



The Business of Pedicuring (half day)

To grow your pedicure business, you must fully understand the dynamics of operating the entire business, from strategic planning and understanding the ROI, to marketing and leadership skills. Run your business instead of letting your business run you and take your pedicure business to the next level. Exponentially increase your revenue by learning how to effectively manage your business in this three hour interactive class.

This comprehensive workshop includes:

- Business 101: understanding strategic planning, conducting SWOT analysis, finance, budgets, and ROI
- Revolutionary “Ends and Means” Goal Setting
- Marketing: learn how to market your business through media platforms including social media, build and retain a clientele, increase retail sales
- Leadership: learn about leadership and managing, and how to build a strong salon team
- Motivation: learn steps to stay motivated and share your vision, plus keep yourself focused on building your business

“Educate-Differentiate-Elevate” - Enhance your techniques and increase your revenue

Basic Foot Care experience is required:

Date: *Monday September 18, 2017*

Time: *9:00 a.m. to 12:30 p.m.*

Location: *Holiday Inn 600 Dixon Rd.*

Cost: *\$25*

Products Available for Purchase