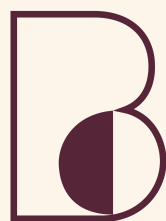


# **CO-WORKING AT THE BLUSHES COLLECTIVE**



# SO YOU'RE HERE, AND WE GUESS THAT MEANS YOU WANT TO KNOW MORE?

Co-working is for creatives who are trapped, bored and underpaid.

It bridges the gap between being employed and self-employed and enables you to grow your business, on your terms.

Like us, you've probably realised that finding a balance of great pay, free time, and no stress is impossible in our industry. Well, at least until now.

The Blushes Collective is pioneering the co-working revolution, by providing fully serviced environments and enabling creative entrepreneurs to found and grow their businesses.

# HERE ARE A FEW THINGS TO EXPECT FROM CO- WORKING AT THE BLUSHES COLLECTIVE:

## Earn More

We've flipped the industry standard on its head by giving **you** the majority.

The average salary in our industry is **£19,889\*** and let's be real, you need to treat yourself, so expect to **earn a lot more than that.**

## Work Less

Earning loads more money is great, but d'you know what's also great? Travelling the world, seeing your family, taking the floor off your feet for a few days, or just leaving work early.

Choose hours that suit you, because you can.

## **Be Creative**

The whole reason we all do what we do is because we're natural-born creatives.

As a co-worker, you will have access to a full creative calendar and the ability to be creative, just for the sake of it.

## **Grow**

Whether you're starting out from scratch, or you already have an overflowing clientele, we'll be with you along the way and give you the tools to make your business boom.

# AND HOW IS CO-WORKING DIFFERENT?

Well, it's revolutionising the industry and here's how...

**REVOLUTIONARY** 

	EMPLOYED	CO-WORKING	SELF-EMPLOYED
Comission Set-up	30%	60%	N/A
Choose Your Hours	X	✓	✓
Wear What You Want	X	✓	✓
Be Your Own Boss	X	✓	✓
Education + Social Calenders	X	✓	X
Tax + Accounting	N/A	✓	X
New Clients	✓	✓	X
Stock Provided	✓	✓	X
Reception + Salon Support	✓	✓	X

# WHAT DOES A CO-WORKER GET?

## Front of House Bookings

Staying up late at night to take bookings over WhatsApp or Instagram doesn't sound very fun, so if you want our front-of-house team to take care of that, they're ready and waiting.

## Studio Support

Our in-studio support is the glue, sticking everything together. The team will ensure that all amenities included in your service fee are fulfilled and that your clients are warmly greeted, and looked after.

## Colour Stock Provided

Over time we've built great relationships with our suppliers, which means we're able to supply the entirety of L'Oreal's colour range for you. No trips to Sally's for you!

## New Clients Provided

We have thousands of clients in each of our studios' databases, so whether you're scared to take the leap or dying to see some new faces, we've got you covered.

# WHAT ELSE?

## Pay Set Up

The amenities and services we provide to our co-workers are industry-leading and we've put in the work to bring these to you at the best possible value.

We work on a commission split set-up, giving you up to 60%. On average, our co-workers are earning £40k, whilst spending much less time at work.

As a co-worker, your day-to-day life in the studio will be supported by our Environment Team, who not only deal with the in-studio environment but are continuously hosting social events after hours. Expect to see a juicy social calendar in your inbox every few months.

## Choose Your Own Hours

It does what it says on the tin. Forget being told you have to stay 'til 6 for no reason, forget spending your day off stocking up at Sally's, forget working every Saturday because 'that's what hairdressers do'. Choose hours that suit you.

# WAIT, THERE'S MORE...

## TAX AND ACCOUNTING

We know how boring and unsexy this is, so we'll make it short and sweet. Our finance partners at The Accountancy can take care of everything for £29.50 + VAT a month.

It's a no brainer.



# OUR DEPARTMENTS

To support co-workers in the best way possible we completely restructured our business into three core teams:

- Environment Team - for all things salon, products, booking and socials
- Business Team - for business support be that accounting, growth or to work with you on your new business
- Creative Team - for all things creative; comps, shoots, shows

# ENVIRONMENT

The environment team has one mission; supporting you and ultimately, creating the best possible environment in our studios.

Here's what that includes:

## Front of house

- Taking bookings and rebookings
- Welcoming your clients to the studio and taking drinks orders
- Taking your client's bill
- Confirmation calls 24 hours prior to client's appointment to avoid no-shows
- Organisation of your diary
- Cancellation policy implementation (so you don't have to deal with it!)

## Environment Manager

- Dealing with any issues you may have
- Monitoring performance of the environment team
- Ensuring the studio looks great at all times, and that everything is in working order
- Delivering our social calendar

## Social Calendar

- Nights out (these could get messy, sorry in advance)
- Team building
- Evening meets (yoga, mini golf, supper club + loads more)
- Anything and everything you want to do

# CREATIVE

The creative department was born out of sheer love for our craft. It's something that is often promised to passionate stylists but not often delivered on. We're changing that and bringing loads and loads of creative opportunities to our co-workers.

Here we go:

## Content Parties

We host three content parties a year, which is an opportunity for you to bring a model along and do some cool hair, whilst sweeping up a ton of amazing content shot by professionals.

These parties will occasionally be themed to push your creative boundaries, so expect to do some massive 70's blowouts, or a late 90's Natalie Imbruglia style pixie. Also... free pizza afterwards. No problem, it's fine, thank us later.

## Training

We break our training into 2 main categories; classic and advanced. Under these headings come multiple different modules which will be demonstrated and taught every month in our training academy. All of these will be included in our creative calendar in more detail – just make sure you book in advance.

## Competitions

Throughout the year, you'll get the opportunity to enter the biggest competitions in the UK, showing off your amazing work. We'll get loads of cool footage for you, and our art team will be on hand for advice and support if needed.

## Photoshoots

Our shoots come in all different shapes and sizes, which means we've got scope for everyone to get involved. Our art team curate a collection twice a year, producing 'high-budget' imagery for The Blushes Collective brand. As well as this, we host shoot days for you to showcase your work and the art team collaborates with fashion brands, on their campaigns.

Look, there's loads more but if we include it all, this handbook is going to end up being the size of a Lord of The Rings hardback.

# BUSINESS

The business department is the driving force, pushing everything and everyone forward.

We're on a mission to impart knowledge and support in growing your business, open shiny new studios, recruit like-minded creatives and deal with all the other nerdy numbers stuff, so you don't have to.

## Tax and Accounting

This has got to be one of the biggest headaches about self-employment, right?

We totally get it and have made this process as easy as possible for you. All of your sales invoices will be automatically sent out to you by our accounts team - keep hold of these and fire them over to your dedicated accountant when they're requested.

## Business Support

No matter if you're totally new to being your own boss, or you've been smashing it for years, our business department can provide coaching, detailed reporting and effective plans for you to grow your business.

## Co-Worker Sign Up

So how does becoming a co-worker start?!

After we meet, agree on all the details and show you round your new home, you'll be invited in for your 'sign-up day'.

Here's what we do:

- Get you a headshot that you love (insert fire emoji)
- Shoot some footage of you in your element, doing hair
- Set you up with your new accountant
- Walk you through all other important bits (insurance etc)

# THE CLIENT JOURNEY

## Bookings

The front of house team is there to look after your diary, so you can carry on doing what you do best. You have the ability to use 'Zenoti', our salon software, which you can access at any time and it has a super simple online booking system too.

## Client Welcome

Guess who's back? Back again... it's the front of house team and they're on hand to greet each of your clients, hang up their coat and make them comfortable before you welcome them to your chair.

## Drinks and Extras

As a part of your service charge, unlimited drinks and snacks are available to your clients. Win.

## The Backwash

So, onto the client's favourite part. Not only are our backwash areas super comfy but they're fully stocked by our environment team, which means you can go that extra mile for your clients and add in a cheeky treatment and earn yourself 10% commission on that, and any products sold.



# THE CLIENT JOURNEY

## In the Chair

Whilst you're working your magic, you're welcome to use any products on the shelves, and any studio tools or equipment.

## Taking the Bill

We're all about making the client journey as simple as possible, so we're happy to take the bill. This makes it way easier if you're collaborating with another co-worker.

Colour clients are charged for the time spent in your chair and their colour is added afterwards.

## Tidying Up

We would love it if you kept your chair tidy throughout the course of the day.

# FAQ'S

## **How do I get paid?**

After we've collected payment for you, we will pay you monthly, minus your service charge. We'll also include a monthly finance report.

## **How do I take time off?**

Book time off whenever you want. The only person that needs to OK your holiday, is you! Either block it out of your diary yourself or let the front of house team know.

## **What does the environment manager do?**

As we mentioned before, your environment manager will be ensuring that the studio is running smoothly, looking great and supporting you whilst at work.

## **Can I move my clients?**

Yes. We know that unexpected things can come up last minute, so feel free to move clients if you need to. We would recommend trying to give a couple of days' notice and keep this to a minimum to avoid upsetting your lovely clients.

### **What are my appointment times?**

You can choose your appointment times. We can offer advice on what might work well for you, but ultimately, it's your business, so you do you.

### **Can I share clients with other stylists?**

It's called co-working for a reason. Get collaborating with other stylists. We'll take care of the bill at the end, so that there's no stress for you.

### **What's the uniform?**

Wear whatever the hell you want.

### **Do I have to be a part of The Blushes Collective promotions?**

Throughout the year we'll run promotions to our clients. These are totally optional and will require you to opt in.

### **Re-cuts and re-colours?**

Let's hope there's not many of these, but there's always that one client. As a co-worker, your client is your responsibility, so we'd recommend getting that client back in to fix any issues they might be having with their hair.

### **Who does consultations?**

It's totally up to you how you run your consultations, but we know how important this is to the client, so we recommend you carrying out the full service. If you need any upskilling in the consultation world, speak to the creative department, and they'll get you sorted.

### **Do I need insurance?**

For sure. We can help you with this on your 'sign-up day', if you need any advice.

Check out [www.salongold.co.uk](http://www.salongold.co.uk).

## **Can I work outside of the salon?**

Yep.

## **What about maternity pay?**

You're entitled to maternity pay as a self-employed person, after your first 60 days. Congratulations btw.

## **Can I use my own products?**

Of course you can. Our long-term relationships with our suppliers mean we get great deals that you can access as a part of your service charge, so take advantage of that if you want to.

## **What if I'm looking to get a mortgage?**

You're eligible for a mortgage when you're self-employed, wahey.

We can help you with this process if you need any help or advice on who to speak to, and what you need to do.