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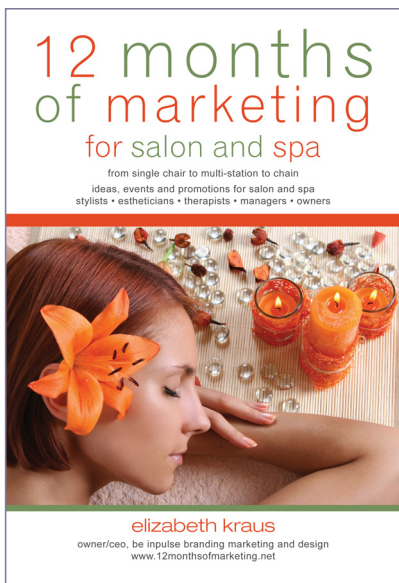
www.12monthsofmarketing.net

Announcing the release of 12 Months of Marketing for Salon and Spa
March 17-2010: Available at www.amazon.com or www.12monthsofmarketing.net

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With the economic downturn of the past few years and continued slow consumer spending projected to last for the foreseeable future, beauty industry professionals have seen clients extend the time between routine salon services by an additional two weeks (or more) and an increasing number of their clients are doing their own hair color and purchasing more hair and skin care products from retail stores. In the spa segment the disparity between the old normal and the new normal is even greater. How can new stylists and estheticians carve out clientele as they launch their career? What can they do to create a *new* normal that transcends economic factors? What should they be doing to take control of their business, growth of their client base, retail sales and income?

These are the conditions and relevant questions addressed in the new book: **12 Months of Marketing for Salon and Spa**. A special blend of marketing and business education combined with years of professional working experience with manufacturers, salon and spa product distributors and with individual salons and spas to develop marketing, branding and promotional programs gives me a unique perspective on the challenge of building salon and spa clientele and loyalty in a tight economy.

With so few books available specifically written for this industry, *12 Months of Marketing for Salon and Spa* is especially relevant to the owner or to individual professionals within the industry whether they want to revitalize their business or are just launching their career. It can be used as a text book or study for students, gifted to new graduates, or sold in bookstores or distributor stores to industry professionals at any stage of their career.

The health and future of salon and spa professionals depends upon reinstating their role as experts and creating a bigger role for themselves in the lives of their clients, and a more present, influential role for their business within the community. Traditional thinking suggests that there are only two ways to be more profitable: Get new clients into the salon (or spa) or increase sales of products and services to existing clients once they are there. That is limited thinking.

There are more ways to get clients into the chair than to wait, hoping they will call for an appointment, and there are more opportunities to sell products and services than just when the client is in the chair. You can evolve your business into a social, tribal site for your clients that blurs the lines between their service appointments and their social, professional and family lives.

Create a bigger, more influential role for your business in the lives of your clients! **12 Months of Marketing for Salon and Spa** is now available at www.amazon.com and www.12monthsofmarketing.net.

High resolution 300 DPI .jpg images of Cover and Back Cover and 72 DPI web images are available at www.12monthsofmarketing.net/bookimages.html.

12 Months of Marketing for Salon and Spa includes a marketing essentials section to reinforce and expand the marketing repertoire of any salon or spa professional. Each chapter includes a lead-in article as well as a set of themed promotions from simple concepts which can be executed with little time or money through to large, multi-faceted programs. *12 Months of Marketing for Salon and Spa* was written so that it could be effectively utilized by any professional within the industry, from the solo artist to chain salon, and regardless of monetary resources available.

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- marketing essentials
- january “bubble bath marketing”
- february “pet peeve marketing”
- march “marketing for the single shingle”
- april “where the clients are”
- may “accidental marketing”
- june “get the bounce back”
- july “add-on marketing”
- august “diversion-proof marketing”
- september “visibility in a sea of sameness”
- october “loosen up tippers (in any economy)”
- november “remodel marketing”
- december “out with the old, in with the new scene stealers”

For salon and spa industry professionals from
Single Chair/Independent Salon Owners to Multi-Station to Chain
Ideas, Events and Promotions for Salon and Spa
Stylists • Estheticians • Therapists • Managers • Owners

Elizabeth Kraus 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.

Elizabeth has developed a 12 Months of Marketing Workshop and a Corporate Identity/Branding Workshop appropriate for corporate teams or seminars.

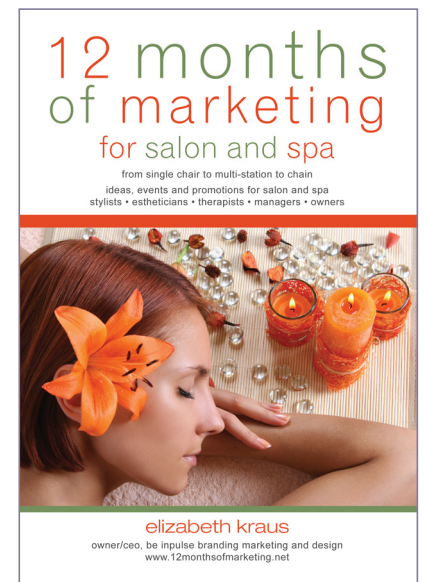
‘Friend me’ personally on Facebook, become a Fan of *12 Months of Marketing’s* Facebook page or contact me by e-mail at elizabeth@12monthsofmarketing.net for more information.

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