

# Energizing Summit Class Outline

## THE LIES ABOUT HAIRCOLOR

*Lisa Kelley ABCH*  
*Brenda Amaral ABCH*



- 1. Consumers image of the professional hairstylist:**
  - a) How the media portrays our profession.
  - b) What clients see and hear.
  - c) How to improve our image.
- 2. What the over the counter companies know that we don't:**
  - a) Where and how they get their information.
  - b) How to get the same information.
  - c) View video from clients response to both sides.
- 3. What our clients want to hear about retail and haircolor we are not saying:**
  - a) Why OTC sell more retail and haircolor than we do.
  - b) How to market to the OTC color client.
  - c) Watch actual video footage.
- 4. Regaining the power:**
  - a) Overcoming the four most damaging mistakes we make in the salon.
  - b) Enhancing the image of the professional stylist.

*Lisa Kelley and Brenda Amaral have both worked for haircolor manufacturers. They train salons on client relations. Each of them have extensive credentials in the development of materials and techniques that make our profession stronger and more respected. Holding focus groups with clients and sharing this information brings our weaknesses to the forefront in a non-threatening entertaining way. Brenda has a background in the entertainment field which gives her presentations boundless energy. Both of these young ladies are fun and full of energy.*

**AMERICAN BOARD OF CERTIFIED HAIRCOLORISTS**