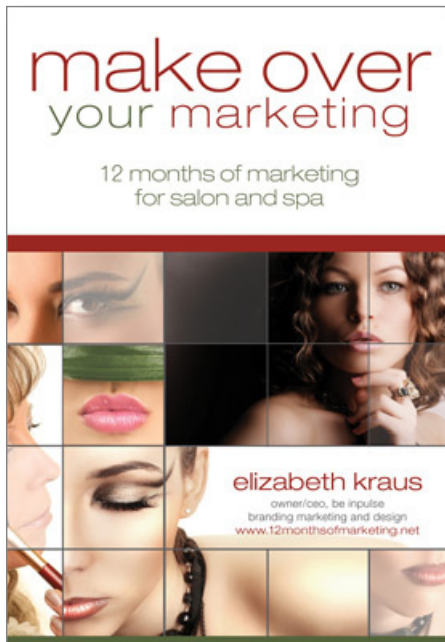




Make Over Your Marketing: 12 Months of Marketing for Salon and Spa Overview

March 2011

Notes from Elizabeth Kraus, Author



Make Over Your Marketing is actually the second of two books now published for salon and spa under the 12 Months of Marketing umbrella. The inspiration and industry knowledge that led to these publications, as well as articles posted on the author's blog at savvystylist.net, are a direct result of the last decade of my professional life. Building on a university marketing background and prior professional work experience in human resources and marketing in the realms of manufacturing, retirement living, and education, I re-entered the workforce after being a stay-at-home mom for 5 years as the marketing director for a mid-size professional products distributor and eventually opened my own marketing, design and consulting agency, continuing to work primarily for customers in this industry which have included distributors, manufacturers, and independent salons and spas.

This unique, 360° industry perspective is reflected in my writing, and helped in the development of practical, easy-to-implement ideas, support and guidance for beauty industry professionals. It was my desire to create resources that can be utilized equally well by salons or spas of any size, from large or multi-location to 'single shingle' home based, booth renters and independent operators, and regardless of how tight the budget or the economy might be, to help build business and to expand the role of the salon or spa in the lives of their clients.

The retail list price for Make Over Your Marketing is 29.95, and it is available for sale on amazon.com as well as www.12monthsofmarketing.net (as is the first volume in the series). Multiple copy/bulk purchase rates for resellers, cosmetology schools and distributors are also available, and resellers will be supported with re-printable articles, "Top 10" style idea lists and blog links, such as those now available on my blog at savvystylist.net.

One of the few books of its kind, written specifically for salon and spa professionals, Make Over Your Marketing is a dynamic guide to changing the way that you understand "marketing" and to learn how to make your marketing work to build your client base, sell more retail, generate referrals organically, have more fun, and to build a bigger role for the salon and spa in the lives of clients.

Each chapter provides the knowledge and tools to make over a specific aspect of salon and spa marketing. And each chapter is packed with page after page of unique ideas to help create compelling promotions, events and overall marketing in the salon and spa throughout the year.

While it is written specifically with the salon or spa in mind, it can be utilized equally well by any personal care or service-oriented professional or business. This book will be a valuable source of inspiration, guidance and ideas for owners, managers and established industry professionals as well as for recent beauty school graduates who want to begin building their own client base.

Elizabeth Kraus 12 Months of Marketing



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Make Over Your Marketing includes the ‘how-to’ needed for you to make over every aspect of your marketing plus—literally—hundreds of practical, low cost, easy-to-implement ideas, events and promotions for salon and spa stylists, estheticians, therapists, managers and owners. Make over every aspect of marketing in the salon or spa, and use the promotion, event and marketing ideas specific to each month to attract more people to your business, meet your service and retail sales goals, become more profitable, and build a bigger role for your business in the lives of your clients. Suitable for use by professionals in the salon and spa or any service-oriented business—it’s going to be a great year!

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An extended overview of the content for each chapter as well as a list of the observances cited in each month’s “Ideas” section can be found at: <http://www.12monthsofmarketing.net/2011book.html>.

About the Author

Elizabeth Kraus, author of 12 Months of Marketing books and publications is the owner of Be InPulse Branding, Marketing and Design. Professional work experience and clientele include marketing direction, graphic and web design for salon and spa manufacturers, distributors, salons and day spas, as well as other types of businesses including both for profit and not-for-profit organizations. ‘Friend’ her personally or ‘Like’ the dedicated 12 Months page for salon and spa at www.facebook.com/12monthsofmarketing.net; or follow blog posts and links for more inspiration on www.12monthsofmarketing.net or savvystylist.net.

Imagery: Front Cover

High Resolution 300 dpi at full size for print: www.12monthsofmarketing.net/MakeOver/MakeOver_Cover.jpg

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