

# JEFFREY PAUL ACADEMY

## VIDEO NOTES

MARKETING:

PROSPECTING NEW CLIENTS

### **Formula for Prospecting New Clients:**

- Target Market
  1. Current Salon Population
  2. Community Population
- Salon Population
  1. 1 out of 4 women will need hair
- Building Qualified Prospects
  1. Observation
  2. Verbal
  3. Referral

### **Always Remember:**

- Know your target market come from 1 out of 4 of your current Salon female clients and from the female population in your community.
- Ask your clients if they have any hair loss concerns or if they know anyone who has hair loss concerns.
- Build a Qualified Prospect list of women who may need Hair Replacement services.