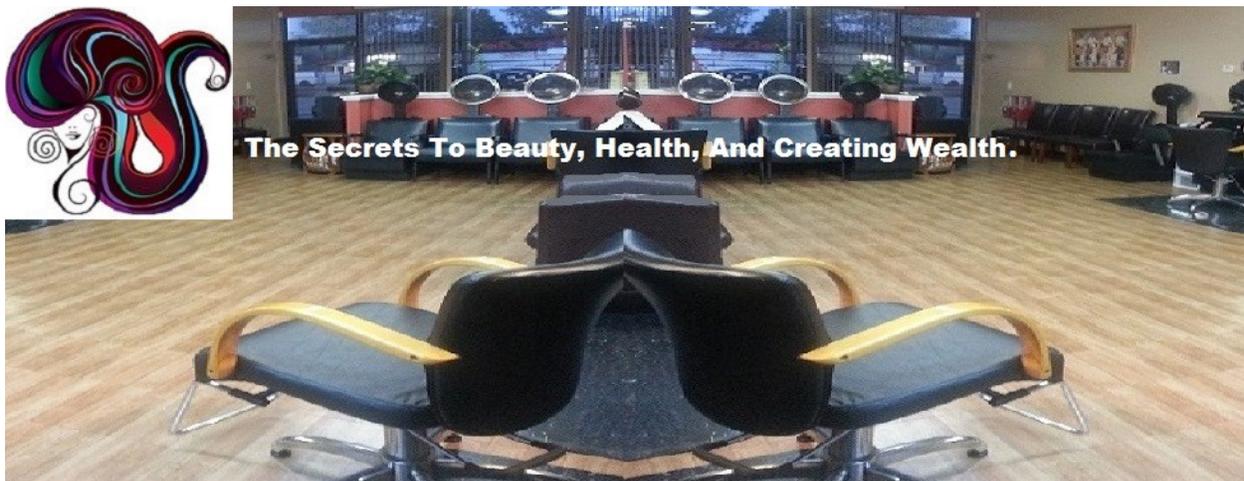


Here Is The FREE Report You Requested:

“The 4 Biggest Mistakes People Make When Choosing A Hairstylist Or Barber & How To Avoid Them”



Read this guide and you'll also discover:

► 3 Reasons You Should Not Choose A Stylist Or Barber Based On The Cheapest Price

► 5 Beauty Secrets “Revealed”

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

► **Darron’s Beauty Shop 100% No-Risk Guarantee**

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

By Darron Hardmon, Owner Of DarronsBeautyShop.com

Dear Friend,

Thank you for reading this informative booklet. This free booklet will help you pick the best hairstylist for you. The more knowledgeable you are about salons, the better you are at determining what will best serve your needs.

Education is truly the first step to making a good decision. You do it before you buy a house, a car or anything else. Why not before you choose a barber or hairstylist?

You’ll learn why you should never pick the hairstylist with the lowest price.

You’ll also learn why all stylists are different. And why communication is so important.

This free booklet can make your beauty salon experience painless and trouble free.

Feel free to call me anytime at 904-705-1923. Thank you.

Sincerely,
Darron Hardmon

Darron's Beauty Shop At The Comfort Zone Salon
9560-1 Lem Turner RD
Jacksonville FL 32208

“The 7 Biggest Mistakes People Make When Choosing A Hairstylist Or Barber & How To Avoid Them”

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

The old saying is true. “You get what you pay for.” This is especially true when choosing a hairstylist or barber.

If you want the best services you should decide to deal with a hairstylist or barber because of the overall value you receive, NOT because they are the lowest price.

Here's why:

Value = Quality + Service + 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 can't get both and still get the lowest price.

Hairstylists and barbers have a lot of overhead, employees, products, leases, continuing education, etc.

If their prices are “too good to be true” then they are cutting corners some where. 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 stylist based on low prices are:

1. Cheap hairstylist and barber salons don't usually stand behind their work if there is a mistake. Sure, those stylists might charge you less, but how will they treat you when you are not happy?

The stylist who gives the cheapest price usually is inexperienced, with a license to practice, but little or no real-world skills.

They also cut corners 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 your room crying for 3 days after getting your hair “jacked up”.

This goes back to that old saying “you get what you pay for...”

2. A hairstylist that offers the lowest prices often has 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.

3. And the final reason why picking the cheapest salon is a problem relates back to the 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 the best health, you want to look polished and professional, or stylish and trendy;

whether you are interested natural beauty, or you want to be transformed into a vibrant vixen; or if you want to be pampered, treated with kindness,

& learn [beauty “secrets”](#) from experienced experts, then don’t choose a hairstylist or barber based on price.

Mistake #2: You Think All Salons Are The Same



Every hairstylist is different. No two stylists 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 put into their art. Contrary to what some people think, styling is not just a matter of cutting hair.

It takes workmanship and talent to create really 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 stylist 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 barber or hairstylist for you. After you ask your questions, it will become pretty obvious which salon you should choose.

The stylist that wants your business will prove to you that they are the best stylist 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 (chair hop)



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 stylist.

A good stylist has enough loyal clients that they don't have to deal with price shoppers. Once you find a good hairstylist, you must be loyal.

If you flip-flop from chair to chair, a good stylist 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 stylist, and show up every 6 months for them to "fix" your cheap hair styles, 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 weekend, and you've got an inch and a half of grey roots showing, who's going to bend over backwards to get you looking right for the reunion?

Every hairstylist 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. Your stylist will do all they can to help you look your best for an unexpected special occasion.

All good hairstylist and barbers will be loyal to you if YOU are loyal to them. Keep loyalty in mind when you choose your stylist.

Mistake #4: 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 stylists 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 #5: You Don't Allow Enough Time For Your Salon To Service You Properly

Are you that client that always in a hurry? 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 a “miracle worker” no matter what condition your 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 stylist will take the initiative in communication.

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.

Book your appointment today by clicking here

<https://www.darronsbeautyshop.com/beauty-salon.html>