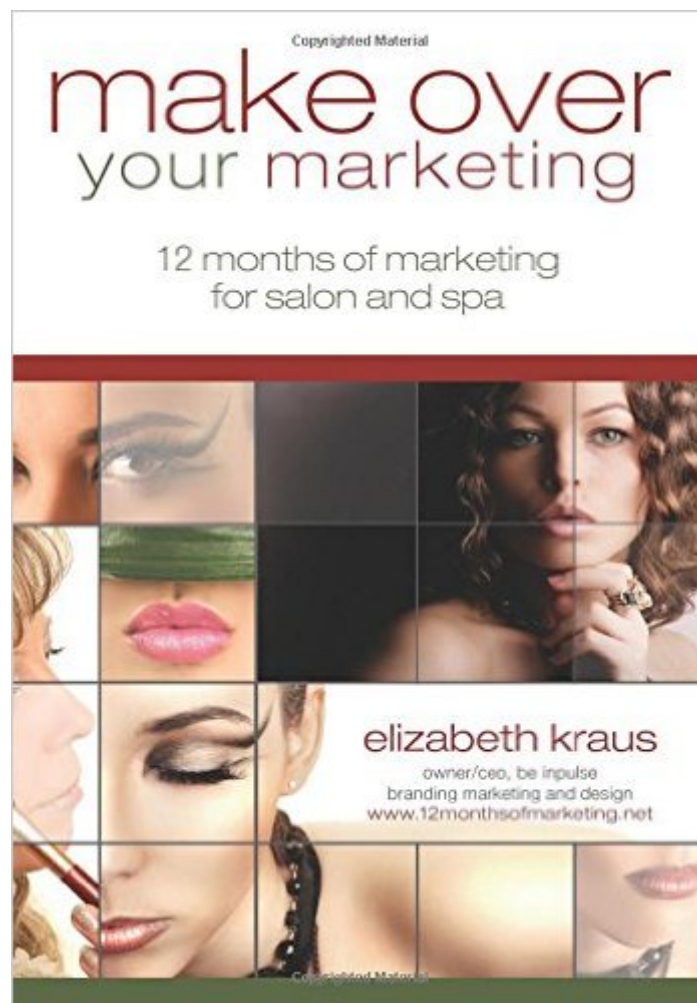


The book was found

Make Over Your Marketing, 12 Months Of Marketing For Salon And Spa: A Guide For How-to Make Over Every Aspect Of Marketing In The Salon And Spa



Synopsis

One of the few books of its kind, written specifically for salon and spa professionals, *Make Over Your Marketing* is a practical guide to salon and spa marketing. Learn how to make your marketing work to build your client base, sell more retail, generate more referrals, have more fun -- and to build a bigger role for your business in the lives of your clients. Each chapter gives guidelines for establishing or making over a specific aspect of salon and spa marketing. And each chapter is packed with a variety of unique ideas that will help you craft compelling promotions, events and an overall marketing plan for your business -- for years to come. This book is a must-have for beauty industry professionals! It will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent graduates who want to begin building their own client base.

Book Information

Paperback: 298 pages

Publisher: CreateSpace Independent Publishing Platform (February 16, 2011)

Language: English

ISBN-10: 1456593382

ISBN-13: 978-1456593384

Product Dimensions: 6.7 x 0.7 x 9.6 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #602,144 in Books (See Top 100 in Books) #116 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial

Customer Reviews

This is a fantastic book. It covers every possible marketing idea by the relevant months. It takes the thinking out of setting up your marketing. Teamed with *Explode Your Salon Business* you can turn yourself into a marketing machine!!

Well written, good content and tons of valuable resources. I like how it is laid out in monthly increments with inspirations for the salon teams to keep them motivated. Thanks so much for this book Elisabeth.

There were a ton, and I mean a TON, of ideas in this book. If you want to do promotions in

February, there are ideas specific to February, Ideas for June? Loads of them. However, I felt like after a while it got redundant and a little unimaginative. I work in the marketing department of a salon and was hoping for a bit more in-depth, helpful advice for growing our business. Instead, I got ideas about partnering with other businesses, holding events, etc. These will grow business...to an extent. I was hoping for a lot more than just partnership ideas and events, so slightly disappointed overall, but at least I did get a few good ideas from the book.

I found this book to be very refreshing. Great tips and ideas for salons or any other business. Great book !!

[Download to continue reading...](#)

Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Make Over Your Marketing: 12 Months of Marketing for Salon and Spa Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Exalted Aspect Book Air Basics of Verbal Aspect in Biblical Greek How to Exercise When You're Expecting: For the 9 Months of Pregnancy and the 5 Months It Takes to Get Your Best Body Back Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) The Salon Professional's Guide to Foot Care FabJob Guide to Become a Bridal Salon Owner [With CDROM] (FabJob Guides) Flip Your Classroom: Reach Every Student in Every Class Every Day Spa-mazing!: Discover your own way to relax and pamper yourself with activities, quizzes, crafts-and more! (Truly Me) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Annual Tax Mess Organizer For Barbers, Hair Stylists & Salon Owners: Help for help for self-employed individuals who did not keep itemized income & ... during the business year. (Annual Taxes) Every Man's Battle: Every Man's Guide to Winning the War on Sexual Temptation One Victory at a Time (The Every Man Series) The Complete Spa Manual for Homeowners: A Step-by-Step Maintenance and Therapy Guide Spa Bodywork: A Guide for Massage Therapists Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google

Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Tender
Warrior: Every Man's Purpose, Every Woman's Dream, Every Child's Hope

[Dmca](#)