. Within four days of the new fairy hair arriving. I had a paying client. And within a couple days of that, I had two paying clients who ended up paying for my investment.

00:17:28 And I'm now in a profitable margin with the fairy hair business basically within a week. Okay. But from that, from the idea concept to I'm making money and making this happen, it was definitely less than two weeks, right. With zero skills and zero confidence, but just really banking on fun. Like I was leveraging that emotion. This looks like fun.

00:17:55 Why not try it? Who cares? What have I got to lose? Right? What, what are people gonna say or think about me, what's Heather doing? What's she up to? I don't care because I'm having fun. So if you're worried about other people, or if you have a camera, you have fun. Like, so what, so now Ellis has me the other day.

00:18:12 She's like you're taking all the clients. They all want you to put. And I said, because I'm over here marketing it. So all these people from church started following me on Instagram. And I put in my Instagram stories, Hey, you guys, I always have my fairy kit in the car with me at church. If you want to meet after the service grabbed me.

00:18:32 And that's a special kind of drug deal going on parking. Lot of church, Does Heather have no morals? She's pushing her business and church. You better believe I am. Who Cares? Why do you have to make a meaning or sign anything about it? Like it's no big deal. So actually after church last Sunday, I'm with a quote client.

00:18:53 I started, I kept doing that out in the pavilion at church and I, I put fairy hair in her hair. And then she tells her friends, well, in the meantime, you know what else I want to do experiment with. Have you seen in Canva that you can order prints of your designs? Like flyers? I don't know who they're using.

00:19:10 Cause I didn't dig deep enough, but I created farrier business cards with my Instagram graphics and I ordered test business cards, \$45, three boxes, 50 each, so super affordable. And I love them. So I have literal fairy hair, business cards that I'm now passing out and I'm getting messages and inquiries. I did another photographer friend. I have a lot of photographer,

00:19:31 friends and I did her daughters. And then she's like, I want, and then I got in it. It's silent. Listen, something shifted the day I put it in my hair. Okay. I'll put it in my hair. I shouldn't say the day I got it on my hair because a couple of people asked me, well, why don't you have it as if it was like,

00:19:47 not for me. Right. And that mattered to them. Yeah. Well, and I think that

potentially matters to clients, but it also makes it shifts our energy around it too. Like if you're a photographer that has never hired a photographer, Right? Like we need to walk the walk. I mean, we need photos to let's hire somebody to help us.

00:20:10 Yeah. Our good friend, Leanne and Pittsburgh actually hires a different photographer every year for her family photos in her children. As they grow up her newborn and such different every single time. And she has a ton of friends, she can hire whoever she wanted. She does that specifically to go through their process and she likes to meet people, you know,

00:20:28 she's very friendly. Okay. So the businesses now up and running, I have clients telling clients, I have these like little parties. I'm setting up for these little girls. I get it in my hair. And now all of a sudden everybody's like, oh wait, Heather's doing it for whatever reason. Well, and I think part of that too was like,

00:20:44 oh, it's just a kid thing. And oh, grandma did it with her granddaughter Just to have fun. Yeah. So now my mom is 76. I am almost 48. Ella is almost 20 and I've done a four year old as well. And so I've taken the photos of all of these different ages and I've posted it lest you think sparkle when your hair isn't free,

00:21:07 you know, as long as you like things that are shiny, why would you not do this? So I'm being funny on my Instagram. And I think the reason I'm able to keep it so light and easy is because it doesn't matter. Yeah. You're not paying your mortgage with your fairy hair business. Correct. And, but you know, for you,

00:21:23 for me starting our photography business, didn't pay her mortgage. Right, right. Until we grew it to that. And then that shifts a whole new level. It adds stress when someone else gets involved or when you need to pay your bills with it. But in the beginning, don't let it stress you. I mean, just Well have your own.

00:21:40 Here's the kicker. Even when he got to the point where that business is responsible for paying your mortgage and putting food on your table. If you forget the fun, you're going to have trouble paying the mortgage and putting the food on the table. Such a great point, such a great point. You will actually hurt yourself by doing that. So remember to remind yourself,

00:22:01 this is fun. I did this for fun. I'm putting fairy Heron for fun. It is sparkly hair, Nicole. It is so bizarre. And we're photographing dogs, photographing accountants, Right Guys. Or Even, you know, when I do like the coaching calls inside of elevate, I'm like, you guys, you're all stressed out. What's the worst that could happen.

00:22:21 Let's say your camera fails. You forget a memory card that happened to someone recently you would reschedule. Right? Okay. I can't do that for a wedding wedding photographer. So when pat photographers are crying to me about the stress, I'm like, come on you. If it rains, you reschedule. I, if my camera breaks it a wedding, I am screwed.

00:22:40 I mean, I have backups of course, but so how can you keep this just light and fun and easy. Are you putting expectations on yourself that don't even make sense, right? They're not even lined up. So fairy hair business up and running. Is it going to make me rich or millions of dollars? I charge You can franchise it. I can.

00:23:02 Well, yeah, there could be more coming because I could teach me. I, oh my gosh. That's a good point. So I, we work with a lot of photographers who are like, sometimes people ask me to teach them and I'm like, I don't have any business teaching because I don't have any skills. The day after I learned to tie the knot,

00:23:20 I posted in my new Instagram that I was going to be holding classes on how to do fairy hair. I learned it five minutes ago, But you learned it. I learned it. And I knew I would. I knew I would improve. I knew with practice. I would get better because I have faith that I can learn things. Actually, this brings up a good point too.

00:23:39 How long did it take you to do your first? Not versus now and or the Goal, right. Okay. Yep. Cause this is very similar to you guys. Remember how long it took you to edit your first photo? Not well time Or heaven forbid your first session, right? So you weeks or months in my case, my first wedding.

00:24:00 So at this point I'm still really slow. Yeah. With fairy hair. My goal is to, so I charge 50, \$50 on average. There's different levels. Why? I don't know. I made it up. I made it up. So \$50 for like 20 strands of fairy hair. I want to, I want to get it to 15 minutes and it's currently taking me 30,

00:24:20 but the first head I did took me an hour. Yeah. So I know, okay. I don't have the skills or the confidence yet, but I have the faith and trust in myself that I will always be improving. Yeah. So it's not that you have to wait until you have the competence to start. It's like, you just do it.

00:24:41 And that repetition builds your confidence, Then you, and then you feel better about it. And then my placement was off in terms of where I had it on the head. So I'm learning how to do that better. I learned a very important lesson that day after church is don't try to tie ferry hair outside because any amount of wind, no matter how you're tying one piece of fairy hair to one strand.

00:25:05 And if the wind is blowing it, all the hairs get in the way. If your, I learned, if you're doing a childcare, that's very fine. You probably want to put it on two or three strands of hair. My hair is so fun. Yeah. So Ella did mine on a couple strands because I have fine hair as well. And you know,

00:25:21 you learn, okay. Some of them will slide out. Some of them will fall out. So you always put in a few extra for your clients. Oh yeah. I mean, that's just client experience. You're like, you pay for 20. I gave you 20 And that's exactly what I tell them. And I say some of them are going to fall out faster than others.

00:25:33 We're setting expectations so that, you know what work falls out there. Not like I just pay for this and now I have 19. Yes. And I've also warned them. Sometimes they slide down on the hair making, cause you have to trim them, making it longer than your hair. I said, you just trim it. Oh, okay. And then they tell me when they see me,

00:25:49 that actually happened. But I remember you told me to just trim it. So I trimmed it and then I tell them, don't worry if a pee fall off, I'll fill it for a small fee. Making it up. Nicole. I have no, I don't. I don't know. Okay. It's so I know it's the wackiest thing. And people probably are like,

00:26:06 what is she up to? It's just fun. Yeah. And I was able to learn, start, break, even become profitable within a couple of, I understand photography, gears more expensive. So don't anybody roll their eyes at me. However, could you, it was so it would take a little bit longer to make back your investment. Okay.

00:26:28 But if you're just having fun, I truly believe that the clients and the money will come. The minute you start focusing on the lack and the stress and the marketing, like you said earlier, you actually, you block them. Yeah. I mean, I want to be clear though, when you say focus on the marketing, that's not saying that we don't market,

00:26:50 right? Because you are marketing your fairing hair, you were telling people, you are handing out the cards. Like you were screaming from the rafters. Like, Hey, very here, over here, like you didn't just put up the Instagram and say, they'll find me now. Oh my gosh. I was not sitting there waiting to be discovered because nobody's going to discover me.

00:27:09 They Don't even know. They don't even know it's a thing until they see the sparkles in her hair. So, oh, also thank you for reminding me. This was the summer. I went to a 4th of July party and I took my kit with me. I basically cute little pink bag. It has like barnacles hanging out everywhere. And I asked a friend who was there,

00:27:28 a young friend she's 14, she's beautiful long blonde hair. I said, Hey, can I practice on your hair? There's a million people at this party. Do you think that was on accident? So I'm putting gold in this beautiful blonde hair, just like, and we're just talking, you know, it's a picnic. We've got our food. Kids are in the pool.

00:27:42 It's great. And I started seeing people like walk around and like, especially the little girls were like, what's going on? So this little girl's whispering to her mom. And I caught it. And I said, boy, I wish there was a young lady around here who might let me practice on her hair. And this little girl raised her hand.

00:27:59 So I ended up doing three people that day for free. It was, it was the cheap stuff by the way. And I told them, I'm like, Hey, I'm practicing. Don't try to curl this. These were small children and they loved it. And then they had it in their hair and they obviously, they become advertisers and marketers for me.

00:28:17 And I give them cards. And then people were like, wait, what's in your hair. My mom said to me, the other day, she is shocked by how many people feel the need to touch her hair. She's in, strangers are coming up to her. Like, what is that? And they're touching your hair. And so my mom is carrying my business cards around.

00:28:33 I promise you a number one. I will not hurt for business. Number two, if I wanted to grow it, it's just a fun game right now. You know? So a couple evenings a week, if somebody wants to stop over my house and pay me 50 or a hundred dollars to put spark by the way, cash only then yeah, I will,

00:28:51 I will do that. Or I'll have like Elle and I are going to have a little open house at our homestead and we're going to call it like sparkle and shine night at the homesteads. Like, hang out with your friends, get sparkly here. And you just like pick a time slot. I did it, my Calendly. I added it a private event to my Calendly for sparkling shine at night.

00:29:11 Like, cause I have all of these things set up, you know, Nicole, I'm just, you know, I'm just being creative and it's firing different cylinders in my brain. And if nothing comes of it, which I don't anticipate, like I don't, I don't care. Right. Then it was just fun. And I think that actually did an on our elevate retreat.

00:29:30 Maybe the last one talked about finding ways to get creative in your life to inspire your business. Because if you do something different, it will take your mind off the stress of what's in your business. So you go learn a new hobby or do something fun, you know? Or you're like super into horses. Yeah. So you go out to the bar and that's like,

00:29:49 where you decompress and you probably come up with great Ideas. You come home and you're like, oh my gosh, I gotta, I gotta write that down. So I think it's really fun to break your concentration and get out of this like stress and worry and just have fun. That is my message. Just have fun. It's not, it doesn't have to be heavy.

00:30:10 It doesn't have to be the hard it can be. How can it be light, fun and easy ask yourself, how can this be fun? Yeah. Oh my gosh. Absolutely. But there are so many parallels here from the like do it messy from the fact that you, weren't afraid to tell people about this new business and like just straight up market yourself for it and to make it fun.

00:30:33 And I mean, it's really just third. Oh, the time the practicing gets better, more confident it's faster. Therefore then more profitable as you get better Trusting that you can learn someplace. Yeah. So many things. But I think that fun is definitely one of the main takeaways. Like if you guys are feeling at all, just start to feel kind of blah,

00:30:55 about your business or your work. Just do a personal project for fun, no expectations. Just something that you want to go shoot or you want to do just for fun. And then if you get stressed about like, oh God, I don't want to market my business. I don't know how I like, how can it be fun? Like what do I like to do?

00:31:15 How, what connections do I have? What connections do I want to, you

know, build on and just start to market your business that way, Just relax. And maybe ask yourself the question I started with, which when I asked you, do you remember when it became stressful? What was it that caused you to feel anxious or not great? Like it wasn't fun.

00:31:39 And maybe just identify that so that you, that, that data is really important. Oh, it was because other people were involved and I worry about being judged. Okay. Check Roger that. Could I continue to move forward and do it anyway? I also, I didn't have any examples of a good fairy hair, business writing, reach out to these people.

00:31:58 I don't know their names. I don't know their business. I don't know, Like stocking nothing. I was trying to find what they wrote and how much or The pricing. I made it up. I know this very hair's expensive. I want to make money. I want cash in my back pocket. And by the way, people were tipping me.

00:32:18 And I'm like, this is, I had two young ladies. I did the other day. It was \$40 each for them. I think they got 15 strands and the mom gave me a hundred dollar bill. And I was like I said, would you like change? And she said, no. And I thank you. And it's just, it's just fun.

00:32:32 And I'm making some like fun spending money on the side, but it's making me feel the creative. It's making me feel abundant and oh, I can learn anything. I can do things. All right. Sorry for the rude interruption, my phone was buzzing with potential spam, potential spam. So if where we're starting now, doesn't make sense. That's because we stopped it.

00:32:58 We had to pause. Yeah. I know we were talking about, I didn't have any help or examples. Right. And by the way, that's how I started weddings by Heather. I didn't have anything done either. So the fact that the people listening to this have access to you of the dog academy is like, incredible. That's great that you have it,

00:33:16 but don't use that as like, it has to be that way. Or I have to watch every single video I have to note to make every model. Right. You have to have all the information. What would I Start? What would happen if you just made it up? I'll tell you what would happen because I just did it. Nothing, nothing bad would happen only good.

00:33:35 You would get clients and you'd be like, so, you know, do, do people ever ask you this? What's the right way to price. What's the right time. Right. And there, there are Better. And there are like principles math. There is math, There is math, You know? But yeah. I mean, I always like to say that there is no right pricing.

00:33:57 The only way to know if your pricing is right or not wrong, but could be improved is asking yourself, am I selling what I want to be selling? So if people are coming to you and they're like, I want curls. You're like, no, I do fairy hair. Okay. Then you have a pricing problem. If you're not selling,

00:34:13 selling. And then also are you making what you want to be making profitability wise? So if you're like, man, I'm spending three hours doing this and I made 10 bucks. Okay. Yeah. Your pricing is not working for you, but so long as you're like dude, a hundred dollars cash in my pocket, that was like half an hour.

00:34:28 It's great. My cost of goods sold on that was like 5 cents cents. Yeah. Like we're good. So yeah. That's those are the questions to ask. Yeah. And I just, I think you can go back to like, this could be fun. I could make it up. You could make it up. And there's nobody knows that I don't know what I'm doing,

00:34:49 but that, you know, what people buy into is they people buy into my excitement and my passion. And I think this is why I was hired as a photographer with weddings because it wasn't because the work was good. I promise you. Right. The work was crap. I didn't, I didn't understand pricing. I didn't have systems in place. I didn't have any of your fancy courses.

00:35:07 I didn't know any of that. I just would laugh and shrug my shoulders. Like, okay. I don't know what I'm doing. I'm just, I'm just going to figure it out. And you know, I also, I'm learning like objections, like paying attention to the questions that people ask me. The first question everyone asks is like, can I wash my hair?

00:35:26 Right? Can I curl my hair? Can I flat iron my hair? And I color my hair? Can I color my hair? How long will it stay? Okay. The, okay, the coloring question was coming up and I was like, I have an appointment to get my highlights done. And so I had Ella put a couple pieces in so that I could test it told my hairdresser what I was up to.

00:35:43 I said, I want you to be as just like normal treat it just like you would my hair, like don't act any differently. I want to see how it holds up. It held up beautifully with bleach. And so now I can say, Hey, you can go get it done. You can get it colored. It won't color. It didn't take any of the color.

00:35:59 So that's, you know, I'm learning all of the objections. And then I am addressing those in my marketing and my Instagram account. I will periodically post or have a story that says something about Colonel mum's very hair today. Yeah. Mum washed and dried her hair, braided it and then curled it and then did all of these different things to it.

00:36:19 And then I show people and they're like, oh, that looks so fun. I am getting a lot of inquiries from moms, with little girls. Yeah. Which is fine. That's so fun. But I'm also putting it. My last client was 52. Yeah. So it very hair can be an, I don't discriminate. There's no age Discrimination,

00:36:36 free head, listen. Every head deserves To sparkle. That's my tagline also ENH fairy hair. So, but it just came to me that day in church where she was like, nobody else does it. And what am I going to do? What I want more? And I was like, well, I'll put it in. I just have to learn how I'll take those photos.

00:36:58 I just have to learn how right. And I, but I have faith. I can read. You can read, you can learn anything. You can watch videos. You can learn so I can figure out anything. I really believe almost to a fault. Nicole, almost where I believe I can learn anything. And this is probably not entirely true,

00:37:12 but I'm still, I could you just believe in yourself and trust that you will figure it out and could you just have fun? I love it. I love it. So what is that Instagram account again? So we can all follow your, Oh my gosh. This is so funny. E and H ferry hair. We'll put it in the show notes and that's all spelled out.

00:37:32 So it's the letter, E a N D E and H ferry hair. Or if you follow my personal accountant, Heather JL I'm so see, here's the thing. I have a lot of followers on my personal account. So what do you think I'm doing? I'm absolutely. Cross-promoting oh yeah. So I will tag my own self in my ENH fairy hair account.

00:37:50 So it shows up on Heather jail I'll then share it. And then I get some follow. Like, I don't care if people follow me. I'm just trying to get the word Out. You're just having fun. It's just fun. And I can experiment and yeah. It's, it's great. I love it. I love it. All right. Well,

00:38:08 you guys heard it here. First. We expect a full report. We'll be checking in with Heather's multinational ferry, her business next year, when she's taken this thing Global, you never know. All right, everybody don't forget. Go out. There has to find in your business and yeah, we'll see you next week. Thanks for listening to the hair of the dog podcast.

00:38:29 This was episode number 156. If you want to check out the show notes for access to any of the resources we mentioned, simply go to www.hairofthedogacademy.com/ 1 5 6. Thanks for listening to this episode of hair of the dog podcast. If you enjoyed this show, please take a minute to leave a review. And while you're there, don't forget to subscribe. So you don't miss our upcoming episodes.

00:38:55 One last thing, if you are ready to dive into more resources, head over to our website@www.hair of the dog.