

START HERE

Thanks for investing in your business.

First off, I want to say thank you. I sincerely appreciate that you've put your trust in me and my experience to help you increase your business. It is an honor that I don't take lightly and am always glad to help smart owners take their business to the next level.

The DVDs should be watched first, in order.

Each video is under an hour and I've also included a booklet of the slides for you to take notes on. The first DVD covers the "why" to help you build a solid foundation of information you can use from now on. The second covers each of the seven pieces all ads should have in full detail, so "paint by the numbers" ad creation!

The bonus "swipe files" Data CD will give you a jump start to making more.

Mainly, it has 8 pieces that we use in our business and you can "fill-in-the-blank" with each piece for quick implementation. Simply put your info in place of mine and send! Some of the pieces are pictures (jpg's) for you to view, others are word documents (pdf files are also included if you don't have word). Some are psd files so you can open with Photoshop to edit them (a graphics designer can help you with this if needed). Each folder begins with a set of instructions to help explain things.

There's more on the data CD too.

Also included in addition to the 8 folders of swipe files are mp3's of the DVDs' audio for you to listen to while driving or working out on your iPod if you want a quick review. The audios' would NOT be in place of watching the videos initially, since the slides have a lot of visual information you'll need. I've also included the large, full size presentations of the video slides in case you want something larger than the version in the booklet.

Take action.

The secret to making BIG changes is taking action. You set a goal of implementing a new piece, give yourself a deadline to get it out and then actually set aside time to work on getting it done. Simple, but few actually do it. When you do so, you'll begin to grow beyond your competition. Do so now because you deserve more from your business.

"Who loves ya?"

-Christopher

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P.S. Now that you know how to fix your existing advertising, next month I'll have something for you to type your name in and send out for immediate cash flow!