



## SalonOvations Public Relations for the Salon

By Jayne Morehouse

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This complete, concise, do-it-yourself guide authoritatively presents the what's, when's, and how's of successful and cost-effective salon marketing. It introduces you to the public relations challenges and unveils the basic steps needed to launch a winning public relations program. You'll discover how to take advantage of choice marketing opportunities, spread the word about your operation via networking, and use proven marketing strategies to gain new clients and keep current ones.



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### **Editorial Review**

#### **Review**

Introduction. What is Public Relations. Honing Your Salon's Image. Planning Your PR Program. Hiring and Budgeting For PR Pros. Creating a Name in Your Own Backyard. Making a Name Nationally. Getting Known in Your Industry. Special Events, Charity Work and Other Opportunities. Where Do I Go From Here? Appendix. Glossary. Index.

#### **About the Author**

One of the top 5 publicists in the professional beauty business

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#### **From reader reviews:**

##### **Ruby Harris:**

Nowadays reading books become more than want or need but also become a life style. This reading addiction give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book this improve your knowledge and information. The data you get based on what kind of book you read, if you want attract knowledge just go with knowledge books but if you want sense happy read one with theme for entertaining for example comic or novel. The actual SalonOvations Public Relations for the Salon is kind of book which is giving the reader erratic experience.

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