



How to be Your Guest's Hero

Austin Studio 2-Day Visit

Visit Shanna Moll Studios in Austin

Shanna is passionate about helping those with hair loss and believes in sharing everything she knows to help other stylists become their guest's hero!

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

During a 2-Day Visit to Austin:

- You will **shadow** Shanna as well as have time to ask questions to her and her staff
- We will arrange the schedule so that you can **observe a variety of services** related to hair replacement
- You will see how our **studio environment** was created to maximize the guest experience from the very moment guests enter the salon
- You will receive a **binder** with everything you need to know to add hair replacement to your portfolio of services
- Our **forms and contracts** will be included for your use
- Shanna will share how she chose her **partners (vendors)**, advise you on the same, and make connections and introductions
- **A sampling of what you will learn:**
 - How to conduct consultations with people who have hair loss and or/ thin, fine hair
 - The different types of hair replacement options that are available
 - Who is a candidate for each type of hair replacement system
 - Which options work for different situations, which options will not work, and why
 - The different causes of hair loss – alopecia, trichotillomania, male pattern baldness, hormone imbalance, cancer, etc.
 - How Trichology (the science of scalp health) can help and who is a candidate
 - Tips and tricks
 - Mistakes Shanna made and how to avoid them
 - The psychological benefits of long-hair bonded systems and other systems
 - The products needed to begin with hair replacement
 - How to price systems to maximize profit while being affordable to guests
 - How systems can be customized

The total cost for this visit is \$1500