

your guide to a

beautiful experience

with your hair stylist

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“you will get the **best** service ever, or it’s free”

Read this guide and you will discover:

- 5 beauty secrets “revealed”
- 3 tips: how to choose the best stylist for you
- How you can get “the best service ever,” Laszlo’s 100% no-risk guarantee

Dear Friend,

Thank you for reading this information booklet.

This free booklet will help you pick the best stylist for you. The more knowledgeable you are about stylists, the better you will be at determining what service best serves your needs.

Education is truly the first step to making a good decision. You do it before you buy a house, a car, or any other product. Why not before you choose a stylist?

You’ll learn why you should never pick the stylist with the lowest price. You’ll also learn why all stylists are different, and why communication is so important.

This booklet can make your salon experience painless and trouble free. Feel free to call me at any time at **206.329.0177**.

Thank you. Sincerely,



Laszlo Horvath
American Board Certified Haircolorist





5 beauty secrets revealed

BEAUTY SECRET NUMBER 1:

Protect your hair, as well as your skin, from the sun. Use sunscreen on your scalp at the part. Lip balm with sunscreen will work.

BEAUTY SECRET NUMBER 2:

Don't try to style soaking wet hair; get it 80% dry first.

BEAUTY SECRET NUMBER 3:

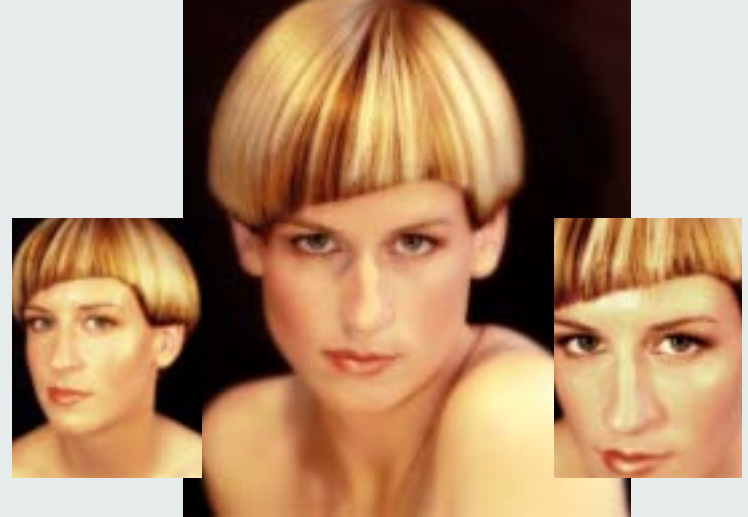
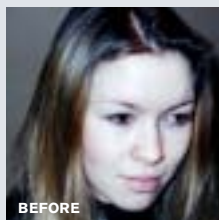
To prevent wrinkles and sagging, always apply creams with firm upward strokes. Don't forget to protect your neck too; it's the first part to show signs of aging and yet it's the most neglected.

BEAUTY SECRET NUMBER 4:

Eyebrows look best when filled with a soft pencil or powder. Go to a professional for your first eyebrow shaping. It's best to work in bright, natural light when tweezing.

BEAUTY SECRET NUMBER 5:

The best margin for hair is a good cut. More technologically advanced hair cuts last longer, up to eight weeks depending on the length. You'll look like you stepped out of a salon every day.



use these 3 tips to select a stylist

TIP ONE: Choosing a stylist solely by price doesn't work. The truth is when we invest wisely, we get what we pay for: great services and guarantees.

Remember if you call the cheapest stylist you'll get a so-so job, done with very little service, poor products and no guarantees. The lowest priced stylist is often no bargain at all.

TIP TWO: Make sure you see examples of a stylists work. Ask to see pictures and ask for references or testimonials. Make sure the stylist is straight with you. Often times the difference between leaving the stylist in tears of pain or tears of joy is simple communication.

TIP THREE: Doing it yourself is a waste of 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 look your best?

If those methods could make you look like a million bucks I would have never spent the time and money on going to college to become a licensed professional. Use these three tips to select a stylist.

the 7 biggest mistakes people make when choosing a hair stylist, and how to avoid them

MISTAKE NUMBER 1:

Selecting a stylist based only on price.

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

Here's why:

Value = Quality + Service + Price

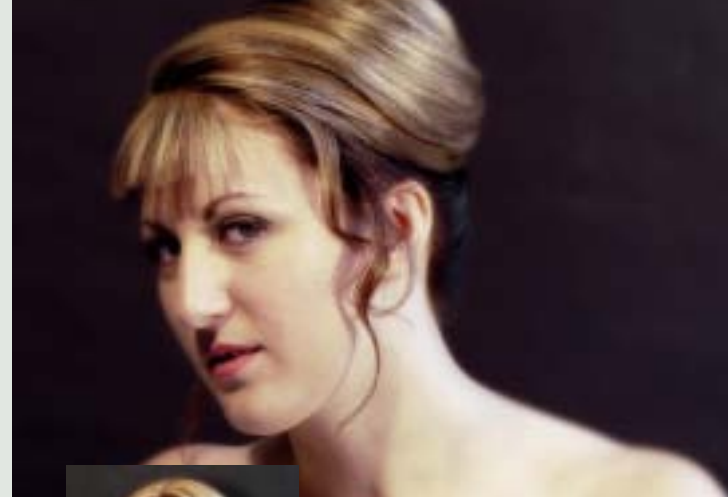
It's impossible for any business in any industry to offer the cheapest price, have the highest quality, and provide the best service all at the same time.

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

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

First, less expensive stylists don't usually stand behind their work if there is a mistake. How will they treat you when you're not happy? A good stylist will always stand behind their work.

Stylists who charge less are often inexperienced with a license to practice, but with little or no real-world skills. They also cut corners by using cheaper products, and in the end you get what you pay for. You don't want to be locked in your room crying for three days after getting “butchered.” There is a saying I always tell my clients: “the bitterness of poor quality lingers after the sweetness of low price is forgotten.”



MISTAKE NUMBER 2:

All stylists are the same.

Every stylist is different. No two stylists are the same. Every stylist has different services, with unique talents and specialties.

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.

- Ask what type of training and experience the stylist has
- 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

Answers to these questions will help you choose the best stylist for you.

Second, a stylist who offers the lowest price has to compensate quantity over quality, resulting in a revolving door of clients with little or no service.

Third, anyone can go through the schooling to achieve a license. The best stylists have attended finishing schools and have spent their time and money on furthering education in order to develop their talent.

If you really care about keeping your hair in optimum health, whether you want to look professional, stylish or trendy, and enhance your beauty or turn you into a vixen, and if you want to be pampered and treated with kid gloves from an experienced stylist who will share all their beauty secrets, then don't choose a stylist based on price.



MISTAKE NUMBER 3:

Frequenting several different stylists.

Once you find a good stylist, it is very important to be loyal to that stylist. If you hop from one stylist to the next, a really good stylist may not be motivated to keep you as a client. They will, however, always cater to their loyal clients.

Every stylist expects to bend over backward for his or her loyal clients. They will even see you after hours, or early in the morning. Provided that the client is loyal, the stylist will do all they can to help you look your best for an unexpected special occasion.

MISTAKE NUMBER 4:

Not allowing enough time for your stylist to service you properly.

When you are in a hurry, you may not have enough time to communicate with your stylist. When you schedule a salon visit, don't short yourself on time. Ask your stylist how much time you should allow in your schedule and then add a half-hour. Allow yourself enough time to talk to your stylist. Make sure he or she knows what your likes and dislikes are so you can achieve your desired look.

Think of your stylist as a "beauty expert" and a "project partner." Consult with your stylist. Let your stylist know in advance what you want, and ask for tips and ideas on creating a look and maintaining it between visits. You can save time, money and headaches from the very beginning by communicating.

MISTAKE NUMBER 5:

Picking a stylist who doesn't guarantee their service.

All reputable stylists guarantee their services automatically. If you aren't happy they will "fix" it for free.

Unfortunately there are unethical stylists who won't do this. Instead they will argue with you for having "unrealistic expectations." You may also be charged for a revisit, or refused your money back.

Pick a stylist who guarantees his or her work. You will know that they're good and able to communicate with you. There is no risk to you.

"I frequented several different professional stylists over my many years. I thought they were good, but Laszlo is better. He is the best I've ever been to. He pampered me and I have never seen my hair look so good. He revived it back to its soft and supple feeling. This is the best my hair has looked and felt in years."

– Mrs. Toepfer



MISTAKE NUMBER 6:

Assuming that having a license is all it takes to be a good hairstylist.

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.

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 NUMBER 7:

Not asking to see examples of a stylist's workmanship.

This is the best way to find a great stylist. Ask to see examples of their work. If they don't have a book for you to look through, ask for references. A good stylist will be happy to give you references. You can also ask for names of at least three people who have visited the stylist you're interested in; call them and ask them if they are happy with the stylist.

how to get the **best** service ever

100% NO-RISK GUARANTEE

My personal guarantee to you:

My specialized services are designed for people who care about their personal image and want to look their very best every day. I have put together superior techniques and product lines to achieve the best service ever. You will feel relaxed, pampered, and gorgeous. I will do it right or I will redo it for free. If you are still not satisfied, *I will accept no payment*. That is my commitment to you: a 100% no-risk guarantee.

Get started on the road to better, more beautiful hair!
Call Laszlo at **206.329.0177**

"I've been to many stylists in the past, but Laszlo's attention to detail and service showed the utmost in professionalism."

– Dr. Brown, M.D.

"Laszlo is an excellent stylist!

He is very friendly and talked with me before the appointment about the step-by-step procedures he would be doing, and most importantly he found out what I wanted.

I wish him lots of success and business. I am thrilled about how my hair looks!"

– Susan Holmes



Thank you for reviewing this information, *hopefully* you found it helpful. If you have any questions or comments, please call me.

Thank you,

A stylized, handwritten signature of Laszlo Horvath in a dark blue or black ink.

Laszlo Horvath

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