

# About the Author

Alan Austin-Smith is a man on a “fantastic” mission.

At sixteen, he was enticed into the exciting world of hairdressing at Vidal Sassoon in New Bond St, London. Initially attracted by the creativity on one hand and the “beautiful women, famous faces and wild parties” on the other— and what teenager wouldn’t be—he grew to love the business behind the creativity. Later, inspired to join the cosmetics giant L’Oreal, he became responsible for helping salons to improve their business skills.

Realizing that in there was a niche market, he left L’Oreal after eight years and started The Fantastic Hairdresser Company, dedicated to teaching salon owners and their team how to turn their creativity into a business.

Fascinated by successful people and what it is that makes them different, Alan has spent the last 25 years studying fantastic people in all walks of life.

His first book, *The Fantastic Hairdresser*, has sold over 100,000 copies. It soon started to attract the attention of people who weren’t even hairdressers, as the messages were transferable to anyone.

*The Fantastic Boss*, his second book, was voted “a must read” by *High Life* British Airways magazine and has been used by companies around the world as an essential leadership guide.

With a return to his roots (pardon the pun), *The Fantastic Salon* became the essential guide for anyone running a business in the salon industry. With this, his fourth book, it’s time to bring the insights of ‘Fantastic’ to everyone!

Alan’s guiding passion is “being fantastic,” as a father, husband, and friend as well as in every part of his business life. He is now in great demand around the world as an inspiring speaker who brings that passion to anyone who will listen!