



## Individual Coaching Sessions

### Let Shanna help you be the best YOU

Shanna is passionate about helping hairstylists develop into the best they can be. She is a master stylist and hair loss expert with 30+ years of experience

Learn about Shanna: <https://shannamollstudios.com/shanna-moll>

Coaching sessions are **totally customizable** and can be done with Facetime, Zoom, or even a phone call. They last 30-45 minutes and the cost is \$75 per session.

**Shanna will meet you where you are. We can develop a plan or you can decide every week what you want to discuss.**

### Examples of coaching conversations are how to:

- Set goals for yourself
- Conduct an effective consultation
- Use marketing strategies, your website, and social media to your advantage
- Enhance google searches to increase calls
- Set up your salon to enhance the customer experience
- Have difficult, compassionate conversations
- Listen with empathy and allow guests to take you on their journey
- Learn what you're worth and charge accordingly
- Increase product sales without "selling"
- Get your clients to write reviews
- Choose, hire, and support your team
- Choose and negotiate with vendors
- Decide which conferences and training events to attend
- Figure out your rate of return on education
- Determine which products to use and sell
- Transition into offering hair loss solutions to guests
- How make alternative hair systems look natural
- How to add trichology treatments and services
- Stay motivated

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