



THE VELVET EDGE  
SALON

POTENTIAL TEAM MEMBER

INFORMATION PACKET

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# HELLO BEAUTIFUL...

Thank you for considering The Velvet Edge as your salon home. We're so glad you're here and we're excited to show you around.



## A NOTE FROM THE OWNER...

"I have worked at TVE for a total of 7 years. For the last 3, I was the salon's Chief of Operations and spent countless hours dedicated to learning more about how the business side operates. I love every aspect of it. In May of 2023, I took over as owner.



From the time I started in this industry so much has changed. Previously a "hustle to make it to the top" mentality that led to burnout, resentment, and bad health, has now made a dramatic positive shift. Since the pandemic when we were all forced to take a huge break we didn't know we needed, I (like many people) realized how precious time is. So I rested, spent time with my growing family, and became thankful that 5 day work weeks and 12 hour shifts are now a thing of the past.

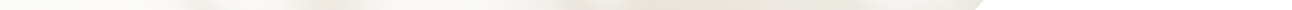
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I knew I wanted a space where others appreciated this, too. I wanted to provide stylists a space where they can enjoy the lifestyle they deserve; where they can spend all the time they want with their loved ones and have the ability to focus on physical and mental well-being.

Since the salon's beginning, almost 10 years ago we've changed and grown so much. We've learned especially that the culture of the salon is how we thrive.

It is my hope that you will reach your full potential, while living the best life you dreamed possible."

*-Rachel*



It is our goal to provide a salon home that our team absolutely loves. This happens when we all believe in our vision and share the same values.

## OUR VISION

The Velvet Edge Salon exists to elevate each other to reach our full potential, through connection and beauty, all while living the best lives we dream possible.

## OUR MISSION

Our mission is to elevate the Irmo community and other beauty industry professionals as a whole through education, teamwork, and a welcoming atmosphere so that we are able to create wealthy lives for ourselves while instilling confidence in every person that walks through our doors.





## OUR CORE VALUES

### WELL-BEING

01

We understand that our physical, mental, and financial health are crucial to living a truly wealthy life. We are always striving to gain physical, mental, and emotional strength, while balancing work and rest so that we show up each day as the best possible version of ourselves.

### TEAMWORK

02

Working together is how we succeed. We help each other out in all aspects of the job, without any expectation of anything in return. We support each other through tough situations and we celebrate our successes together.

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# 03

## INNOVATION

We are open to change, always adapting to improve and we never stop working toward positive shifts. We are always seeking out new ways to learn and to reach our goals.

# 04

## COMMUNICATION

We understand that communication is imperative for successful relationships. Discussions, positive confrontation, and the ability to receive feedback are all critical to a healthy dynamic.





## SELF-AWARENESS

# 05

We are aware of who we are and what we want to accomplish. We take responsibility for our futures, for our destinies, and for our actions. We are willing to be transparent, observed, and evaluated for the sake of positive self-improvement.

## FUN

# 06

No matter what we do, we strive to have fun while doing it. We leave negative attitudes at the door and bring positivity inside. We lead with optimism, smiles, and a desire for fun times.

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# TALENT TEAM

JACIE CRANDALL, Low-Maintenance Blondes, Brazilian Blowouts

CAROLYNE HORTON, Bridal Beauty, Dimensional Color

SIDNEY LINDLER, Lived-In Coloring

JASMINE ELKINS, Dimensional Color

KEIGHLEY SAYLOR, Bold Blondes

ANNA PERLMAN

MATTIE MCGAULEY

# SUPPORT STAFF

RACHEL WILLIAMS, Owner

CHELSEA WHITEHEAD, Guest Experience Specialist



# WHAT TO EXPECT AS A TEAM MEMBER

We understand that having a work environment where you feel comfortable and safe can make all the difference in how well you perform in your career. We strive for providing an amazing experience, not just for our clients, but for our staff as well. We would never ask anything of our team that we wouldn't expect of ourselves. We'd never ask our team members to put work before their families, or disrespect the boundaries of their personal lives. With a flowing communication between all team members, a true 'open door' policy, and a genuine caring for everyone as individuals, we live for a happy, fun workplace.

## SCHEDULE

Scheduling is based on your availability and preference. You could expect to work 3-5 days, 15-30 hours per week.

## SALON HOURS:

Monday 1-8

Tuesday 10-6

Wednesday 10-6

Thursday 11-7

Friday 10-5

Saturday 9-3

## DRESS CODE

We believe that individuality and expressing yourself is an essential part of this industry and in life, so we encourage you to wear what you feel best in.

Since we strive for professionalism in all areas of our work environment, it's important that we also portray that image in our own appearance.

## OBSERVED HOLIDAYS

- New Year's Day
  - Martin Luther King, Jr. Day
  - Memorial Day
  - Juneteenth
  - Independence Day
  - Labor Day
  - Election Day
  - Thanksgiving Day
  - Christmas Eve and Christmas Day
  - If there is a holiday not listed that you'd like off, just ask.
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# SOME PERKS OF THE JOB

## ALL TOOLS PROVIDED

Dyson blow dryers, brushes, clips, combs, Babyliss irons. Bring only your shears.

## EMPLOYEE LOUNGE

Break lounge with employee kitchen, snacks, coffee, and amenities.

## WEEKLY TEAM HUDDLES

We meet often, so our meetings are short and sweet.

## MONTHLY TEAM BONDING EVENTS

Time for fun, not work.

## YEARLY TEAM RETREATS

Not work, just fun!

## FREE HAIR SERVICES

Pay for only product costs.

## FAMILY AND FRIENDS DISCOUNTS

To be used at your discretion.

## WEEKLY "MOMENTS OF MAGIC"

You are eligible to receive a weekly allowance to really wow your guests at their visit.

## BENEFITS

### NO INCOME CEILING

Your efforts determine your prices and pay so there's no limit to how much you can earn.

### PAID TIME OFF

Earn paid time off to use how you wish (personal time, sick time, vacation time, etc.) after one year.

### PAID PARENTAL LEAVE

Maternity/Paternity leave for 3+ year tenured employees.

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# PHENOMENAL CLIENT AMENITIES

We pride ourselves on the amazing experiences we provide to our clients and we never stop innovating to improve them.

We keep a creative rotation of fresh snacks such as:

- Yogurt parfaits in the morning, and fresh veggies with dip in the afternoon
- Fresh fruit cup and granola in the morning, with charcuterie skewers in the afternoon

We always have fresh baked goodies on the amenities bar and a seasonal rotation of festive beverages. Some of our seasonal beverages include:

- Peach Bellini Mimosa
- Strawberry Lemonade Spritzer
- Apple Cider Mimosa
- Poinsettia Mimosa
- Peppermint Mocha Iced Coffee
- Pumpkin Spiced Iced Coffee
- Toasted Marshmallow Cocoa



# TOP-NOTCH EDUCATION

## NEW TO THE INDUSTRY

and ready to get started right away? With a 9 week technical training program, you'll work directly with mentors who will ensure you are strong in your specialty behind the chair. With in-house certified instructors, education is intentional and strategic. From the start you'll have the ability to take clients. Training is detailed, time-lined, and hands-on with focuses on both technical skills and business building strategies. While in training, you'll receive hourly pay then move to hourly vs. commission (whichever is higher for you).

## MORE EXPERIENCED

and don't need a detailed training program? No problem. If you're ready to jump straight into a salon atmosphere like you've never seen before, we've got you. We'll help you fiercely define your goals and help you create a roadmap to achieving *your* idea of success. Ongoing education, mentoring, coaching and guidance.

## THE HIRING PROCESS:

STEP 1 Apply at [TheVevlvetEdgeSalon.com/Careers](https://TheVevlvetEdgeSalon.com/Careers)

STEP 2 In-person meet-up at the salon

STEP 3 90 minute salon shadow experience and/or technical interview

STEP 4 Offer letter review meeting

STEP 5 New-hire onboarding begins

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# TALENT POTENTIAL GROWTH PATH

Trainee (IT Program)  
9 weeks or less, \$12 hourly

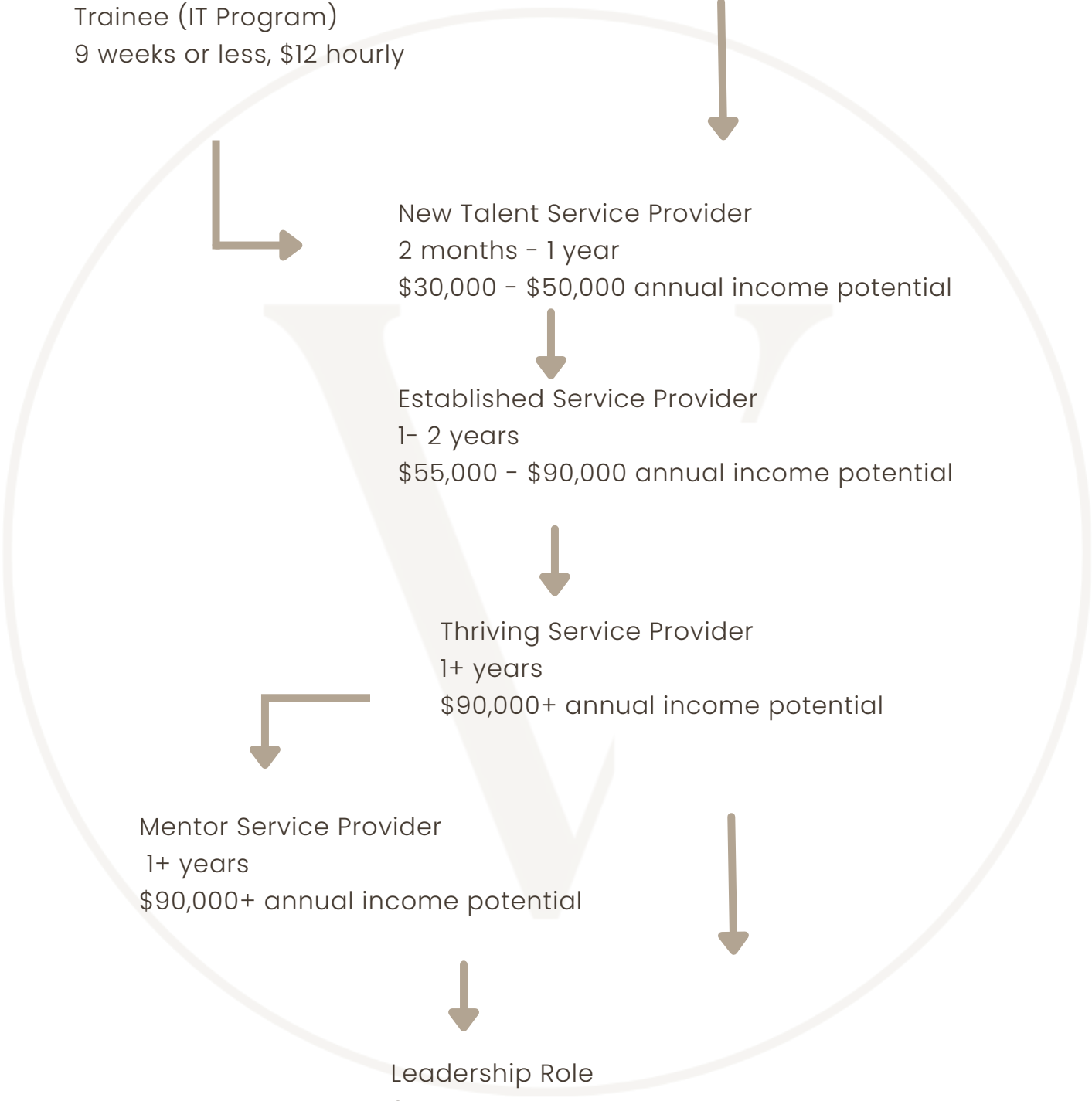
New Talent Service Provider  
2 months - 1 year  
\$30,000 - \$50,000 annual income potential

Established Service Provider  
1- 2 years  
\$55,000 - \$90,000 annual income potential

Thriving Service Provider  
1+ years  
\$90,000+ annual income potential

Mentor Service Provider  
1+ years  
\$90,000+ annual income potential

Leadership Role  
2+ years  
\$55,000+ annual income potential



# OPERATIONS

## POTENTIAL GROWTH PATH

Front of the House Trainee (IT Program)  
2 weeks, \$12 hourly



Guest Experience Specialist  
\$20,000-25,000+ annual income potential



Guest Experience Specialist  
1+ years  
\$30,000+ annual income potential



Salon Coordinator  
1+ years  
\$30,000+ annual income potential

Marketing Specialist  
2+ years  
\$35,000+ annual income potential



Leadership Role  
2+ years  
\$55,000+ annual income potential



# SOME THINGS TO KNOW

>We do not price our services based on gender, age or identity. We do not do "women's cuts", "kid's cuts", etc.

>We don't use 'level' or 'tiered' systems for service pricing. These systems can categorize lower tiered stylists as "inexperienced" and put a ceiling on what higher demand stylists can charge. Instead, we base our pricing off the demand on a stylist's time. So, no matter your experience level or time in the industry, every stylist has the ability to determine their own prices.

>We know that you will succeed when you are doing what you love. With that in mind, you'll never be expected to complete a type of service outside the scope of your preferences. We're a salon that specializes in natural lived-in, dimensional colors and extensions and we aim to be a team with the best stylists for these specialties on all hair types in our industry. No perms? No problem.

>With continued community outreach, we strive to make a positive change in the world. In 2023 our focus is on women, and we hope to make a difference in the lives of the women of our community. As a team member we aim to help you help the world, and to feel like you are a part of something bigger.

>We believe you work to live, but you shouldn't live to work. You should work a schedule that fits into your lifestyle while earning an income you're proud of. You should be able to take a vacation when you want to, take a day off to rest if needed, and have boundaries that protect your soul. Our goal is to provide a salon and culture where you have the structure that helps you succeed, with the freedom that allows you to thrive.

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## A FINAL THOUGHT

Choosing a salon home can be hard. There are many places to check out and many things to take into consideration when doing so. Whether you're new to the industry, new to town, or just looking for a change, we wish you all the best in your future.

Thank you for taking the time to check us out.

*xoxo,  
the Velvet Edge team*



[www.TheVelvetEdgeSalon.com](http://www.TheVelvetEdgeSalon.com)

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