

# HOW TO MASTER YOUR MINDSET

*For Unstoppable Salon  
Growth and Success*



Salon Jedi Marketing  
award-winning salon marketing

by Caroline Sanderson -The Salon Jedi

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## ARE YOU USING MINDFULNESS IN YOUR SALON LIFE FOR GREATER RESULTS?



**H**i I'm Caroline Sanderson Founder of Salon Jedi and I've spent the past 10 years coaching salon professionals, like you, how to grow their salon business by upgrading not just their marketing and business skills but upgrading their mindset. This is the foundation of the building sustainable success.

I started to study and practice mindset principles and the law of attraction back in 2009 when my own salon was a rock bottom. On the brink of bankruptcy I turned to mentors and so my journey began. I not only completely transforming my own small salon into one of the best in the UK today but I have astounding success stories from my Salon Jedi clients.

I created my Unique Branded Solution "The M.i.n.d.f.u.l Salon Source Code" to act as solution that salons and teams can adopt into their culture for a happier team and greater results. A mindful Salon is a successful Salon.

In this book I will take you through a summary of each module for a greater understanding of it's principles.

## PART 1 M.I.N.D.F.U.L SALON SOURCE CODE

The M stands for Mindset.

If we break the word down into two words, mind-set, it's what you set your mind to. The setting of your mind is like a thinking thermostat with a default setting that, if left unchecked, will default to its natural setting which is said to be 80% naturally negative .

What does YOUR thinking default to? Positive empowering thinking? Or negative self-talk and disempowering thoughts? Unfortunately most humans default into the negative thoughts based on memories. Old disempowering memories become subconscious beliefs of today and when we lean towards negative thoughts they multiply as we give them focus.

What you're thinking and giving focus to you are directing your energy to, and what you direct your energy to you attract more of. The 'Mindset' part of the system has so many layers it needed a system of its own.

This is our 'Mindset Mastery System' based on what I believe we all should be focusing on and setting our mind to, to create a new and empowering MINDSET.



**“We can not  
solve our  
problems with  
the same  
thinking that  
created them”**

*Albert Einstein*



## #1 PASSION



It goes without saying that we need to be passionate about what we do. A salon career isn't always an easy career. Often starting with an apprentice wage, often on your feet all day and having to learn new skills and creativity continually, as well as customer service, sales, communication, running a clock to time.

We also deal with different personality types daily as well as serving products and treatments where things can go wrong. It can be a high pressure environment making it even more important that you are really passionate and mindful about what you do to keep you focused.

If your mindset is focused on the things that you're passionate about within your salon career, whether that is a niche part job, selected tasks and things that you feel true passion for, your thinking will be more empowered. Remember energy flows to where your focus goes and multiplies what you are focusing on. So focus on passion and the passion grows, focus on the negatives and the negatives grow.

If you can get the opportunity within your salon career to really be a specialist or expert at the area you really love then own it. It will keep you more in the mindful sweet spot.

If you are a salon owner and you let your team follow their greatest passion and encourage them to tap into their passion and help them blossom and grow, they will stay tuned to that passion frequency and you will reap the rewards. It's the passion that drives us so focus on the passion.

Focusing on the things that you are truly passionate about and making a career around that makes for a happy more fulfilled career.

For example, if it's blow drying hair you're super passionate about why not become the go to blow dry expert in your salon, your town, your country? You can even teach courses on it developing and crafting that passion every chance you get.

It becomes less about a job and more about following your passion which leads to feeling more happy and fulfilled.

At our M.i.n.d.f.u.l Salon School we give a passion test to help salon owners/teams realize what it is they are truly the most passionate about. This exercise is always an eye opener to help find the direction they really want to excel in.

## #2 PURPOSE



Part 2 of the Mindset Mastery System is purpose. Having a clear Purpose can literally transform lives, yours and those you serve.

It can transform your salon brand and the individuals within your team. If you're living your passion as we talked about in the last chapter it keeps you in the right mindset space, HOWEVER, if you can turn your passion into your PURPOSE ...that's when little life miracles can happen.

When it becomes more about the purpose rather than a day to day job or the money, that is when things really start to shift as you are driven by something bigger than you.

If you stand for something in life, the universe seems to part for you and find you the path and ways to actually reach your purpose.

So what exactly do I mean by purpose? Let's say for example, you have a salon team full of individuals but you're all aligned with a bigger purpose and mission sharing a highest value which is family.



Your purpose becomes creating an environment where parents can come, with their children, so they don't need to be parted from them or find babysitters. For those that don't have childcare they know they can come to your salon and be welcome. You might have a Kids service menu too and a play area and treats to keep them happy and entertained

Now I know you might be thinking NOOOO Caroline I can't think of anything worse than a salon full of kids...I hear ya...but it's just an example...you can swap that purpose for vegan salon, eco salon, fun salon, no judgment salon, whatever purpose you stand for.

If you do this and follow your mission you're going to attract people aligned with that purpose. There will always be a niche of people that resonate with your purpose.

When you shout about your purpose you are the tall poppy that stands out, and the people that resonate with you will come like a magnet to you, including the right team.

The biggest most successful businesses have a greater purpose behind them and they build their tribe through that purpose.

Let's look at chocolate as an example. If I say to you green and black's chocolate, what's the first thing you think of?

You will probably think dark chocolate, maybe luxury chocolate, expensive chocolate and organic. It's also ethically sourced chocolate. Green and Black's were the first to get the fair trade stamp on their product in the Co-op

They attract their tribe of dark luxury organic chocolate lovers who value their fair trade stamp.

They are an example of taking their **passion** for dark chocolate and turning it into their **purpose**, leading the way for others to follow.

Never be scared to be the tall poppy and shout about your opinion, your purpose and what you know and in your own way change the world through your purpose.

We help our students find their purpose in our Mindful Salon Source Code Training Course and at our Salon Success Schools.



## #3 PURSUE



Once your mind is set on your purpose created from your passion the next thing you have to do is **pursue** that purpose.

You need to get your mindset on the fact that to achieve what you want in your career, you need to create a plan to pursue your purpose, dreams and goals.

Lets say you have a three or five year goal as your bigger plan we call your folder

Then you break it down into what you need to do each year to hit he 3 year goal (subfolders)

Then the year one subfolder would be broken down into files :

- Quarterly goals
- Monthly
- Weekly
- Daily

If you're a salon owner, you break it down into what each chair therapy room or each therapist or stylist needs to take.

Then break it down into little mini goals eg daily, morning and afternoon goals. You must become goal orientated to hit your targets always remembering your bigger goal as the destination you are aiming for.

Imagine you're heading to Boston USA ,its your purpose to get there safely by a Certain date.

You have to first plan your journey. If you just planned your journey in every detail but didn't pursue it and take action to make it happen then you're not moving to your destination.

If you're a stylist/therapist working within a salon team, work with your manager or the salon owner to make sure that all your goals and targets are aligned and you have a path planned out.

Maybe your destination is promotion. What do you need to do to get that promotion to the next level? Work out what you have to do, and then **pursue it**.

And when you get knocked off track on the way you just adjust the plan. If you got on the wrong flight on the way to Boston and you end up in Florida, you're not going to just stay in Florida. You're going to then change the plan to get from Florida to Boston. It's the same when you're pursuing your goals and your dreams

At our Salon School we make sure everyone sets their goals there and then on the day as we know if they leave without them its too easy to float in no direction with no focus and where there is no focus , there is no control of results.

## #4 PERSISTENCE



What you need to set your mind to next is persistence. Persistence makes you who you are. It builds strength and character. It helps you reach your goals and your purpose. As I said previously, if your goal and mission was to get to the destination of Boston America, and you got on the wrong flight and you ended up in Florida, if you gave up at that point, you are giving up with no hope of reaching your destination and would give up not knowing what Boston was really like.

Better to say to yourself "I'm going to find another way to get there" and let's say you get a train to Boston, but it stops or breaks down in New York. So now you have to get from New York to Boston. Do you say to yourself, this is too much hassle, what's the point of this and give up after getting so close? Or do you persist on your journey, whatever it takes, to reach your intended destination?

Are you going to absolutely persist, even when you get knocked off track and obstacles pop up?

It doesn't matter what position you're in at the salon, an assistant, front of house, a manager, owner or stylist/therapist, whatever it is you do challenges will pop up. It's just the universe, how it works and the law of polarity. Everything has an opposite side, we have our ups and downs, high times and low times.

When we take a wrong turn on our journey we have learned a lesson and we adjust our sails and PERSIST

It's never a failure but a lesson. Legend has it KFC Colonel Sanders heard 1009 NO's before he got a YES for his chicken recipe and Edison found 1000 ways NOT to invent the light bulb before he had success. It doesn't matter what numbers are officially correct the point is they persisted because they were pursuing their purpose.

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THE KEY TO PERSISTENCE IS WHEN  
YOU FALL DOWN, RISE UP AND TRY  
AGAIN WITH NO FEAR, JUST LIKE THE  
INFANT LEARNING TO WALK.

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## #5 PROGRAMMING



Our mind is pre programmed based on our life's experiences and memories up to this present point in life. Our brain takes a snap shot of emotional life events and experiences to become memories, memories are wired to form internal beliefs about who we are and what we can achieve.

Our internal programming and what we believe in the inside (our identity) reflects our world on the outside and becomes our reality and perspective.

In short our results and our reality is a reflection of our internal thoughts and beliefs

So when we fail at something once or twice, or make a mistake that felt uncomfortable, we can create a new belief of 'I'm not good enough or I cant do that' and that is the results that will keep showing up because that is your focus.

Where your focus goes energy flows and where energy goes it grows.

Give your energy and focus to negative stuff, more negative stuff shows up, give focus to what you want more of, it becomes your reality.

Think of the Brain like a computer or phone, it comes pre programmed with it's operating system but depending on how we use it individualizes that phone and how it functions.

We fill it with our 'stuff', our choice of apps, photos, notes, videos, documents and we have a choice of how we look after it which will ultimately determine how well it works.

Are you packing it with too much information consuming all the data? Are you keeping it clean and organized so files are easy to find? Are you regularly updating the latest operating systems so it works at its best? Do you need to add more data ? Are you keeping it charged and protecting it ?

It's the same with the brain. It needs looked after and maintained.

We are born clear 'think factory setting mode' , we are not born with a lack of self worth, fear of failure or scared of charging our worth. We're born with two fears only, fear of falling and a fear of loud noises, everything else is programmed into us.

There are 4 types of programming to form our beliefs

- Cultural
- Social
- Family
- Self

Our experiences in our culture, social and family environments become our core self beliefs, which is great if they are empowering but unfortunately all too often we carry too many disempowering self beliefs but the great news is we can change that and reprogram the brain for empowerment.

They're all based on memory so we can change the memories.

Let's say for example, something happens in our past that felt uncomfortable, maybe we failed once or twice at something , the brain creates a belief around that and wants to save us from that happening again and new "im not good enough ' beliefs are born

If we understand that a lot of our limits are really due to past programming, they're not really who we are, then we can change that.

We can reprogram our brain just like we can upgrade our settings in our phone, we can innercise like we exercise.

We can upgrade our operating system with new positive programming, positive self beliefs, Positive self talk, visualising what we do want and rewiring the brain with new empowered beliefs

We often talk to ourselves in such a disempowering way asking disempowering questions ...fill in the blanks

- Why does it always .....
- Why am I the only one who ever....
- Why does he/she always.....
- Why cant I ever.....
- Why do I always get the.....

If you are more mindful in the salon asking questions like :

- How can I fix this?
- Where can I get the knowledge that I want?
- Who can help me with this?

Your brain tries to find the answer for you, based on the search that you've asked it

You can talk to yourself in a positive way saying positive statements to yourself known as affirmations. These can affect your state saying over and over again

I can do this

I will do this

I can do it.

This is going to be so easy for me,

it is going to be okay.

I know that this is going to be fine.

saying that to yourself over and over again. It's just as easy as saying what a rubbish day I'm having.

We have 60,000 thoughts a day 90% of which are negative

We are negative creatures



We need to change that and choose:

Empowering thoughts

Empowering questions

Empowering statements

Stop and be mindful when emotions and stress shows up.

Here is an exercise we do to bring calm at time of stress in the salon

Take yourself to a quiet space at the salon off the salon floor

Take 6-10 deep breaths in and slowly breath out as if breathing though a straw

This calms you down

Say 3 positive affirmations like

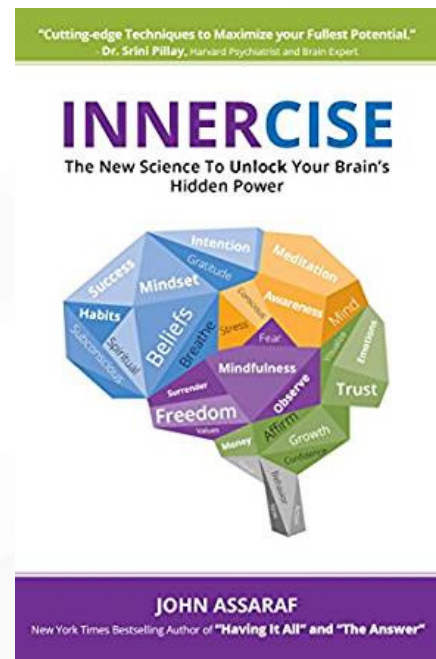
I can do this easy

I can fix this easy

I am calm and always stay calm

I've got this

For more detail on how the brain works and how to innercise see John Assaraf book Innercise that Caroline Features in



## #6 PRIDE



**Pride** = Your self worth, there is a saying that your self worth is equal to your net worth so if you want to make more money you need to raise your self worth.

As I said in the last chapter, we have an internal representation of who we are, our identity, and if we do not have a high identity, if our self worth is low, our outer world and results will reflect this.

If we want to grow our income but subconsciously feel we are not good enough to receive that income, we will not receive it. Everything we receive on the outside is a direct reflection of how we feel on the inside. So if we grow our net worth, if we start to feel really worthy of getting the results that we want and if we raise our vibration and how we feel and think about ourselves and if we raise our thinking, it raises our feeling and how we feel gives off a vibration and that vibration acts like a magnet and attracts the results on that vibration.

So if you're in a position where you're not earning enough money, and all you're focusing on is scarcity and lack that is low vibrational thinking.

What to focus on is how you will **feel** when you earn the money you want. What you want to receive and buy with that money, who do you want to help with money? Where do you want to go with money? What do you want to buy with money?

You think about the outcome you want, you don't focus on the lack of not having it. Because wherever your focus goes remember energy flows.

And wherever energy flows, that thing grows.

So you put your energy to what you want and you attract more of it, you put your energy to what you don't want, you attract more of it.

If you keep talking to yourself in a disempowering way, feeling that you are not good enough, putting other people on a pedestal and not feeling that you're at that level not thinking amazing, great things can come to you not really believing deep down, that you can get results way beyond what you're getting now, then, that's exactly what will show up. Low level thinking equals low level results. So we have to shift our self belief we have to realise that those disempowering beliefs that we have, as we said in the previous programming chapter, are not real.

They have been planted, they're based on our past experience. So we have to change our self worth, by feeding ourselves with positivity and love, and lifting ourselves continually and being kind and gentle to ourselves.

And as our pride grows, as we feel really worthy, it's a natural thing happens that we step up to the next level, we start to say, Hey, this is what I charge, and this is what I'm worth, and I ain't charging a penny less. And as soon as we charge what we're worth, but in a level of vibration of living, this is what I'm worth.

Clients will pay it because they feel and believe that you are on that level. If you're charging a higher price but you're feeling really guilty about charging that price because deep down you feel not worthy to receive that money, you will attract the type of client who isn't willing to pay that price.

It's almost like they don't believe you, you will get the kind of clients that are only prepared to pay for what you believe deep down your worth, as in your subconscious limiting beliefs. Whereas there's a part if you deep down that actually knows that you are worth way more than not. That is the side to feed.

## #7 PROFITS



Profits is closely linked to the previous chapter where we talked about self worth. These two chapters come hand in hand.

Pride/self worth leads to profits.

Profits come when :

- We start to believe that we are capable of receiving more
- We feel worthy of receiving more,
- We charge what we are worth
- We know what our passion and purpose is
- We pursue it with clear goals persistently
- We deal with the disempowering programming and turn them into positive programming
- We feed our self worth

When we put all those things in place our profits become a natural result of that.

So, I will leave you with this last thought.

We start from passion and we end at profits. Chase the passion and purpose and the profits will come.

Put your passion and purpose before your pursuit your why before your wallet.

I wish you well in your salon business and your salon career, wherever you are.

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