

Energizing Summit Class Outline

The New Public Relations Mix

Sharon Esche & Alexander Irving



- 1. Just a 10% shift- Don't lose your foundation*
- 2. Top 10 Facebook Activities to grow your client list*
- 3. 'Authority Blogging' is good for business*
- 4. Twitter-Business Tool or Time Waster?*

Sharon Esche and Alexander Irving have served the beauty industry for over 30 years with some of the industries most prestigious clients. They have the pulse of the beauty business and the savvy to serve the small business owner. This class will show you PR does not have to be expensive if you do it right. Last year's class attendees gave them rave reviews. They are back again with a whole new format. This year's class is three hours in a workshop format. This class is sensational.

AMERICAN BOARD OF CERTIFIED HAIRCOLORISTS