

AWARD WINNING LOCTICIAN & 20 YEAR INDUSTRY PRO PRESENTS:

BLOSSOM BEHIND THE CHAIR



10

BY CARINA AYIESHA

**TOOLS TO HELP INDEPENDENT
NATURAL HAIRSTYLISTS GROW IN
PURPOSE, PASSION, AND PROFITS**

Blossom Behind The Chair: 10 Tools To Help Independent Natural Hairstylists
Grow in Purpose, Passion & Profits By Carina Ayiesha Brown

Published By Carina Ayiesha Brown

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Questions To Help You Identify Your Gifts/Purpose

1. What would you do for free?
2. What hobby do you do to clear your mind and relax?
3. What have you enjoyed doing since you were a child?
4. When you see yourself doing it in your mind's eye, is it clear and in color?
5. When you visualize yourself doing it, do you feel excitement?
6. Pay attention to your body when you visualize yourself doing this hobby. Are you smiling? Do you feel a sense of peace?
7. Do people ask you to do it or compliment you on it?
8. Do you find yourself doing lots of research about it just out of curiosity?
9. Is it something that comes naturally to you that people work hard at?
10. Is it something that frustrates you when it isn't done properly, and you can't understand why someone would even think to do it that way?
11. When you do it, do you go into hyper-focus and feel a sense of timelessness? Hours can pass, and you don't realize it

12. Are you so motivated to do this that you'd protect the time you spend to improve upon doing it?
13. Does this have a positive impact on earthlings? (I say this because it can empower people, animals, protect our planet etc.)



CARING FOR YOUR HEART

Once you've gone deeper within to get to know yourself, you are in an even better position to list out your priorities. Skipping the first step of caring for one's soul tends to skew our perception of what we really want. For example, if you list making money as a priority, it helps to go deeper. Otherwise, you may find that you are still unhappy after you get it, and if you haven't addressed your addictions and what is at the heart of them, having more money could lead to self-sabotage or even self-destruction.

Most of us are not motivated by money in and of itself, but rather what we think it can buy us. When



we get to the root of what we think it will allow us to afford, we may realize that we already have it, which can free up our mind to create with a deeper sense of purpose that is in harmony with our overall well-being.

CARE FOR YOUR BODY

Eat foods that support your vitality. Drink plenty of quality water. Omit or moderate your consumption of salt and refined sugar. If you practice temperance before you have to, you may still get to enjoy these things in moderation. If you do them in excess now, it may lead to health challenges later that require these condiments to be omitted completely.

So often, stylists work such busy schedules that they find themselves eating out. Finding meals that support your vitality can sometimes be challenging if you do this.



CARE FOR YOUR MIND

Learning new things is a great practice for the human experience. It not only expands your mind to new experiences and new possibilities, but it can inspire you to be more creative. As artists, we don't have to be limited in getting inspiration from another natural hairstyle that we see. You can get inspiration for cornrow designs from textile designs or flowers. There's no limit to your imagination! But being in love with the process of blooming is what helps keep our juices flowing. I've been in this industry for 20 years, and I still get excited about learning new things.

Even if you don't go out to classes, this is the age of YouTube, university and webinars. You can watch videos and skip the long lines and travel



fees to take workshops online with the best in the industry wherever you are. Your tools for success are literally at your fingertips.

Another way I consume content to sharpen my mind is by supercharging my media. For me, that means listening to my playlists, audio books, podcasts, and watching movies that inspire me to feed the art. These practices really make my chores more enjoyable and help me sharpen my mind without neglecting the other responsibilities that come with being a mom of 3 children aged ten, and under.

These days, there are a lot more natural trade show options available. It's so exciting seeing the energy spread across our country and other countries too! So, whenever you can, [attend trade shows](#). They don't have to just be for natural hair, but you have a lot more to choose from now.

[Taliah Waajid](#) was the first pioneer to put it on the map. She saw a gap in the market and created the first-ever World Natural Health Hair & Beauty Show. Dr. Bronner noticed that there wasn't a hair show that focused on the hair care needs of African Americans and he created the Bronner Bros Hair

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Are you tired of trying to figure out how to side hustle on your own?

Blossom Behind The Chair is the 1st **playbook** designed for **Independent Natural Hairstylists and Multi-Creatives** **striving to live a life with purpose, elevate their craft, and work smarter to maximize their resources.** Carina Ayiesha candidly shares her unorthodox journey to self-discovery and her holistic approach to purpose, passion and profits. Don't waste time and money trying to side hustle on your own. You may be working solo, but you've got a tribe. The world needs your gifts. Let's unwrap them!



DISCOVER :

- ✓ **The undisclosed roots of the trade**
- ✓ **Simple hacks for saving time and money**
- ✓ **Practical, global tips to care for your mind, body and soul**
- ✓ **How to integrate your other talents to stay in love with your business and find your niche**
- ✓ **How she earned more having a 2-day work week than she did working 6 days full time**
- ✓ **Resources to incorporate, market and run a successful business as an independent stylist**
- ✓ **User friendly tech and organization tools for business and life management**
- ✓ **The skills you need to live in your purpose and grow a profitable business**

Carina Ayiesha is the founder of Carina's Studio, Inc., and has passionately served her clients as a Holistic Beauty Specialist for more than 20 years. She is a mom to 3 creatives, wife, licensed cosmetologist, award winning loctician, transmedia artist, poet, dancer and songwriter. **B.L.O.S.S.O.M.©** is the way she creates safe spaces, lasting relationships and builds cooperatives with clients. She is a California State University Dominguez Hills alum who earned her bachelor's degree in studio art and dance and her certification in domestic violence as an extension of her training in drug and alcohol addiction counseling. She enjoys time with family, friends and partnering with organizations to innovate God-centered initiatives that inspire our community.

***"Don't let a peach with one seed teach you how to be strawberry.
Embrace your creative potential."***



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