



## Beauty Clients For Life: How To Foster New Business Relationships Using Social Media

By Melissa Liscio

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 190 pages. Dimensions: 8.5in. x 5.5in. x 0.4in. **WARNING: DO NOT READ THIS BOOK UNLESS YOU WANT MORE BUTTS IN YOUR CHAIR AND LESS ANXIETY!** Read on if you want to grow your salon clientele using social media, even if you have no digital marketing experience. In an age of social media and instant communications, it often seems as if your work goes unnoticed. It always looks like every other hairstylist you know has a much easier time attracting clients. But do they? Add that to the constant barrage of confusing and incomplete information our industry is subjected to, and its no wonder that you are feeling overwhelmed, over-worked and under-paid. We are continuously exposed to marketing education that sounds good in theory, but is outdated and no longer works in practice. In this book, you will be introduced to evergreen actionable advice to help you search, find, nurture and convert local followers into ideal clients and long term supporters. Whether youre an independent hairstylist, a salon owner, an educator or even a make-up artist, your financial future (regardless of how talented you may be) depends now more than...

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