

# Energizing Summit Class Outline

## PROBLEM SOLVING TECHNIQUES

*Jay Marshlick*



### **1. Shadowing, what is it?**

- a) Review rules of natural haircolor.
- b) Why shadowing is important.
- c) Formulating for shadows.
- d) Shadowing to correct haircolor.

### **2. Applications techniques:**

- a) Bottle vs. Bowl.
- b) Where to start and finish.
- c) Application cautions.
- d) Staggering.
- e) Low lights.

### **3. Formulating:**

- a) Measure porosity.
- b) How light or dark.
- c) Achieving desired results.

### **4. Marketing Techniques:**

- a) Why I became an ABCH
- b) What ABCH has done for me
- c) You can charge more for your work.

### **5. Questions and Answers.**

Jay Marshlick has more than 25 years experience behind the chair, 15 years as a salon owner, and now owns a cosmetology school. His salon has been twice named to the Salon Today 200, and was awarded The Small Business of the Year by The Savannah Chamber of Commerce. He was the first American Board Certified Haircolorist in the state of Georgia. He used the Certification to train staff and catapult him and his salon to the very top. Jay says, "You don't need an expensive PR person to become the top of your game in your own community, you can do it yourself. Let me show you how." Join Jay in this emotional, fun, and rewarding journey.