

# as seen in ... LIS'N in the news

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my work

## Creating My Own BRAND! DREAM BIG GIRLS!

Paulette Legred  
Briceyn MN

When did you first become interested in pursuing this occupation and why?  
I never really dreamed about owning my own professional product line, perhaps because I didn't believe I could. So I actually started writing a book celebrating the real stories about the relationship between the stylists and their guests because everyone loves their hairdresser. But the difficulty came in collecting the stories. I knew I needed to earn stylists trust before they would share their stories and rightfully so. Professional brands are tested and invited in to salons. Salon owners take their brands very seriously because they want a brand they can trust to recommend to their guests. So developing a brand and connecting the story to the product was actually a recommendation from my sister-in-law, a Lutheran minister.

I also was frustrated about a lot of professional brands in the industry. Many are sold in Big Box stores, actually competing with the stylists. They are able to pay for celebrity endorsement which reap big profits. I wanted a brand that the profits go to the stylist. I wanted to honor the career, everyday stylists who support their communities by providing jobs, paying taxes, and supporting their local volunteer organizations. They do so much more than just do hair. They take one's self-image and display it on the outside for the world to see, and they "LISTEN!"

Give details of your past - present and future plans or thoughts.  
My husband is a farmer and feeds the world as his life's work. My son is a cardiac nurse and saves lives for a living. My daughter is a lawyer and saves families as her life's work. Me? I sell shampoo! But it is the passion of the hairdresser for her business and customer that is the heart and soul of a community. I like making people feel good about themselves.

I've been a hairdresser my entire career and worked in pretty much every aspect of hairdressing. I've been a salon owner and guest artist, traveling the United States and Canada, teaching my own program for Matrix, "The Colour of Money." I wrote a few other educational programs, "Presentations with a Passion" and "Salon Retailing." My yet-unpublished book, "From Shampoo to Champagne" is stories from my past to learn from and laugh with. During my salon days I felt a tug to try something different, sold my salon and went in to distributor sales. What a shock! As a hairdresser all day long, every day, my guests would thank me and tell me how much they appreciated me. Then I went into sales and no one said, "thanks for getting my order right." I thought, "oh no," what have I done? But as time went on I found I could lean on my expertise from the past and developed relationships and friendships that will last a lifetime. Again another tug took me to college (while working full time) and I earned an A.S. degree in Supervisory Management. Easily one of the smartest decisions of my life, but hard work. I then went on to get my dream job of working for industry legend Sam Brocato, training and selling to stylists. All good things must come to an end and I knew I needed to do my own thing, and that became, "Lis'n."

What is it about this job that makes you feel fulfilled?  
I absolutely love talking with and training stylists and learning from them. Stylists are awesome people: so straightforward, honest, and caring. Every career stylist I know has a HUGE heart and are so giving. It's an honor to be a part of profession like that. That's why I knew I had to honor them with "Lis'n."

Who has been your greatest mentor?  
I've had the blessing and privilege to be coached and mentored by some industry greats: Arnie Miller with Matrix and Sam Brocato. But without the guidance of my salon's sales representative, JB Chauncey, of Miller beauty supply, I would never have had the doors opened for as I did. He introduced to a Matrix executive by stating, "YOU need to have this girl working for you." I remember being so embarrassed at the time. Then there was the time he walked into my salon and said, "you do so much hair color in your salon. You should write a program teaching other hairdressers how to sell haircolor to their guests." I pooped him and the next time he came in, he had booked me to an event and named it "Color is Green". He told me I better get busy. So a long story short, the program was a success. I renamed the program, "The Colour of Money" and it was recognized by Arnie Miller, founder of Matrix. Those doors opened others in my career and am forever blessed to have had him step into my little country salon in the middle of everywhere. (Some would tell me I'm in the middle of nowhere but I prefer to believe we are in the middle of everywhere)

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What is your favorite job duty to perform?  
Two things: 1. I love mentoring stylists and watching their success. It gives me goosebumps. 2. I love listening to the stories of stylists and their guests triumphs and tears and retelling them. Seeing their passion for their work and guests is truly inspiring.

What is the best part of your job?  
Working with my chemist, creative designer and the rest of my support team. Developing the "go to" market strategy of Lis'n. Putting myself in stylist's shoes and creating products they need to be successful. And knowing my chemist created a safe honest and straight-forward product. The first time I watched as a stylist told the story of "Lis'n" I literally had goosebumps.

What has been your biggest obstacles?  
I've spent my entire career in this industry and couldn't believe how much I didn't know and how much I learned every day. Also, being the little guy in a world of big business. For example, I would need to buy 2,000 bottles and the minimum order was 10,000. It was difficult to overcome.

Is there anything special you would like to share with other women that you feel will encourage them to be all they can be?  
No one begins a business without a support team. Learn from them, embrace them and recognize their contribution. I couldn't have done this without my chemist and creative designer. Their advice, industry connections and expertise are unequalled. They picked me up when I felt defeated multiple times. Close friends and stylists gave me words of inspiration and respect and asked, "How can I help?" My family is a key part of my support team. They never doubted I could be successful and immediately offered ideas and pitched in with the unglamorous jobs. My faith in God and my incredible support team is the foundation to my success. That, and never stop listening to your heart, sound advice and God.

Places you can buy it! Go to [www.lisnbeauty.com](http://www.lisnbeauty.com) then click on "Find Us"

What is the best business advice anyone has ever given you?  
A number of things: "...Run your business, don't let it run you." "Your customer signs your paycheck. Take care of them or someone else will." "You lead people, you manage numbers." "Stand in the corner, keep your mouth shut and let your work speak for itself. (That stung a little bit as the truth sometimes does, but it was great advice.)"

What advice do you have for anyone pursuing any type of business idea?  
Run your business with your head, and your customers and employees with your heart. Design your mission, vision and value statements and utilize them as the basis for every business decision. Don't compromise your values. They are your true north in business. I grew up on a farm. That's where I learned a handshake is a deal, your word is all you really have in life and a great work ethic will take you far.



Lis'n ... because we do