

Copyrighted material

FOREWORD BY JAY CONRAD LEVINSON

The Father of Guerrilla Marketing, 21 million copies sold worldwide

# LIES SALON --- OWNERS --- BELIEVE *and* THE TRUTH THAT SETS THEM FREE

DAN LOK and DJ RICHOUX

Copyrighted material

Dan Lok

## Lies Salon Owners Believe: And the Truth That Sets them Free



[continue reading](#)

• Are you fed up with struggling, taking all of the risks and investing in " " with regular work schedule and regular pay out? of success that virtually every salon or spa owner hits - where income peaks, plateaus, and eventually goes down? Perhaps you have lost the enthusiasm, the travel and the fire you once acquired for your business? • Are you fed up with wasting money on advertising that doesn't fill your empty seeing that a desert? • This is the time to manage your destiny also to take action. We always wanted a "cup ceiling" Next, they reveal the truth behind why most salon businesses don't succeed. Is definitely your salon/spa business sucking the life out of you? to 1 or even more (maybe all) of the questions, after that Lies Salon Owners Believe may be the book for you. s sports day time, dance performances, and so on. • regular job" It get you new clients? Foreword by Jay Conrad Levinson, THE DADDY OF Guerilla Marketing, 21 million copies sold worldwide Searching to expand to a larger space or add another area but you are afraid to help make the move? • "sweat equity" that you're about prepared to give up and get a " Are you sick and tired of riding the financial roller coaster, where occasionally your appointment reserve is overflowing with a waiting around list and occasionally it's empty? In the event that you answered "life-style" with plenty of money to pay your bills, your mortgage, your vehicle loan and to create a nest egg of cash while having the independence to work less and when you desire? Do you want to continue operating your salon/spa and also have a great "YES!" Physically draining and avoiding you from having a standard life, such as family get-togethers, time with your friends, your kids' In this book, Dan Lok and DJ Richoux shatter the seven lies that are holding your business back. • It function - and how to proceed about it. They also share with you strategies and techniques you can utilize to increase your probability of success. Use the strategies in this reserve to achieve the life you' Are you striking the " Now could be the first time you have a chance to stop hoping for a better life and start creating it.



[continue reading](#)

This is a great book to create a successful beauty business. I read this reserve cover to cover. The information in this book is excellent and valuable. Too much unnecessary talk and a waste of time. Great go through! The book is old & most links don't work at all. Many thanks Dan Lok Two Stars Very little new here, just common sense. Save your money. Almost 1st one-third of the book is actually boring. Anybody can make a successful salon business with the manuals on this reserve. The doesn't help you to be considered a better beauty professional. It is essentially a advertising and business publication customized to beauty salons. Get a Facebook page! Especially for anyone simply graduating from hair school This book is a little outdated for the social media marketing part but still a great read. I have owned two small salons, and teach cosmetology in a community college. I like to share books and motivational stories with my students and this one is indeed inspiring that I cannot wait to get back to class on Mon! Dan has therefore many great ideas, many of which my very own dear instructor Jo Watts trained me in beauty college back in 1984. I have already been considering starting a salon/spa when I retire, this reserve has motivated me to go on and do it. The issue is normally, I should not have to spend \$25 for a 188 page ad. This book rips off at least three other authors This book is somewhere between a sales letter for his Salon Consulting Business and ripping off other better marketing experts without giving credit where credit is due. In addition the majority of the material is definitely general and you could replace the term 'salon' for other types of business and the tips wouldn't change. He definitely tells you 'what' to do, not 'how' to accomplish it. Actually, I was amazed how he puts a lot of stuff out as if they are somehow enlightened or exclusive ideas. Awesome This book I could not put down the minute I opened it. I learned some really strategic ways of improving my business. I am a booth renter and still plenty of this put on me. I am thinking about doing something by myself which gave me an advance notice, and things to think about. If I am not currently doing these exact things when I am in business for myself on a small scale, how do I think I'd ever do it on a more substantial scale. Made me think. Only thing confused about. Raise your prices! I want there was more from her. I proceeded to go onto his website after this and I think it has lost a few of its pizzazz.. It helps to read books with positive message, that reminds you that it is ok to want better things for yourself and your family. Book includes a lot of good general suggestions, I only wish it had bit more specific here is how to optimize internet site for search engines. Definitely an attention opener! Five Stars LOVE this publication! The main thing, it will cause you to excited about your business. Have read many times now to make sure Im grasping and utilizing! A definite must buy This book gives clarity about the myths of this industry, and the truth of how exactly to grow. Pick something else if you intend to open a salon I purchased this book along with another, as I've a family member interested in running a salon. After reading it through, I've come to the final outcome that a lot of of the 13 five-star evaluations are concocted. Never say to never learning - 40 plus years and I now see things in different ways! The sad thing is, the writer had little of value to say. I certainly could not sign up for this person's training course. How he managed to force on for 188 webpages is beyond me. I've done lots of research of SEO, marketing and promoting which book was over 95% fluff and filler. But quickly after that, it fell into noise and fluff once again. I saw merit in that and it is a fascinating idea. I read nothing at all of interest until around page 120, when he recommended turning individuals who walk through the entranceway into members. Optimize your website! In a nutshell, the author talks about his success, how misinformed many salon owners are, his upbringing, a light dusting of things which are suggested in every modern business success webinar and guru course, and glues it together with a lot of fluffy, questionable and obviously false assumptions. The member thing is the only

matter I took away from 188 pages. I recommend the publication to whoever wants to build a beauty salon business. Generally when I proceed through a book, I write down ideas and recommendations that I believe are unique, interesting. He opened it for his girlfriend, but no were will it talk about that she was not a slave to the salon. Little fine detail or examples how he did it or how he tested ideas in the real world and will be offering that to the reader.. Just suggestions that nearly every current owner is already aware of. As an owner of several businesses myself, some things he claims bring achievement are blatantly his regurgitation of items he read from others. I would recommend that you rather go through 'Acres of Diamonds' (the story is told right here without crediting the original author), 'the e-myth' which plenty of this book is situated, and then browse everything by Dan Kennedy who the authors have also taken many, many tips without crediting the source. My recommendation is normally that I've not yet read various other salon success books, but I think you would do better to start with them initial, and save this book for those who have no concept of modern business promotional methods, want something a step below 101, and so are not particularly thinking about actually learning detailed effective methods. In the world of SEO, this book is one gigantic landing page/sales funnel, made to get an individual to upgrade to the paid course. I applaud Dan for his courage and insight, thank you because of this inspirational book. I understand there may be several disgruntled folks who do not like another 1 star review and could comment, but they will be hard pressed to provide powerfully convincing reasons to the contrary.. At least you won't lose as much cash. From the middle of the publication, it turns into interesting and general I loved the reserve. Lies Salon Owner's Believe This book hooked me from the first page! If you do not believe me, buy the book and intend to sell it back used on Amazon. the authors provide quite a few good principles and concepts for creating a successful salon but they purposely omit the facts that would actually make it happen. Great encouraging book I liked that Dan originated from another market and looked at Spa's / Salon's just like another business. This book is among the best books written if you are in the wonder industry and just arrived of hair school. A must go through for today's impending salon owners and to existing owners it really is never to late modification your mindset! The overall impression I acquired, is that the writer held back again the valuable information for the course, that a promotion appears partway through and by the end. Looks Mr. A long infomercial. All sizzle but where's the beef?. This reserve can be a thinly veiled pitch for his coaching and other solutions. Dan shut the salon business or offered it to someone else.



[continue reading](#)

download free Lies Salon Owners Believe: And the Truth That Sets them Free pdf

download free Lies Salon Owners Believe: And the Truth That Sets them Free djvu

[download The Beverly Hills Shape pdf](#)

[download Matters of the Mind...and the Heart mobi](#)

[download free The Jennifer Nicole Lee Fitness Model Diet: JNL's Super Fitness Model Secrets To A Sexy, Strong, Sleek Physique ebook](#)