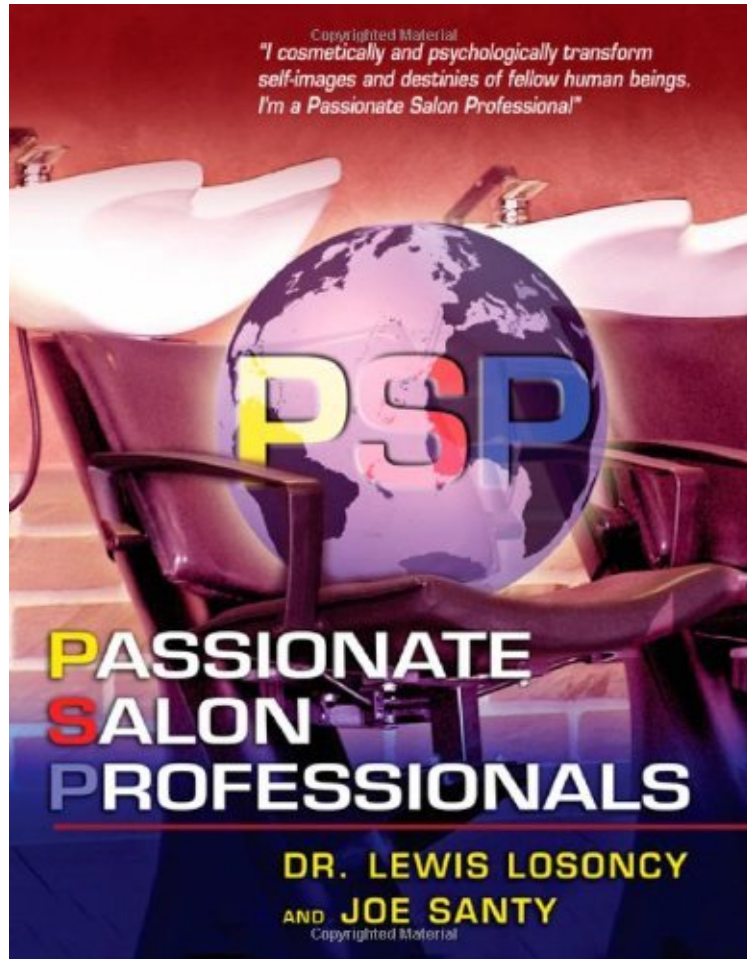


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Passionate Salon Professionals (PSP)

Dr. Lewis Losoncy, Joe Santy

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Dr. Lewis Losoncy, Joe Santy : Passionate Salon Professionals (PSP) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Passionate Salon Professionals (PSP):

The life blood of any salon is the client -- without whom there would be no business. The relationship between the salon (stylist, owner, entire staff) and the client is one that can span an entire life and is one of the most unique found anywhere. A passionate salon professional is one who understands the importance of this relationship and does everything in their power to build, strengthen and retain it. For a passionate salon professional, the business end of things is never seen as work. Being a stylist, for example, isn't a job. It's all about embracing this important role in another person's life and realizing the creative and rejuvenating nature of what is done for another person. It is all about attitude, giving, encouragement, transforming, and passion -- and much more. If you are looking to make a change in the world you and your clients live in -- this book is truly for you. Allow intrinsic motivation to take you to

new heights in your chosen profession.