

TOP SECRET!!!!
OUR NEWEST BOOK NOW AVAILABLE



A complete and powerful business guide for salon professionals. We have combined all four current condensed books into one expanded edition. We have added additional tools and strategies that offer each salon professional an opportunity to excel their career whether a stylist or a salon owner..

The ABC's of Operating Your Salon

Developing Discipline for Dollar\$



This condensed version is geared for salon professionals who own or manage a salon, or who want to own a salon. You will learn techniques to grow your salon successfully, and you will learn how to prevent and overcome financial ruin. We will go over how to identify your strengths and weaknesses and use this information to create a business plan with attainable, written goals that are easy to track. We will discuss the importance of a point-of-sale system, we will learn the art of advertising, and we will review how to identify time wasters, and more. We will cover how to keep your expenses under control. We will discuss how to hire and retain loyal staff and learn quick and easy steps to follow that will give you the best results to bring your salon to a whole new level of success.

Hush! Royalty is Walking Through the Door!

How to Provide Outstanding Customer Service
And Outshine Your Competition



In this condensed version we show salon professionals how to provide outrageous customer service and how to outshine your competition at every turn! We will take a close look at your boss: The Customer, because he or she can fire anyone by spending money at your competition. You will find out why your most unhappy customer is your best tool to learn from. Remember: If you don't take care of your customer, someone else will. You will develop a better understanding of the importance of the first impression because you will never get a second chance to make one. You will learn how to create the "Unexpected Experience" for your clients that will set your business apart from others. You will learn the little things that matter to keep your customers coming back, and you will discover how to remain one step ahead of your competition. You will discover how to develop promotions that are fun for your client and lucrative for your salon. You will learn the secrets used by successful businesses that ensure an increase in client base and retail sales. You will also learn how to conduct "a great consultation." Remember customer service is not a department, it is an attitude!

Stylists are Business Owners Too!

Turn Your Chair into a Moneymaker



Stylists: Are you treating your chair like a business? Is your chair making you the money you want? Do your retail sales consistently give you a pay raise? In this condensed version, you will learn how to take control of your styling station and treat it like a business. You will learn the dos and don'ts of what it takes to be successful behind your chair. You will learn proven strategies that I have used and taught for many years, and I will show you how to implement them into your daily routine. This book contains crucial information that is often times difficult to find in our industry and is so important to know whether you are a student, a new graduate or a seasoned stylist.

Retailing in Action

Salon Professionals! Conquer the Obstacles of Selling
Retail Forever



In this book you will learn how to take control over the amount of money you make. Learn how to turn the fear of retailing into the power of success. Learn what compassionate retailing is all about. In this book we will also show stylists easy steps to follow to encourage staff to improve their retail sales. We will cover how to set up your salon and station to sell products. You will see how to capitalize on every promotion by setting goals for your salon and your staff. We will be looking to achieve a win-win situation all the way around.