

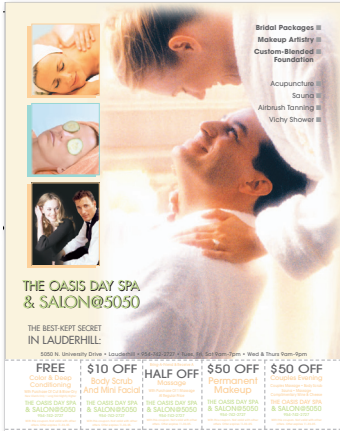
# Clipper Magazine®

## Featured In...

### DARE TO BARE!

#### PROFESSIONAL HAIR REMOVAL MARKETING PROGRAMS

**NEW TARGET MARKETS:** Your hair removal marketing should be specifically targeted to special groups. Sure, you can do all things for all people with hair removal services. However, you really need to set specific marketing objectives and goals so that your marketing programs bring in the desired clientele that you really want, especially as you build your reputation as a hair removal specialist. The most popular target hair removal markets are going to be 'Bridal', 'Young Career Women', 'Men', 'Teens' and 'Special Multi-Ethnic' targets.



after you pay for artwork, printing, address labels and postage. It will be worth it to target both your regulars and everyone within 3 to 5 miles of your salon and spa even if you promote your hair removal rituals at full price with direct mail marketing. You may be surprised to see a dramatic 25% to 35% increase in business.

#### POINT-OF-PURCHASE MATERIALS & MERCHANDISING:

Create visually exciting counter cards, posters and shelf talkers that can be posted at your front desk, in the restrooms and throughout your salon or spa. Lead with a beautiful headline and photographs – like 'Dare To Bare!'. If desired, create a complete list of your special hair removal services with their full prices. You will be surprised how it will get your clients to ask for these services, without any discounts or specials. If desired, create some seasonal specials, where you tie in various hair, skin, nail and spa service packaged together with your hair removal services.

**SPECIAL SERVICE BROCHURES:** If you really want to be known as a specialist, create a separate Hair Removal Services brochure. Use this format to explain what your clients should do before and after each hair removal service, while you share your

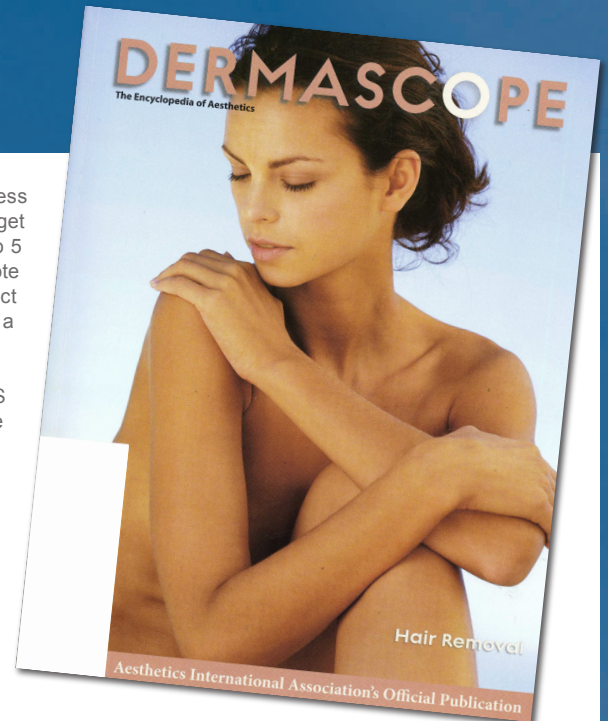
**PROFESSIONAL SPA PHOTOGRAPHY:** Look to hold a special professional photography session each year, where you can capture photographs that will help you promote all of your skincare, spacare and hair removal services. some semi-nude and nude models and discreetly show beautiful underarms, faces and bodies to find extremely attractive models. Take a look in professional photography for some ideas for beautiful illustrations of your models to pose for. Remember, a picture is worth a thousand words. Help your prospective clients see their refined beauty with your professional services. These photographs will ensure future success, while combining headlines and body copy into counter cards, advertisements and email blasts.

**DIRECT MAIL WORKS!** Use your hair removal photographs and postcards that can be sent to several local zip codes or to college campus women, sororities and young female career executives. You may be able to work with a local nail salon, tanning salon, bathing suit shop, travel agent, gym or health club to trade mailing lists, for some effective direct mail cross-marketing. Explore working with Clipper Magazine, Savvy Shopper or Mint Magazines where you can target 50,000 homes near your spa or salon for about 3 to 4 cents per home.

You certainly can also create postcards, brochures and other solo direct mail devices, although they may cost you up to one dollar per targeted household

**DIRECT MAIL WORKS!** Use your new skincare and hair removal photographs with some full color postcards that can be sent to your entire client list, several local zip codes or to any special group – like college campus women, sororities and young female career executives. You may be able to work with a local nail salon, tanning salon, bathing suit shop, travel agent, gym or health club to trade mailing lists, for some effective direct mail cross-marketing. Explore working with **Clipper Magazine, Savvy Shopper or Mint Magazines** where you can target 50,000 homes near your spa or salon for about 3 to 4 cents per home.

It is a great idea to create special hair removal service packages where you tie in various body parts. It also works great to tie hair removal into other skincare and spacare services, so you can introduce it during any 'Day Of Beauty' or other spa retreat promotion. Promoting special hair removal packages for proms, vacations, summer, holiday parties and other special events is always terrific. If your salon or spa participates in 'Spa-A-Thons', 'Massage-A-Thons', or 'Cut-A-Thons' for charity – add hair removal services to the menu that day. For a full price fee or a slightly discounted service fee, you will introduce many new first-time clients to your



hair removal expertise while helping some local organization. Skincare & Hair Removal Parties are fun! Create a 'Men's Night' or a 'Lady's Night' where you offer a lecture demonstration, discounted hair removal services, door prizes, refreshments and bounce-back offers.

**YEAR-ROUND PROMOTIONS:** Professional hair removal should be promoted and marketing all year long! Yes, there are special seasons when it will do better before vacation periods, proms, holiday weather. You can create annual marketing calendars that target a new clientele on a monthly basis.

eyebrow Arches' or a 'Year Of Beauty', where your clients will pay for 2 visits at a special price – or receive a product gift. You can offer a 'FREE' Hair Removal Ritual

**PROMOTIONS:** Hair removal is rarely covered in active PR and media relations. It is an opportunity to educate your clients by create a series of press releases to the local media, so you can gain a lot of exposure in the news, on TV news shows and radio news. It is actually a lot of fun to do, especially when you see your services live on the male and

female DJ's while callers ask questions for gift certificate prizes. You can set up a number of discreetly and tastefully planned live demonstrations on TV talk shows and newscasts. You will be amazed with the calls you will receive. This is not paid advertising, but it is free media exposure and it really works to promote your spa or salon as hair removal experts.

**EDITORIAL NOTE:** For a complimentary direct mail advertising consultation with Clipper Magazine, Mint Magazine or Savvy Shopper and to find a local resource near you, call 866-802-1429 or visit [www.ClipperMagazine.com](http://www.ClipperMagazine.com) [www.MyClipper.com](http://www.MyClipper.com).