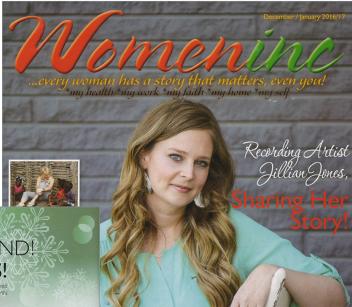
## as seen in ... LIS'N in the news

## WOMEN'S INC, DEC-JAN 2016-2017



## Creating My Own BRAND! **DREAM BIG GIRLS!**

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.

and from my asset-in-aw, a Lutterfar iminister.

I also was furstred 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 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 shampool 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 Matris, "The Colour of Money," I rovice a few other educational programs, "Presentations with a Passion" and "Salon Retailing," My yet impublished book, "From Shampoo to Shampagne" 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 vorder right." Hought," of 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 learned an A.A.S. degree in Supervisory Management. Easily one of the smartest decisions of my life, but hard work. I then went no tog et my dream job of working for industry leg-end Sam Brocato, training and selling to stylists. All good things must come to a nend 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. Sylists are awesome people so straighforward, 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."

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 Brocatos. 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 enhorrassed at the time. Then three you." I remember being so enhorrassed at the time. Then three had the control of the properties of the properties of the properties of the properties of the properties. The properties of the properties of the properties of the properties. The properties of the properties of the properties of the properties of the properties. The properties of the properties of the properties of the properties of the properties. The properties of the properties of the properties of the properties of the properties. The properties of the properties. The properties of the

What is your favorite job duty to perform?
Two things: I.1 low mentoring stylists and watching their success. It gives me goosebumps. 2. Il 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 eam. Developing the "go to" market strategy of Lis'n.

Putting myself in stylist's shoes and creating products they need to be successful. And intorwing my chemist reseated as as lenonest to be successful. And intorwing my chemist reseated as as as for nearest control of the state of the

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 better the spent my entire career in this industry and couldn't believe how much! I learned every better with the spent and the spent and the minimum order was 10,000.1 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 thouse them and recognize their contribution. I couldn't have done the substantial of the support team. They prized me up when I felt defended 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 then click on "Find Us"



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 shake is a deal, your word is all you really have in life and a great work ethic will take you far.

