SALON HOT SEAT APPLICATION

Do you want to be the lucky salon owner who has a killer ad written and designed for your salon by 2 of New Zealand's salon marketing gurus?

☑ Yes! Please, please consider my business for the 'Road Trip' mini seminar 'Hot Seat'! I want the combined brain power of Chris, Rachael and the entire room of salon owners, to help write a killer ad for my salon.

HOT SEAT FAX BACK FORM
Fax to 09 443 2495

Name:_____ Salon Name:_____
Address: _____ Suburb: _____
City:_____ Post/Zip Code:_____ Country:_____
Phone:_____ Fax:_____ Email: _____

1. What type of salon are you? Hair Beauty Day Spa Nails Tanning Other:_____
2. What Services do you provide _____
3. What service provides you with the majority of your turnover?_____
4. What is your most profitable service?_____
5. Do you simply want more new clients, or do you want your existing customers spending more with you, or both? _____
6. How have you marketed your business in the past... please circle.
   Yellow Pages Newsletters Newspaper ads Direct Mail Other_____
7. How do you feel about the response to your salon marketing _____
8. What's been the most frustrating thing for you when you have run an ad or distributed a flyer in the mail?
9. What is your biggest frustration when trying to put together marketing material for your business? _____
10. Tell us in a brief paragraph why you would be an ideal candidate for Chris and Rachael to write an advert for your salon at the Road Trip Mini Seminar_____

Once you have filled in and faxed back the 'Hot Seat' form to 09 443 2495 here is what will happen next....

1. You will receive a call from Chris or Rachael within 24 hours.
2. We will assess your application and announce the lucky salon owner 1 week prior to the applicable seminar, so make sure you have your ticket before then to be eligible.
3. Chosen salon owner will be asked to come up on stage at the seminar to have their killer ad written for them. The ad will address marketing pains outlined in your 'Hot Seat' fax back form (e.g. Need new clients!!!)

***The only condition is you must be attending one of our mini seminars to be in with a chance to be in the 'Hot Seat'. Seminar cost is $87 and first 10 people to purchase a ticket get an additional ticket for a business colleague or staff member FREE!**

Call 0800 029 668 to book NOW. Tickets to these seminars are limited to 30 per venue!