

# **“The 7 Biggest Mistakes People Make When Choosing A Salon & How To Avoid Them”**

*Read this guide and you'll also discover:*

**▶ 5 Beauty Secrets “Revealed”**

**▶ 3 Tips On How To Choose The Best Salon For You**

**▶ How You Can Get “The Best Service Ever”**

**▶ ABC Salon’s 100% No-Risk Guarantee**

*“You Get The Best Service Ever, Or It’s Free!”*

DAVID SALON, Owner David J. Contreras

# The 7 Biggest Mistakes People Make When Choosing A Salon & How To Avoid Them”

## **Mistake #1: You pick a salon based only on price.**

The old adage is true. “You get what you pay for.” This is especially true when choosing a salon. If you want the best services you should decide to deal with a salon because of the overall value you receive, NOT because they are the lowest price.

Here’s why

$$\text{Value} = \text{Quality} + \text{Service} + \text{Price}$$

It is impossible for any business in any industry to offer the cheapest price, have the highest quality, and provide the best service all at the same time.

You can get high quality and super service, but you’ve can’t get both and still get the lowest price.

Salons have a lot of overhead, employees, products, leases, continuing education, etc. If their prices are “too good to be true” then they are cutting comers somewhere. Whether it’s in the quality of their services and products, or the customer service they provide, something has to suffer to give you those low, low prices.

Total value is all three: Quality, Service, and Price.

The three most common problems you will have when you pick a salon based on low prices are:

1. The first problem is that cheap salons don’t usually stand behind their work if their is a mistake. Sure, those salons might charge you less, but how will they treat you when you are not happy? To give the cheapest price they usually have low-wage, inexperienced employees, with a license to practice, but little or no real-world skills. They also cut comers by using cheaper products. The end result is “you get half of what you pay for.” And the little bit of money you save ends up costing you more in the long run, especially if you have to miss work because you’re locked in you room crying for 3 days after getting “butcher”. Believe me, there is a saying I always tell my clients “the bitterness of poor quality lingers long after the sweetness of low price is forgotten ...
2. The second problem with a salon who offers the lowest prices is that ~ often have to compensate for being cheap with quantity. Not quality. Your salon experience is anything but relaxing when you are being herded like a sheep waiting for your turn to be shorn and then sent on your way. Many times these salons don’t even wash your hair, it’s just wet down with a spray bottle, and when you’re through they usually

send you out with soaked hair. It's tough to evaluate the end result when you can't see it.

3. The third reason why picking the cheapest salon is a problem relates back to the low-wage, inexperienced stylists that are usually employed at these types of salons. Anyone can go through the schooling and have a license, but it's the finishing schools, and spending the time and money on furthering education and developing talent that really makes a "Stylist".

If you really care about keeping your hair in optimum health. Whether you want to look polished and professional, or stylish and trendy. Whether you are interested in color that can enhance your natural beauty, or turn you into a vibrant vixen. And, if you want to be pampered, treated with kid gloves, and learn beauty "secrets" from experienced experts, *then don't choose a salon based on price.*

### **Mistake #2: You Think All Salons Are The Same**

Every salon is different. No two salons are really the same. Every salon has different services and different employees who have unique talents and specialties.

Styling is a combination of talent, experience, and skill. Most people don't realize the time and money the best stylists

Contrary to what some people think, styling is not just a matter of cutting hair. It takes workmanship and talent to create real quality styles, and an eye for color and dimension to design a total look for an individual.

*Communication is the key to picking the best salon for you:*

- Ask what type of training and experience the stylists have
- Ask how much time they will spend with you before the appointment
- Ask to see pictures of their work
- Ask to read testimonials of past clients
- Ask any other questions that are unique to your needs.

This will help you to decide if they are the best salon for you.

After you ask your questions, it will become pretty obvious which salon you should choose. The salon that wants your business will prove to you that they are the best salon for you. Take your time and decide which salon you would like to use - but when you decide, you must be loyal to them. That brings us to Mistake #3.

Mistake #3: You Frequent Several Different Salons

You may think this is good for you because whoever can get you in soonest wins the appointment. And it is, to some extent. But here is why it usually isn't a good way to deal with salons.

A good salon has enough loyal clients that they don't have to deal with price shoppers.

Once you find a good salon, you must be loyal. *If you flip-flop from salon to salon, a good salon won't be too motivated to keep YOU as a client. They will cater to their loyal clients.*

Price is important. But price should not be more important than good quality and good service.

When you aren't loyal to your salon, and show up every 6 months for them to "fix" your cheap haircuts, when you need a favor who are you going to turn to? When your best friend that you haven't seen since college calls and says she's going to be in town for the week-end and you've got an inch and a half of roots showing who's going to bend over backwards to get you looking your best for the reunion?

Every salon expects to bend over backwards for their loyal clients now and again; they might even see you after hours, or early in the morning, or pull off a miracle. Provided the client is loyal. The salon will do all they can to help you look your best for an unexpected special occasion.

All good salons will be loyal to you if YOU are loyal to them.

*Keep loyalty in mind when you choose your salon.*

#### **Mistake #4: You Don't Allow Enough Time For Your Salon To Service You Properly**

Mistakes happen when you rush!

When you're in a hurry, you may not get enough time to communicate with your stylist to make sure you get exactly what you need. And, sometimes, one late client can push back schedules for the whole day. When you schedule a salon visit, don't short yourself on time. Ask the salon how much time you should allow in your schedule and then add a half hour. You deserve it, it's your time to treat yourself right - don't rush it.

Before you get serviced at the salon, talk with your stylist. Make sure he or she knows what your likes and dislikes are, what your "goal" is and how you will achieve your desired look.

*You can save time, money, and headaches from the very beginning by communication!*

Why do most people do the opposite and find themselves at the mercy of their stylist? Because\_ everyone takes the stylist for granted. Everyone assumes they read minds, or that they can make you look just like the photograph you brought in, even though you have a completely different hair type and face shape. Most everyone thinks the stylist is the "miracle worker" no matter what condition hair may be in. This just isn't the case.

You should think of your stylist as your "beauty expert" and "project partner". And, you are the project. Consult with your stylist. Let them know in advance what you want. Ask them if they can give you any tips and ideas on creating a look and maintaining it between visits. A good salon will take the initiative in communication.

#### **Mistake #5: Picking A Salon That Doesn't Guarantee Their Services**

*All reputable salons guarantee their services automatically.* This means if you aren't happy they will attempt to "fix" whatever it is for free, and if you still aren't happy they will return your money.

Unfortunately there are unethical salons that won't do this. Instead they will argue with you for having "unrealistic expectations".

An unethical salon may charge you for a re-visit, or refuse to give you your money back.

The best thing you can do is pick a salon that guarantees their work. This way you know they have to be good and have good communication with you. There is no risk for you.

#### **Mistake #6: You Think Having A License Is All It Takes To Be A Good Hairstylist**

There are hundreds of thousands of licensed stylists. They've all gone to school, or been apprenticed and passed their state boards examine. That doesn't mean they are all good.

Hair styling is an art. Having a degree of talent is important, although the skills can be mastered with time and

practice. It is important for stylist to continue their education, and go through extra training such as “finishing schools”.

Don't be shy. Ask stylists about their training and find out what kind of skills they have mastered before you put yourself in their hands.

#### **Mistake #7: Not Asking To See Examples Of Salon Workmanship**

This is probably your best bet at finding a fantastic salon. Ask to see examples of their work. If they don't have a book for you to look through ask for references. A good salon will happily give you references.

Ask for the names of at least three people who have visited the stylist you're interested in, and call them and ask them if they are happy with the salon.

Also, ask to read through any testimonials the salon has from clients. This is the easiest way you can find a salon for you!

## **5 Beauty “Secrets Revealed”**

**Beauty Secret #1** Protect your hair, as well as your skin, from the sun. Use sunscreen on your scalp at the part. Lip balm with sun block will work.

**Beauty Secret #2** Don't try to style hair soaking wet, get it 80% dry first.

**Beauty Secret #3** To prevent wrinkles and sagging always apply creams with firm upward strokes. And don't forget to protect your neck too, it's the first part to show signs of aging and yet the most neglected.

**Beauty Secret #4** Eyebrows look best when filled in with a soft pencil or powder. Go to a professional for your first plucking. It's best to work in a bright, natural light when tweezing.

**Beauty! Secret #5** The best bargain for your hair is a good cut. If possible, pay extra for a top-of-the-line stylist. More technically advanced hair cuts will last longer, up to 8 weeks depending on the length.

### **Look Like You Just Stepped Out Of A Salon Everyday!**

Now comes the hard *part*; *choosing a best salon for you*. But, there are hundreds of thousands of salons, and you've probably seen your fair share of them - *how do you choose just one? How do you find one that best suits your needs while avoiding getting any sloppy or insufficient services?*

### **Use These Tips To Select A Salon**

**TIP ONE:** *Choosing a salon solely by price doesn't work*. The truth is, when we invest wisely, we get what we pay for.

*Beware of unbelievably low prices*. Call the cheapest salon and I'll wager you get a so-so job with very little service.

It only makes sense that the cheapest salons have to cut costs by using cheap, low-wage, (usually low skilled) employees, cheap products, and cheap methods spending as little times as possible addressing your needs. (After all they have to make up for "quality" with "quantity".)

Are you really going to be happy with cheap, rushed service and no guarantees?

If not, then *the lowest price salon really isn't a bargain at all.*

**TIP TWO:** *If/zat kind of results does the salon get?* Many professionals claim to have experience or talent. Often people are upset when they expect their hair to look like a picture they brought in to a stylist. but reality sets in about the time they see chunks of their hair (much longer than they anticipated) falling to the floor.

A void this tragedy, through excellent communication. Ask to see pictures of the professionals work .. If they don't have any, ask if they have a few clients you can call for a reference or testimonials you can read through. Make sure the salon professionals are straight with you. Often times the difference between leaving the salon in tears or with a smile is simply communication.

**TIP THREE:** *Doing it yourself is a waste of money and time.* Sure you can buy a set of clippers attached to a vacuum, or stand over the bathroom sink and go crazy with the scissors. But. Will you really look your best?

If those methods could make you look like a million bucks I would never have spent the money and time on going to college to become licensed professional and invested thousands of dollars to open a salon.

## **How To Get "The Best Service Ever!"**

*Choose My Salon When You Want These Benefits:* If all you want is a quick job, with little pampering and service, for the cheapest price possible - please call someone else. My specialized services are designed for people who care about their personal "image" and want to look their best everyday.

I have put together the very best staff, techniques, and products lines to achieve the best service possible. Every aspect of my salon is focused on developing the best services attainable and the best salon experience possible.

### **1 00% No-Risk Guarantee**

*My Personal Guarantee To You*

*If all you want is a cheap, low-quality, service, please call someone else. , My salon is designed only for those who want the best service ever. You will feel, relaxed, pampered and gorgeous. That right, you will feel my salon gives the best service possible or I will re-do your service for free. If you are still not pleased, I will not accept payment... No hard feelings. No questions asked.*

**David J**  
**Contreras**

*Here is what some of our clients have to say about DAVID SALON*

*I have been a client of David's for years. He is professional, an extremely talented artist. I always trust his recommendations and he is excellent at color. David always makes time for me and shows that he values me.*

*~Carla Wright*

## ***Thank You!***

*Thank You for reviewing this information. Hopefully, you found this information helpful. If you have any questions or comments please call me at 512.658.1983*

***DAVID SALON***  
***12912 Hill Country Blvd, F140***  
***Bee Cave TX 78738***  
***(512) 658-1983***

***Website: [www.davidsalon.co](http://www.davidsalon.co)***  
***DAVID SALON is located in The Hill Country Galleria at Studio Elite***