



Invaluable: What Every Salon Owner Wanting Success Needs to Know (Paperback)

By Julie Hyne

Invaluable Series, 2014. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand ******. Invaluable: What every salon owner wanting success needs to know Julie Hyne Perfect for salon owners and aspiring therapists who are striving for salon success, this book, written by award winning industry insider Julie Hyne, fills a critical gap in the market by focusing on those essentials they don't teach you at beauty college or business school. Easy-to-read and highlighting the real challenges faced by today s salon owners, Invaluable brims with practical tips and personal stories from the author's own salon experience and over 10 years in the image business. Julie explains that image is an invaluable investment when developing your salon business and goes on to reveal that there's so much more to image than what meets the eye. She shows how to lay the foundations of a successful salon business by developing an image to ensure recognition over the competition, create a flood of new clients, attract loyal customers, happy staff and multiply your income. Filled with resourceful ideas and inspiring insights each chapter tackles an essential element of your Total Image. Julie troubleshoots common challenges, equipping...



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