



WELCOME

We know that looking for a new salon can feel scary and intimidating, but we also know that finding the right salon home can be exciting, empowering, and motivating! We'd love the opportunity to share with you a bit about who we are, what we believe, and our approach to elevating industry standards in order to create beautiful lives for both clients and stylists.



ABOUT OUR SALON

My personal goal and vision for our team is to build a supportive, honest, and growth-driven environment where every team member feels valued, heard, and empowered. I want you to feel safe to learn, to ask questions, to take ownership of your role, and to grow into the best version of yourself - professionally and personally. As a leader, I believe in leading with transparency, humility, and accountability. My hope is that you feel supported and challenged in healthy ways, and proud of the work you do and where you do it.

THE VISION

Our vision is to build a client-centric boutique salon that sets the standard for professionalism, trust, and excellence in the beauty industry. We strive to create a workplace where teamwork, continued growth, and a positive outlook to fuel long-term success for our clients, our team, and the future of Evolve by Tara & Co. We aim to be a salon that thrives beyond any one individual, ensuring our clients are always cared for and our culture continues to evolve with purpose.

THE MISSION

At Evolve by Tara & Co., our mission is to deliver an exceptional and consistent client experience through integrity, education, and collaboration. We exist to help clients feel confident, cared for, and valued while empowering our team to grow, take ownership of their roles, and build meaningful, sustainable careers. Every service, decision, and interaction is guided by honesty, self-awareness, and a genuine desire to serve.

CORE VALUES

TEAMWORK

INTEGRITY

CLIENT CENTRIC

GRATITUDE

AUTHENTICITY

CAREER OPPORTUNITIES

- These income projections are based on real performance data from stylists on Evolve's schedules over the past five years.
- Figures represent your **gross** earnings - your percentage of service revenue, before tips.
- Tip income is not included in these projections - stylists get 100% of their tips.

APPRENTICE

Annual Compensation Potential:
\$18,000 - \$36,000+

DETAILS:

We are a licensed Apprenticeship Salon in Washington State and will begin hiring for this program in 2027.

Minimum Requirements:

- Qualify through WA State
- Work part time in salon on clients for hands-on training
- Book work to be completed offsite

STYLIST - 2 DAYS

Annual Compensation Potential:
\$60,000 - \$70,000+

DETAILS:

Colorist, Blonding and Haircuts
20 hours a week, learning hair extensions.

Minimum Requirements:

- Excellent in Color & Blonding
- Confident in Long layered haircuts
- Dedicated to learning exceptional client care & efficiency behind the chair

SPECIALIST - 3 DAYS

Annual Compensation Potential:
\$80,000 - \$100,000+

DETAILS:

Colorist, Blonding & Hand Tied Hair
Extension Specialist
30 hours a week

Minimum Requirements:

- **EVOLVE** Certification in Hand Tied Hair Extensions
- Efficient with your timing on each service
- Excellent client service & retention

SPECIALIST - 4 DAYS

Annual Compensation Potential:
\$120,000 - \$144,000+

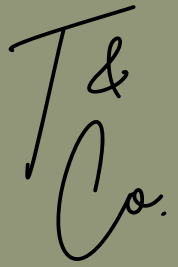
DETAILS:

Colorist, Blonding & Hand Tied Hair
Extension Specialist
35-40 hours a week

Minimum Requirements:

- Evolve Certification in Hand Tied Hair Extensions
- Efficient with your timing on each service
- Exceptional client service & retention

Stylist Growth Map to Extensions



A Path from Foundations to Mastery

Phase 1 – FOUNDATIONS

Guest Experience:

- Greeting, Consultation,
- Floor and Appointment Etiquette

Front Desk Basics:

- Checking a guest in & out
- Rescheduling a guest
- Messages
- Emails

Services You Offer:

- Learning the service menu
- Learning your pricing
- Getting your service timing down

Marketing:

- Two (2) one-on-ones with personalized marketing Work Book
- Before-and-after posting on Instagram
- Weekly Basic Marketing

Daily Habits:

- Clocking in and out
- Arriving 30 min before your scheduled client
- Executing your daily salon chores
- Communicating with your coach on how you are feeling and where you need guidance

Phase 2 – LEARNING EXTENSIONS

Hair Extensions Certification Classes:

2 days of theory and hands on learning

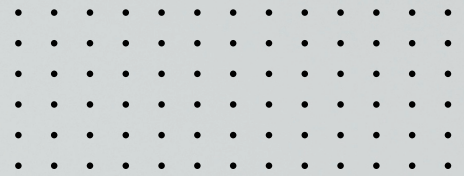
- Class 1: Extension foundations and theory
- Class 2: Hands-on – fundamentals of extensions and Marketing
- Workbook: How to Start Building with Models

Phase 3 – IN-SALON COACHING & MENTORING

- Daily in-salon coaching and mentoring while taking on clientele, hands-on guidance and support from coach and/or mentor at the salon throughout Phase 3
- Getting comfortable running consultations & order forms
- Taking a client from consultation through installation with confidence

TIMING OF THE PHASES

Our approach is to personalize each growth plan so each stylist can work at their own pace. We want to nurture and grow stylists to reach their goals and time tables. Some have reached 4 days and 6 figures in 2 years while others took 9 months. This career is yours and we are here to guide you.



A WORD FROM YOUR MENTOR & COACH:

You have my commitment that I will continue to invest in education, systems, and leadership that support both our clients and our team.

I will communicate openly and honestly, hold myself to the same standards I expect of others, and remain committed to building a workplace rooted in respect, collaboration, and growth.

You can hold me accountable to showing up with integrity, clarity, and care every day.

Sincerely,

TARA

OWNER, FOUNDER AND CEO OF EVOLVE

