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# **7** SHORTCUTS FOR BUILDING A SUCCESSFUL BUSINESS IN THE WIG INDUSTRY

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**AWA**

AMERICAN WIG ASSOCIATION

# 7 SHORTCUTS FOR BUILDING A SUCCESSFUL BUSINESS IN THE WIG INDUSTRY

Success in the wig industry doesn't happen by chance. It happens by design.

And if you're interested in achieving a level of success where you can make a great living doing this work, then there are a few key ingredients you'll need for your journey.

**You'll need the skills to make a high-quality wig, and you'll need the know-how to turn those skills into a successful business.**

That's the very reason the American Wig Association exists! At the AWA, our experience with helping wigmakers succeed on this journey has allowed us to develop a list of shortcuts that can help you take a more direct route to success.

Make no mistake; there is still work involved. However, these shortcuts will help you avoid many of the issues that trip up wigmakers and make the journey more difficult and frustrating than it needs to be.

There are many well-worn paths to success in the wig industry. As you read through the shortcuts we've included in this short report, let your mind dream about what is possible for you.

In school, they tell you that daydreaming is a waste of time. But in the real world, the world where you are responsible for creating the business and life you want to live, daydreaming is extremely important. It's how you set the course for your journey.

How successful do you want to be? That's a question only you can answer. There's no right or wrong here.... There's only what's right for you!

**What we know at the AWA is that there is no greater satisfaction than going through life doing what you love doing. That's our goal for you!**

# #1

# WHEN IT COMES TO WIG MAKING SKILLS, THE LONG WAY IS THE SHORT WAY

This might not sound like a shortcut but it actually is. When it comes to developing the skills you need to make a high-quality wig, **take your time.**

**Don't try to find shortcuts that  
promise to help you avoid doing the work.**

Skills aren't enough to make it in this industry. No one can make it **without** skills.

**And the better those skills are,  
the easier this journey is going to be.**

Quality speaks for itself. If you want to build a business charging premium fees for your work (who wouldn't want to do that?), then putting in the time to allow that work to stand out as **better than the rest** is clearly worth the effort!

**So do the work, get the training,  
put in the time, and commit to the practice.**

**TAKING THE TIME  
TO DO THE WORK IS  
THE SHORTCUT.**

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# #2

## DEVELOP THE INVISIBLE SKILLS OF SUCCESS

There's a big difference between knowing how to make a great wig and knowing how to make a great living making a great wig.

**First, you have to have the wig-making skills. Then you have to develop the money-making skills to transform your ability into a successful business.**

These are skills that are not taught in school, which is why so many people suffer when they try to blaze their own trail in business.

If you're looking to create success in the wig industry, understand that the journey actually consists of these **two** journeys experienced at the same time:

- You need to work on your wig-making skills.
- You need to work on your business-building skills.

Countless professionals in the wig industry run into problems when they realize that the wig-making skills alone are not going to get you much. They are the price you pay to play the game, but they don't mean you're going to win.

Building a successful business involves learning how to sell, learning how to do successful marketing, and then connecting with people who want what you have to offer.

The AWA is committed to creating an ever-growing library of resources to help you achieve the highest level of success.

**You will succeed more quickly if you invest equally in your wig-making ability AND your understanding and knowledge about how to build a business.**

Don't let a lack of this knowledge hold you back from success.

# #3

## UNCOVER HIDDEN OPPORTUNITIES

Building a successful business in the wig industry can mean a lot of different things. Despite what most people think, success can look a lot of different ways.

**One of the biggest myths in the wig industry is that the only way to make it is to build a business making wigs from start to finish.**

Not only is this **not** true, but it oftentimes isn't even the smartest way to make a great living in wig making. There are countless other "hidden" opportunities in wig making that can transform your skills into a successful business.

**At the AWA, we count no less than 11 completely unique ways to make a great living in the wig industry. And that list is just the beginning....**

The shortcut is to **discover these hidden opportunities** and pick one (or more than one!) that best suits your talents, interests, and the goals you have for your business.

Whether it's doing repairs, ventilating, working in the entertainment industry, renting wigs, or even just doing customizations, focusing on doing just the work you want to do is a great way to build more success more quickly.

**DO JUST THE WORK YOU WANT.**

# #4 YOUR MINDSET IS A MUSCLE

Mindset is how you think about yourself and the journey to success.

Most people are trained to believe that success is something reserved only for other people.

**The truth is that success is open to anyone at any time... if you know how to create it.**

Work is one ingredient you need and the other is mindset, which affects what you think and feel as you do the work. The crazy thing about mindset is that it has this funny way of usually coming true!

So if you think you're never going to amount to much, you'll probably prove yourself right. If you think that you're someone who messes everything up sooner or later, you'll probably be right about that too. If you think there's "no chance" that you'll ever build a successful business in wig making, that will most likely be what your future holds.

Some people call mindset "positive thinking," but it's really so much more than that. Mindset involves thinking and feeling. It involves training yourself to see the world in a certain way... a way that shows you just how capable you are of creating the life you want.

Mindset also involves taking control of that voice that's always telling you how you're falling short or that you don't have what it takes to make it.

Mindset is a big part of the journey we take with our members inside the AWA. Mindset isn't something you're stuck with; it's something you build and craft... just like a wig! You work on it, just like you work on the muscles of your body.

**Develop a mindset tuned for success by surrounding yourself with people who have already achieved that success or are taking the journey with you.**

# #5 THIS IS A MARATHON, NOT A SPRINT

Building a successful business is not something that happens overnight. We **see** “overnight success” all over the place because that’s what is in the media. This makes us think success is normal and quick. What we don’t see are the months and years of work that go into creating that “overnight success.”

**If you’re looking to create success in the wig industry, start out with the expectation that you are in it for the long haul. If you actually love this work, that shouldn’t be a problem.**

Building a successful business in the wig industry is work that is worth doing. And anything truly worth doing is usually something that takes time.

So how is this a shortcut? **Knowledge is power.** If you start out running a marathon thinking it’s a sprint, not only will you make dumb choices about how fast you run, but you’ll also suffer far more than is necessary.

You need the right outlook to make the journey a success. In the world of wigs, take one step at a time and never stop.

That’s the real secret. It’s not about how many mistakes you make; it’s about what you do after you make those mistakes.

If you know the journey is a long one, there’s pretty much no mistake that you can’t fix over time. And that’s a perspective that takes an enormous amount of pressure off of you.

In a marathon, you win by continuing to put one foot in front of the other. In wigs, the recipe for success is very much the same.

**The shortcut is simply understanding that this is a long journey, not one that is won or lost in a day or a week or even a year.**

# #6 PUTTING A PRICE ON THE VALUE YOU OFFER TO THE WORLD

If you're going to build a successful business, you have to get clear about the true value you bring to the world. For many people, this is the biggest challenge of the entire journey!

## **A business is different from a job.**

When you're looking for a job, you pretty much have to fit into the box that your employer is looking to fill. That means they tell you what they want you to do, and they tell you how much they're going to pay to have you do it. Sure, you can probably negotiate a little bit, but there isn't usually too much wiggle room.

In business, it's totally different. **You** are the source of all of the success you will create. **You** are the source of the value that you will deliver to your clients.

**You** get to set your fees. **You** get to set the terms under which you will work. **You** even get to choose who you work with! While this is an amazing opportunity, it is also a great way to shoot yourself

in the foot if, deep down, you just don't think you're very valuable.

So the very first sale in your business is the one you have to make to yourself.

You have to do the inner work to understand just how much value you bring to the world.

And then you have to make sure you charge for that and connect with the people who are happy to pay!

Ignoring this shortcut means you do what most people do...which is to work way too much for way too little and struggle because of it.

**One of the goals of the AWA is to help professionals in the wig industry understand just how valuable this art is to the world and to give you the tools you need to build a business that succeeds because of that value.**

# #7

## DESIGN THE LIFE YOU WANT TO LIVE

If you want to take the most direct route to success in the wig industry, then you have to have a clear picture of exactly what that success looks like.

### **If you don't know what you want, how can you ever expect to get it?**

The secret is to do this work right from the beginning.

We're not talking about "ditch digging" manual labor type of work, we're talking about **thinking and dreaming and feeling** work.

In school, you're told to get a good education so that you can get a good job and make a good living.

Getting a job is about fitting into someone else's box. In the average world, that is "success."

In the business world, no one is telling you how you have to think, speak, or act.

You start with a blank canvas of your life, and you get to be the artist for every area of it.

- What do you want your life to look like?
- Where do you want to live?
- How much do you want to work?
- What type of car do you want to drive?

Get clear on that and write it down.

You get to decide **all** of these things. That's not to say that everything you desire will just fall out of the sky into your lap. But based on our experience at AWA, the clearer you can picture the end result, the easier it is to get there.

**So why is this a shortcut? Because when you know what you want the end result to look and feel like, you can make much smarter decisions about how to make that dream a reality.**

IF YOU'RE NOT YET A  
MEMBER OF AWA, THEN  
**JOIN TODAY** AND GET  
ACCESS TO THE **EDUCATION,**  
**TRAINING, AND SUPPORT**  
YOU NEED TO BUILD  
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