

Cayla: 00:00

I was definitely not priced correctly. I think I had that self-doubt of I'm so young, people don't know the knowledge that I have. So once I got my pricing there, that self-confidence just skyrocketed. I ended up turning over from memory, I believe it was nearly \$5,000 on top of what I already had.

Jodie: 00:23

You cannot buy clients. You have to win them. And you gotta win them by testing what works, what doesn't work, what resonates with them, and you did that and you stuck with it.

Adri Varga: 00:34

Being busy, it was being equitable, yeah.

Jodie: 00:38

Yeah.

Adri Varga: 00:38

And it's actually not cool. So many followers they have cool books. Like someone like you is, you know, who is overwhelmed, overworked, exhausted, and wondering if there is a better way to do it. What you would uh say to them?

Cayla: 00:56

Breathe and..

Jodie: 00:58

Hello and welcome everyone. It's great to be back. I'm Jodie Fielden and I'm here with my work wife and bestie and business partner, Adri Varga. During these podcasts, we share with you how you can leverage your passion into profit. Whether you're an industry entrepreneur, a seasoned salon or clinic owner, or just someone who's thinking about starting out, you're in the right place because we've just about done it all. And we're here to share with you how you can too because it's time to believe your salon. Can be everything you've ever wanted.

Adri Varga: 01:39

Absolutely. And welcome everyone.

Jodie: 01:41

So today we're going to be joined by a special guest. Her name is Cayla Young. And she is uh just starting out. Well, she started in, I think, Cayla will tell us, but early late last year, she opened her salon. We're gonna hear a bit about her story um and how she got to where she is and how excited she is about being where she is right now.

Adri Varga: 02:08

And Cayla's story is very, very inspiring also because she's a very young salon owner. This is her first salon, and she's in her 20s, and we just wanted to uh invite her because what she achieved in such a short amount of time, it's truly outstanding.

Jodie: 02:28

It is. We're really, really impressed, and we thought there's a lot of people out there that are starting out in the um beauty world, and you know, other salon owners that have been there for a while that have maybe transitioning into a different phase of salon, you know. Um, so I think it's this will be a really great episode. So bear with us, we'll bring Cayla in and uh we'll get started. So Cayla, welcome.

Cayla: 02:56

Hello.

Cayla: 02:58

It's lovely to have you here. It's um so we're gonna jump straight into it. Let's find out a little bit about who you are and what inspired you to open your own salon. Tell us a little bit about that journey.

Cayla: 03:12

Cayla: 03:12

Well, I've kind of always done hair, so high school and school in general just wasn't really something I enjoyed, so I just didn't go. I ended up falling into it because one of my teachers also owned a salon. So over the Christmas holidays, she wanted me to come out and help. And then I ended up being really good at it. Um, did my year 10 certificate with my certificate of hairdressing, and then ever since then I've just kind of always wanted my own salon. I think from 16, I just knew that I was gonna like working for other people was not the max of my limit. I think..

Jodie: 03:53

that wasn't your how old are you now?

Cayla: 03:56

23. I had 24 in September.

Adri Varga: 03:59

Oh, that's absolutely amazing.

Cayla: 04:00

Yeah,

Adri Varga: 04:01

they have your own salon. Like,

Cayla: 04:02

yes,

Adri Varga: 04:03

absolutely amazing. Yeah.

Cayla: 04:05

And I mean it's been pretty like up to expectations so far, I think. I've definitely

fast forwarded when I was expecting to get my own salon, though. Like I didn't think I'd be this young with my own salon.

Jodie: 04:20

No, it's okay. It's awesome.

Adri Varga: 04:22

So what inspired you to actually open your salon uh much earlier than you would think you would have done?

Cayla: 04:30

It was kind of just like a series of unfortunate events, we'll say. So I was working at a commercial-based salon, and that was just not my style of hairdressing, I guess. Instead of like, you know, the more bums on seats, the more turnovers, the better you are. I really lacked that like one-on-one, like the consultation time was not enough. The resources of what I had was not like up to standard. And then jump ship to another salon because, like I said, on series of unfortunate events. That salon ended up being like a little boutique beauty and hair both combined. And it was just too chaotic, like having everything all in the same space. I do understand for consumers, it's about like one-stop shop situation. But I think a lot of places locally around my area, everybody's getting into everything and they're sort of forgetting the basics of hair. And to me, a salon is like it's very nerve-wracking going to a hairdresser for the first time. So I wanted to create a space that was welcoming, calming, um, and just really personal. So whatever like you need or what you feel like you're lacking, you'll be listened to, your expectations will be met, and communication of like, you know, just saying you showed me a photo and something's not working. And just having that time and space that creates comfortability with a client so that if they don't like something, they're not felt like they have to leave saying, Oh my god, it's great, thank you. But then they actually hate something. So I think that's what inspired me. I just didn't want to be just another hairdresser.

Adri Varga: 06:24

Yeah, and because you didn't find the right salon, then you said,

Cayla: 06:27

Yeah,

Adri Varga: 06:27

I'm just going to open my own. Yeah, I'm going to do my thing. Yeah. Yeah. That's absolutely amazing.

Adri Varga: 06:34

So, how did you end up opening your salon? Because opening a salon is a lot of costs, and you know, you know, location and everything. And you are very young, so you probably didn't have like a huge amount of savings and all those things.

Cayla: 06:47

I had nothing actually. So it was just very, very fortunate that um my mum ended up getting a lot of inheritance from my grandma when she passed. And my mom's known

about my dream of being a salon owner and I've worked in hair for like forever. So we actually ended up doing like a combined space where she could open up her own myotherapy clinic, and then the other half would just be my salon. So there's like two separate businesses in the one, which aligned very well with my um like the well-being side of hair and like the comfortable space and whatnot. So it was actually, yeah. So mom ended up contributing a lot towards that. Um, and then it's just been a matter of me just paying her off for that. So it's actually worked worked out very, very well.

Adri Varga: 07:41

So something that is very important, it's a very important thing. You weren't really handed with something when you didn't need to figure out how to pay that loan back. So it's yes, you were very fortunate that you you're being uh given an opportunity, but at the same time, you it's it was a loan, and then you had to figure out how to pay that loan.

Cayla: 08:05

Yeah. Yeah, so because it did come from like mom's inheritance slash savings, there's no like bank interest and all that sort of stuff. So it's more so, and because she's my mom, so there's a little bit more leniency there. So um we opened up in November, so then that whole until this financial year was just kind of like a profit, profit, profit, profit. And then now I'm starting to sort of contribute back to that sort of savings loan, I guess.

Jodie: 08:36

You're able to, yeah. That's uh it's a loan structure that and you're paying it back. It's you haven't just been handed something, you're actually working for it and paying it back, which I think is the um the real the real important part about it because a lot of people you know might mistake it as well. Oh, she was just giving a leg up. Well, no, she's working hard and she's paying it back. And yeah, it's yeah. The um so tell me, do you think what do you think um compared to when you first started and thought what owning a salon would be like to what it is actually like?

Jodie: 09:13

What's

Cayla: 09:13

um I think I do this thing where I overestimate how difficult something's gonna be. So I think of the worst possible scenario and like that's gonna be reality. I was thinking that, and because everyone was telling me, you know, the first 12 months is make or break, not everybody succeeds, and all this sort of stuff, and I just kind of put a damper on that. But I think since opening, I've done nothing but growth. And I think I was expecting a little bit more of a slower like increase, I guess. But it's actually been above and beyond what I was expecting. Like it's it's very lenient in the sense of like as long as I stick to like the basics, you know, when you have clients, be there. Um, I'm never late or anything like that. So I still have the same expectations as if I was to have an employer, but then say if I've got something, appointments or whatever, I have the leniency to say like lock myself off, I guess. It's actually been yeah. I would say the difference between now and

then would probably be the confidence in myself. When I first opened, I was very like I was doubting a lot and being like, you know, second guessing, um anxiety-ridden decisions, all that kind of stuff. Whereas now I'm just kind of like I have this in the bag.

Jodie: 10:46

And what's giving you the confidence to have it in the bag?

Cayla: 10:49

You guys. Yeah. Yeah, when I first, because I think I just had that damper on my I don't know, abilities. And I was just kind of like, I am not going to be able to do this by myself. So I reached out to you guys, and literally since day one, I've had nothing but like ongoing support, not in a sense of like, you know, just your basic support. It was like holding myself accountable for what I've promised myself, and then having the skills and the knowledge and the sort of little tools around me that if something does go wrong, I know how to fix it. And very rarely has anything gone wrong because I've had so much information absorbed, very easily absorbed, that I've just been able to just, oh yeah, this means that, and that goes with this, and yeah, it's been pretty good.

Jodie: 11:45

Yeah. And um we'll sort of go into that a little

Jodie: 11:50

bit. When what were you looking for when you found us? What was it that had made you realize that you needed to ask for help?

Cayla: 12:01

Well, I am very ambitious and I refuse to fail, but I have this tendency to let something fail before I succeed. And I just refuse to let that happen with the salon because I did want to be such a like a luxury salon and just have that like extra like spice to it. I didn't know how to get myself there to make the salon that. So I knew I needed help in that sense of like the more business side of things. Because once people are in my chair, the experience is is already there, but it's more so like the behind-the-scenes stuff. So I just um I don't even know exactly. I was just doing a bunch of research on like courses and programs and all this sort of stuff, but I think I spoke to Jodie initially, and just after that initial meeting, I was just kind of like, these are my people. Because it was very real and very um self-based. So, like, even though you guys are there, it's not like I'm not relying on you to show up. I rely on myself to show up, and the more I show up, the more you guys are like back in my corner. It's just, I don't know, it's just you were not anything like all the other like things that I researched. It was all very much like fill out all of these and program this, and just very like academic, and it was just like not for me.

Adri Varga: 13:37

Yeah, yeah, yeah. Yeah, it's um it's something that we realized uh during the years we are working with salon owners, you know, just to give something which is you know like academic, it's not going to work. So that's why we actually uh restructure that programs over and over and over because we listen to uh the salon owners and we

realized all right, so whatever they need, we're going to give uh to them. And you are an absolutely amazing example of that that you know, like it actually works. So you put the work into it, and then we are here to help you, but it's all about it's all you really who is going to make things happen, isn't it?

Cayla: 14:21

Yeah, definitely. And one thing that I have noticed with this program is because, like I said, academically in high school and all that kind of stuff, I'm not very good at, I'm riddled with ADHD and I'm dyslexic. So having to read all of these different things and information overload can be very overwhelming. Whereas yours is very much like question, answer. And then because you have so many classes and the videos of like actually breaking it all down, you can actually talk about it a lot more. And I think that the one-on-one and the classes with everybody else and just listening to what other people have, like their struggles and what they've overcome is actually really, really helpful.

Adri Varga: 15:05

Yeah, and I totally agree because you know, like even if you just show up to the group sessions and nothing uh like you don't have any questions, but it does for you is sometimes you get that little golden edge, that little spark of idea, and then you can actually action on it. And you know, like next to the uh to the group session, we have you have the private support also. And uh uh what I noticed on our private support also that within the system you created your own little systems, you know, color coded everything, like whatever made sense to you. So you actually improve the system further, and this is why I think you succeeded so much because you completely put your focus into it. You didn't want to fail and you want to learn, and you basically showed up every single time, even now. When we are working on our retails, you know, like the company you are working with, they didn't have a printout uh retail uh booklet. What Cayla does, she does she creates a booklet. Yeah, so she can actually you know sell the retails. And that's something which is sets you apart from many, many young people and many salon owners. That whatever is an obstacle, you become a voter. Yeah, you don't just try to go and hit the hit the rock, you know, go around, you know, you just swing around the rock and you find your own way, which is absolutely amazing.

Jodie: 16:38

Thank you. Yeah, I I agree for someone so young um in business is that you've every challenge that you've been handed through this journey has been an opportunity for you to grow and learn, right? It hasn't been a setback for you, it hasn't been all easy, you know, smooth sailing. We all have those moments where it's like, oh my God, can I do this? But you have done it and implemented everything despite, you know, like most people come in and tell us, oh, I can't do it because I'm ADHD, I can't do it because I'm dyslexic, I can't do it because, you know, um uh I have learning disabilities. And coming from a mother of two children with profound learning disabilities and and neurodiverse background, it's you know, we understand that. And I think in um yourself, you're actually using that, you're finding the safeguard so that you can actually do what you need to do. Yeah, like with the color coding and that, because that made sense with the way you needed to map it out. Um and I think a really good um thing that a lot of people don't realize is Adrienne actually recorded all the lessons in a format for each learning style as much as

that we could.

Cayla: 18:01

Yeah.

Jodie: 18:02

So that whether you learn Adri, um, or I never get these sequences right, Adri?

Adri Varga: 18:12

Yeah, so Jodie is trying to uh talk about the uh the preference system. So some people are auditory, some people are visual, some people are kinesthetic, and some people are auditory digital. And when we are uh talking to people or when we are teaching people, we really need to make sure that we actually going to satisfy each of the representational systems. Because if I just give you like full-on data and then you actually need to see things, then that full-on data is not going to resonate with you, it's just going to overwhelm you. So this is why when I was putting this program together, I needed to make sure it's going to satisfy people who actually like to walk and listen. Yeah, and that's enough for them for an information. Some people they like to watch it, some people they need help so they can come on group coaching or private uh sessions with us within the coaching. And then some people they need a lot of details, lots of data, so we give them if they need that.

Jodie: 19:16

So it's and it's so um rewarding to hear, especially from someone that has ADHD dyslexia, that it's like you could do it.

Jodie: 19:27

It all comes down to you and just having, I guess, the right support and the the right belief in yourself, which I think is the main.

Cayla: 19:37

I think so. And just the um like the hype around, like, because I'm very reward-based as well, as most people are. When you do something, even if it is so small, like the amount of hype that you guys have involved around doing the small things makes you want to go like above and beyond and do the big things.

Cayla: 19:58

Cause then you're like, I did it, I did this.

Jodie: 20:04

Exactly. I mean, I love, you know, Adri and I love celebrating people and we love lifting them up and we love seeing them achieve. Like, that's why we started this business. Like, coaching in the hair and beauty industry is not an easy gig, let me tell you. But it's worth it because we're passionate about it and we come across people like you, and we're just like, yeah, it's worth it.

Adri Varga: 20:30

You were thinking about, all right, so I'm doing this by myself, but you you decided very, very early on that you ready to do it uh with someone who actually can help

you to make this journey either easier or faster, whatever the reason.

Cayla: 20:46

I think it was, yeah, like because this is my first time ever, I didn't want to like kind of wing it and create all these bad habits to then have to relearn something and do it all over again. Whereas if I just go straight into something with the good habits, then I can only excel.

Jodie: 21:06

Yeah.

Cayla: 21:06

Instead of having to like double work myself,

Adri Varga: 21:10

which is very unique for our industry, we must say, because most of the time people are trying, yeah, and they try for around three years, and at that three years the burnout starts to happen, and most of them they reach out around that three years, but many of them they keep struggling. So for you to realize this so early on, you opened in November 2025, now it's August 2026, and where are you at right now is just absolutely amazing.

Jodie: 21:42

And what um it is, and I think it was Cayla reached out about month free instead of year. From memory. So, Cayla, can you tell me what are some of the first things that you implemented into your salon?

Cayla: 21:58

Um, it was definitely. The pricing factor because I think that's one of the first things that you guys actually talk about is to make sure that you are where you should be initially. I was definitely not priced correctly. I think I had that self-doubt of I'm so young, people don't know the knowledge that I have. They assume that I'm like, you know, a baby. So then just going through that whole like calculator excel big thing looks really overwhelming. But then once you actually start into it, it's just kind of like this makes so much sense. And that made it a lot easier to break down everything else that goes into a salon. So once I got my pricing there, that self-confidence just skyrocketed. So then the challenges of the pushback that you get from clients, whether that's you know the rebooking, the um upgrades and stuff that they need, that was just kind of like flows. Another thing that I implemented probably almost instantly was um waivers and my policies. So my no-trade policies, my cancellations, and if I say your hair's not good enough to do what you want to do, but they're having nothing but I'm not leaving without this, then I get a little waiver out and they sign it and then I'll do it. And then whatever happens to the hair after that is no longer at me because they went against my professional opinion. Those two things kind of then fell into the whole business aspect of things. So like showing up for myself and being accountable for what I said that I was gonna do. Because before you get into any of like the modules and whatnot that you guys have, there's a little, I guess we'll call it a contract, I guess, where you sign it and it pretty much says show up or don't, but whatever happens, like that's on you. So that contract, the pricing, and then the policies

has made it very easy for me to when I get to work, I am the professional, I know what I'm doing, and I'm good enough to be here. And then every other challenge after that has just kind of been like, oh well, find a solution, you can do it.

Jodie: 24:25

And um Cayla, Cayla has a nice little um, and we've mentioned it before. She told me she's got her own little cheat sheet now, don't you, Cayla?

Cayla: 24:32

Yeah, yes, I do. Yes, I've got so um, because you can't please everybody. We work with the people. People are not entirely the greatest. So I've got a little, like when it comes to like rebooking, I've got a little what they could possibly say and my answers. Then I've got one for product, and then I've got one for my pricing as well. So there's about three or four answers when I say this is what we need to do, and they say, No, we don't, then I can have this little like depending on the tone and the vibe that they're giving of like my cheat sheets on kind of what to flow with on that. And that came from like straight from one of the modules.

Jodie: 25:17

Yeah, it's it's amazing how much just knowing the answer to someone's objection, the confidence in you, I think.

Cayla: 25:26

Oh, 100%.

Jodie: 25:28

Yeah.

Cayla: 25:29

And then I also think because like in the back of your head, you've always got that, like it could possibly be an objection soon. You kind of structure your consultation around the objections. So like this is gonna sound really bad, but you kind of manipulate the situation to make it their idea because at the end of the day, they're coming to see you. So they want to feel better when they leave your chair. So even though like it's hard out there for everybody, money-wise, and all that kind of stuff, they wouldn't sit in your chair if they didn't want the best experience. So you have to give them the best experience and you have to give them a reason why they chose you. And I think that's uh pretty important. And once you do that, then you're fine. I've always been a massive believer of before you do any hair, you have to be a friend, but your consultation need is the most important, if not the only important thing in hairdressing. Because if you're not listening and if you're not communicating what the process is and how we're gonna get there, and if they don't like you, they're not coming back, whether or not it was the best haircut or hairstyle they've ever had in their life.

Adri Varga: 26:48

Yeah, and it just comes back to also, you know, like don't disservice your clients by making a decision for them, yeah. Because what we think is, you know, financial situation, economy, or whatever, our job is not to judge their wallet or their second, our job is basically to judge or to give them the best possible service,

which includes recommending retail, includes rebooking and giving your advice. If they are take it, they take it. If they are not, no, don't, but at least you give them the full service every single time for every single client. Yeah, yeah.

Cayla: 27:31

Yes, and consistency is key.

Jodie: 27:33

Yeah, yeah. And you have been consistent, you've always shown up, and I think that's one of the things I said to you in when we first met is like you show up, it will work. And it really does. Yeah, and that's how we've designed the program. That is, you know, we will give everyone the support they need, the help they need step by step. It's not um magic, you know, like it's it's not I wouldn't say it's not hard because there are hard, challenging parts. But if you show up and you follow the formula, as we call it, then you get the results the same way as anything in our industry, right? You follow the formula, you get the outcome.

Cayla: 28:15

Yeah, 100%. Like, like you said, it's it's not easy because if it was easy, everybody would do it. But it's not hard to just be there. Because I think initially with the price calculator thing, I definitely struggled with that first of all, because I think I just got a little bit like, holy moly, that's a lot of numbers. And just having to break down everything, it was just very overwhelming initially. But I had the help, I did it basically the first time, and then we had a little like runover with like a meeting about it, and then it wasn't until later on when we were talking about it a little bit more that me and Adri kind of noticed, whoa, something's not right there. So even though I had done the basic, like the basics of it, there was still a bit of tweaking and just that constant relapping of everything, like just making sure that you've done this step right, because now we're gonna move on to this step, and then you kind of keep going. But if that step's kind of a little bit, then you go back on it. So if you don't show up, that's you're not gonna be able to track that.

Jodie: 29:23

Exactly. And I think that's something that we do differently to everyone else, is that we don't let you just brush it over or not do it, you know. Like we always bring people back, and that's why we check everything off and we we have that safeguard there because you know, like you said, if that one little thing's off, everything afterwards is going to be off. And so, yeah, that's why we we do um we do that, and it's it can be challenging, but I think also having that help that like when you are stuck, that one of us will jump in and take over and help you that little bit, and

Adri Varga: 30:01

yeah,

Cayla: 30:02

yeah, definitely.

Adri Varga: 30:03

And if you think about your business uh before you joined uh to us, you know, like what has changed the most in your business?

Cayla: 30:13

I think the flow of clients. Actually, I feel like when I first opened up, I was very heavily relying on like, you know, word of mouth, and people will just see my store and they'll want to come in, but that's not the case at all. It's like definitely word of mouth is always going to be one of the biggest things. But I think like some of the promotions and the campaigns that I've done with you guys is like, don't get me wrong, the first couple of ones are a little bit heavy going because it's the first couple of ones, like nobody knows what the hell's going on. But I just recently did a Christmas in July promotion slash campaign thing. And stereotypically, most salons are usually really quiet around that time. I ended up turning over from memory, I believe it was nearly \$5,000 on top of what I already had, just from people being interested in, oh, what's that prize I wanted? And like having like my social media blow up about it, and then having, you know, your emails about it and SMS text messages, every client that walked in, I was talking about it. Like that definitely made a massive impact.

Jodie: 31:30

And that's the that's the thing about marketing, right? Is that it's not just the first time it just works, and it's some sort of magic pill. You cannot buy clients. No, you have to win them, and you've got to win them by testing what works, what doesn't work, what resonates with them, and you did that and you stuck with it. And the um, and then the follow-up and the consistency across the board, whether it was your emails, your socials, your in salon, like you just did everything that you needed to do.

Adri Varga: 32:06

Yes, yeah, without and without really you following up and you doing like that's the thing, you can get the best advice, yeah, even if it's free and is the best advice, and you don't act on it, is never going to work. Yeah, exactly. What you did absolutely excellent, also, is what I really admire you. You know, like when you have a quiet time, for you that quiet time is not not you freaking out and frozen in time and not doing anything, you use your quiet time to improve your business every single time when you come, say, for a private uh session with me, and I was like, Whoa, you've done a lot. And you said, Yes, I had a quiet air week last week, so I put a lot of effort into implementing things. Yeah, that's this why you are so fast to actually getting results, because your mindset is on growth, not on what you are losing right now because you don't have enough clients, or you had a quiet air week. And I think that's really a key, and that's also a personality because most of the people we are quiet, I don't know what to do, I'm too stressed, and I just don't do the uncomfortable things. And you did all the uncomfortable things, yeah. So, and I think that's really, really important because um people uh who listen uh to this episode uh for uh uh for what we are talking about is basically that you need to do your part in order to grow your business. And if you do your own part, you're definitely going to um elevate your business.

Cayla: 33:48

Yeah, it definitely does help because like I enjoy I call them modules because they

just make me feel really like smart. But the modules that you guys have is just like you do, like you could really, it's so easy that you could just kind of have it playing and then sort of be doing here, there, everywhere. But because of, like I said, I guess my mindset just goes into like tunnel vision. It does help when I'm quiet that I can, you know, get in there. And I do enjoy, you know, making up my own color-coordinated modules from what you guys have given me, using the formulators that are there, but just tweaking it into my own, creating my booklets, creating my website, like all that kind of stuff was just so much fun. Like it's fun knowing that you're going to succeed.

Adri Varga: 34:38

Yes, absolutely.

Jodie: 34:39

Yeah,

Adri Varga: 34:40

and uh I totally agree, you know. Like once you have the knowledge, you gain confidence. And once you have confidence, then your whole horizon opens up. And oh, what if I do this? What if I do that? It's almost like the same with like a color formulation. Yeah, you learn the basic of the color, and then once you learn the basic, then you can create your own formula, or you can start to break the rules to see what happens if I break the rules, but you know how to fix it. And I think it's exactly the same for business.

Cayla: 35:14

Oh, yeah, yeah, 100%.

Adri Varga: 35:18

All right, so the next one is uh I think uh one thing what I wanted to uh touch base on, you know, like um, so you started to you to grow your business, but the person who you are now and who you were when you started, I'm guessing is a completely different

Adri Varga: 35:36

person.

Cayla: 35:36

So yeah, like don't get me wrong, it's been a very fast six months. But when I first opened up the salon, I was very small, like in who I was as a hairdresser. Like I've always had that, I guess as a hairdresser and a beautician, you've kind of got that element of confidence that you show when you're at work because you're on this stage and it's just kind of like wow, fabulous hair. But um, I definitely think like just even before I get to work, there's just this whole like just joy and just happiness and just ambition that like I've always kind of been a bit driven, but I've definitely grown in where I want to go in life. I think I was talking to Jodie not that long ago, and it was when I first spoke to you guys, it was just kind of like, you know, I don't want to fail, and like I want my salon to be, you know, big and whatnot. But now it's I want this salon to work for itself practically, so then I can go out and franchise and make it like a whole thing. And I feel like that's

that's two different people in the sense of like what I believe I can achieve.

Adri Varga: 36:53

Absolutely. How do you want to do that?

Jodie: 36:55

A little bit like um impostor syndrome, I always call it that like you know, you put on the brave face for the clients and like that, all that confidence, but in behind you it's kind of like oh as good as I need, you know, yeah, as good as I'm telling them. And then yeah, like it's um it's amazing to see how confident you are in just your business and the way you talk about um your business now compared to when we first met.

Adri Varga: 37:28

Thank you. Yeah, yeah. So let's get into the trickier questions, yeah. So what what are your three biggest lessons as a business owner?

Cayla: 37:43

I reckon like stick to what you know, like don't try and be like it's very easy to doom scroll on Instagram and see what other people are doing, and you know, they're doing their freehand foils and they're doing airtouch foils and they're using this color with this color. It's very easy to try and slip into that of what's trending on social media. If you just stick to what you know, most of the time that's what the client wants. They don't want the big fancy stuff and all that kind of stuff. And you can be fancy with basic anyway. Stick to your policies and your procedures as well. What you have implemented was implemented for a reason. And we all have that one client that's, you know, we're a little bit more lenient with because, you know, they're just they've been there since day one, or they go above and beyond for us, they bring us food and all that kind of stuff. But that doesn't allow them to take you for a ride because it's a lot different working for yourself. So once you're your own boss, you've got to very much stick to your word. And I think lastly, is kind of on the theme of everything we've been talking about is show up for yourself first. Like if you're just doing 3,000 things at once, it's okay to maybe block out an hour there, block out two hours there, take yourself out for lunch, do a little bit of a shop or whatever, and just like you don't actually have to be booked out 24-7 all days of the week. Like there's so much more to do than earn money. And I think it's a mindset thing, money is. I've always had a belief of it's just another source of energy. So if you believe you're gonna earn enough to keep you going, you'll achieve that. If you believe that you're gonna be successful, you'll achieve that. Whereas if you sort of try and action it, it's not gonna, it's not gonna work. Because like last Friday, I was fully booked out, like fully booked out. I had seven blow dries and like four colours. It was crazy busy. Yeah, and then I wake up on Saturday and I pulled my neck out, like at the right age of 23. Because I was just like trying to do too much because I struggled saying no. Yeah, and I was squeezing everybody in, and it's just ew, who wants to work like that?

Adri Varga: 40:20

Yeah, and it's it's sort of a misconception, you know, like uh being busy equals being profitable, yeah.

Cayla: 40:29

Yeah,

Adri Varga: 40:30

and it's actually not true. So many salons they have full books and they're still still struggling at the end of the day, and this is when pricing is so important because when you price your uh your uh your services right, you can actually make more money with less clients and be more profitable with less clients. And this is when it comes to play that what you just said is basically I can allow myself to take a day off or take a morning off or go for a lunch with my friend if I feel like I need that kind of break from the business. The right pricing, correct pricing is going to allow you to do that.

Cayla: 41:13

Yeah, and it definitely has because before I did my pricing, I would have had to have been booked and double booked and like colour on, wash your processing, do another colour, and then juggle that whole situation. And even though, yes, I am very capable of doing that, even from a col like a client's perspective, it's not an enjoyable experience, especially for first-timers. Like you want to be heard, you want to be listened to, and you want to be focused on. So, like, if my pricing wasn't what it is now, there's no way I could have done that and seen the profit that I have.

Adri Varga: 41:51

Yes, yes,

Jodie: 41:52

yeah, 100%. And it's good that you're also realising now is that you don't have to burn yourself out for your point. Yeah. Just keeping that sort of boundary and you know, yeah, and all the universe ends up stopping you like yours did with your neck.

Cayla: 42:08

I know, what the hell?

Cayla: 42:11

The facts of working with my mom though, because of the Maya and Boehm therapy that she does. I was like, I just had a day's worth of rest and I was fine and back on my feet. But I was like, geez guys, it was in my sleep too. I just pulled my neck out. I was like, no.

Jodie: 42:28

That's the worst when you damage yourself while you're asleep.

Cayla: 42:32

I know. And I was like, like I called mum and I was like, I've got an 80-year-old dude's neck right now, like I can't move it, and I'm 23. What is

Cayla: 42:40

this?

Adri Varga: 42:42

Hair dressing, being busy, busy, being busy. So, what do you wish someone had told you before you opened your salon?

Cayla: 42:54

Um that I am exactly who I am. Like, I wish someone back in the day when I was doing my apprenticeship and all that kind of stuff, instead of being like, don't do this, don't do that, like just saying you are exactly where you're meant to be and you're doing exactly what you should be, and you are who you say you are. I think that has been the biggest thing because before I joined you guys, especially, and before I did my salon, everyone was telling me, like, don't expect to succeed in the first 12 months, you know, don't expect to get major profit in the first six months. Um, there's so many hairdressers around what's going to make you different and ugh, gross, gross mentality. And then after I met you guys, it was like my initial meeting with Jodie, and I was like telling her kind of like my plan and my goals. And she was like, Yeah, you can 100% do this only because of me talking about it. And I was like, Yeah, that's that's right. I I am and I have been. And I think that definitely is just enough sometimes. Just having someone in your corner saying you are exactly who you say you are is great.

Adri Varga: 44:11

Absolutely. Absolutely. All right. What's the next?

Jodie: 44:18

What's the next well I guess we'll be finishing off, but I what I would love to hear from you for because we're talking about um how young you are and starting out is I guess what you would say to someone that's thinking about um doing like opening their own salon. And if they were thinking about coming to focus what are the three um reasons that you know you would say you'd do it or don't do it.

Cayla: 44:55

It's shit, don't do it. I think especially because of like the more younger generation, my generation, it's the interesting side of it. So if it's too like textbook, too academic, too like blah blah blah boring, like you guys are fun. You're real people too and I think that makes it that's what attracted me is that I'm not just talking to another person who's a coach. Like you guys are my hype girls you are my business partners in some aspect and you're also just there all the time like you're a friend. And I feel like that definitely helps and like being young there is so much involved that we probably kind of know but not really but we're just little sponges. We've already got so much in us knowledge wise but because of how young we are it's kind of better off because we're not having to backtrack old habits and bad habits like we can just go straight off the bat to being the best.

Cayla: 46:07

And if you want to be the best why not do Focus because you guys are the best so yeah

Adri Varga: 46:18

but it's it's it's I totally agree with you you know like the younger generation uh many older generation people you know like my age uh salon owners and everything um you know like it's just such a different way of uh thinking and um you know it's the way I see it even if it's you know our uh coaching clients just like you young and we really um you know appreciate and adore you because what you achieved is absolutely amazing but uh a coaching program needs to be suitable to everyone's needs yeah

Cayla: 46:58
yeah

Adri Varga: 46:59

and you guys should you like to learn very very differently and also you tell us what you need so once we listen we can help you the very best and uh this what we do really because you kept reaching out and we were just like all right let's just jump into a private one let's just talk through this so you can actually implement it the way it's uh it's um achievable for you you know yeah and the flexibility I think as well like when because like don't get me wrong it's not gonna just be like you just take off and that's everything like when things don't go wrong like don't go right financially for me it doesn't feel like I'm not embarrassed to just be like sorry just like give me three days and it'll be back on top it's very much like no no it's very understanding it's very like I don't know you're just real people and I feel like for my generation that's a major thing like it's not just another I'm I don't feel like I'm just another like mark I'm like a person that you want to see succeed and that I think is huge.

Adri Varga: 48:10
Yes yes absolutely what else really

Jodie: 48:13

I think there's a bit of a um disconnect oh I was just gonna say I I think there's a bit of a disconnect in the industry between the generations everyone is very focused on generation X, Y, boomer I don't know what they are now of what's count but it's um and I think that's really important that our generation really embraces and encourages your generation. Yeah. Which is not the way our generation was brought up. Our generation was brought up like the completely opposite when we were in a salon. Whereas uh now it's turned and and we really need to be bringing the younger ones up and giving them the support and the encouragement and they're like you can do this but a real belief you can do it. Not just some bullshit that they've been fed as you know helicopter parents that are always telling oh you're the greatest you know how when you came in like I don't tell you the greatest just to tell you the greatest it's like you need to be great and then I'll then you can be the greatest you know like these are the two things and I think that's important.

Cayla: 49:31

Yeah definitely and I think that's kind of why I've like really like clung to you guys as well because I had a very very old school apprenticeship. So you know I have the flicks behind the ear and the slaps on the wrist and like you know putting you down in front of other clients all that kind of stuff whereas it's so different having someone older than me who does work in the industry who I'm seeking advice

from from a business perspective to just be like you are so great you're doing amazing and I'm so proud of you like that is does a thousand things for me.

Jodie: 50:13

Yeah but it's it's um it it's what's the word I'm looking for Adrienne um it's like it's it's how and what you've learned there is what is going to take you forward um when you have your own staff because you've learned how much nurturing someone not bull not not bullshitting them but actually truly nurturing them and believing in them can lift them up for them to achieve things.

Cayla: 50:45

Yeah yeah 100% like don't get me wrong you're gonna do you're gonna have mistakes and you're gonna do shitty things sometimes and you know when it is required you do need to be a bit stern but like

Jodie: 51:03

Unique consequences.

Cayla: 51:04

Yeah yeah but back when someone does so much more than you know brushing over the good stuff and then criticizing all the bad stuff because that all that does is create doubt.

Adri Varga: 51:17

Yeah and also uh the other thing what we need to remember you know like there is a huge difference between when a hairdresser with a hairdresser mindset or beautician with a beautician mindset runs a business or when a beautician or a hairdresser actually understanding a business and starts to implement things and run business.

Adri Varga: 51:39

Because if you just see yourself before you reached out and before you learned about business I'm pretty sure you had a different personality a different way of um yeah

Cayla: 51:50

100% before I met you guys it was you know do hair and you'll be successful whereas now there's so much more there's you know um prescribing take home care for your hair um marketing there's you know advertising there's um how like you look as a person as well like it's just everything and more like I used to think you know if my hair's not done no one's gonna want to book with me because they're gonna think my hair's trash. Who wants a trashy hairdresser? Nobody whereas I'm just kind of like no like sometimes I go to work with a slick bonnet and I'm just kind of like I've never never done that before because how dare I but like the once you're a real human who understands how business works you can be a real human to your clients and they can see that you're doing so many other things behind the scenes and it shows

Adri Varga: 52:49

yes yes so so what's next for you Cayla?

Adri Varga: 52:53

So you are here where you are right now so is that any bigger dream what you want to

achieve?

Cayla: 53:00

Yes eventually once I get like my feet a little bit more on the ground to kind of have a little bit more of stability when it comes to like my week to weeks then I'll be taking on an apprentice but I'm going to be taking on someone who is like a child so that I can raise them in the way that um not necessarily I was raised but to have the same standards that I have. Build them up in a happy healthy environment with hair so that they never leave because the amount of salons where they just take on all these apprentices and then the second they get qualified they move on.

Jodie: 53:34

Yeah.

Cayla: 53:34

So hopefully that doesn't happen and then she can sort of run the salon for me then I can have my baby. Yes. And then I'll come back and then we'll yeah we'll franchise out.

Adri Varga: 53:47

Yeah that's amazing.

Jodie: 53:48

Sounds good

Adri Varga: 53:49

It's really really cool. Yeah I definitely can see you doing that and achieving that uh yeah it's there is there is no doubt in my mind it's uh for you really whatever you imagine you just put your head uh into it you know has done bum up and you can put it and yeah it's it's definitely something that I can see you doing.

Cayla: 54:09

Thank you.

Adri Varga: 54:11

Very welcome is there anything else what we wanted to ask Jodie maybe just the the last the closing uh question is basically uh just imagine that a salon owner listening right now about all your story yeah and uh that person is uh exactly where you were probably not for you a few years ago but where you were in the beginning yeah

Jodie: 54:37

this time last oh we opened it in November yeah so maybe in January

Adri Varga: 54:46

and then you know like someone like is you know who is overwhelmed overworked exhausted and wondering if there is a better way to do it what you would uh say to them

Cayla: 55:00

breathe and literally just like you already know everything so just yeah just take that moment to just breathe absorb yourself in yourself and then when you are on stage so in salon just take it one by one like even though you've got like we all do it I've got a client coming in at 11 it's now 10 50 I've got to finish this blow dry blah blah blah oh I'm running 15 minutes late or this or that like it's all right we are all human we're all people just breathe back yourself and show up for yourself and nothing will go wrong

Jodie: 55:47

that's good advice and if it was their if they were um wanting to if they needed help with their business what would you tell them

Cayla: 55:58

get help don't don't try and do it yourself because that's when bad habits come into play and that's where we do a lot of assumptions a lot of um like sometimes we go above what actually like I know for me I definitely thought it was going to be a lot harder than what it actually is. So just getting that help to simplify everything because it is actually quite simple it's just making sure that you are implementing all the right tools first so that when the harder things do come into play you've kind of already got that like wheel happening so that it's not like a major pothole it's just like a little road bump.

Adri Varga: 56:43

Exactly exactly

Jodie: 56:44

and where would you tell them to get help

Cayla: 56:46

definitely definitely Focus

Adri Varga: 56:54

but really honestly you know like it's um what the what the message is out of this that if you feel overwhelmed and if you are you feel stuck it's actually not a something what you cannot change or you cannot overcome yeah yeah you don't need to do everything you don't don't need to know everything but if you find someone who knows where you want to be and can help you the only thing what you need to do you need to do it.

Cayla: 57:26

Yeah

Cayla: 57:26

definitely 100%

Adri Varga: 57:29

thank you very much for being uh our guest

Cayla: 57:33

oh no thank you for inviting me thank you

Adri Varga: 57:36

it was really really important for us because um we can give multiple examples for you know uh salon owners much much older than you and I think your generation needed to hear that yes you can be successful and you can build a very successful business with you with the right skills and one part of the skills is your hair skill skin skill or whatever it is but the other part is your business skill which no one no one teaches you so we all get into business because we think oh my god this is such a great thing you know like I'm going to open my salon and I'm going to have my freedom I'm going to have my money and then I can go on a holiday I can have babies and it's a lot of things need to happen in order to get you there and uh unfortunately many someone as they they hardly achieve anything you know some as they keep going for 20 30 40 years and they are um breaking even but they never trully profitable so I think it was important for people to learn uh from your example

Cayla: 58:54

thank you

Jodie: 58:57

all right well we'll see you in class in a couple of days

Cayla: 59:01

yes I'll be there

Jodie: 59:04

and we that will be us for the podcast and we'll see everyone uh this was episode 41 so episode 42 coming soon

Cayla: 59:17

yes

Adri Varga: 59:18

we have a nice surprise for you guys on episode 42 so just stay tuned and we will see you next time bye for now thank you

Jodie: 59:26

bye

Cayla: 59:27

bye

Adri Varga: 59:28

bye Cayla