

INSPIRE

HAIR FASHION FOR SALON CLIENTS

Get recognition for your professional skills and promote your salon with this upcoming opportunity for FREE PR!

Dear Salon Professional,

What's new in your salon? The INSPIRE team is looking for new and innovative styles for publication in our upcoming edition, **Volume 76 Featuring Makeovers**. Show us your creativity by transforming your clients and sending us "Before & After" photos!

If your work is chosen, *INSPIRE* will furnish you with complimentary marketing materials to impress your clientele while bringing in new business—plus, you'll get the personal satisfaction of having your work recognized on a national level.

You'll receive:

- A window decal promoting your status as an "*INSPIRE*-published salon"
- A complimentary copy of the issue in which your work was published
- A sticker for the book's cover alerting clients that your work is featured
- Complimentary listing as a "Featured Salon" on the websites serving *Inspire* and *Launchpad* magazine
- Press release to send to your local media (upon request)

You have the skills and you can download the submission package—please remember to fill out all forms completely. We do recommend that you invest in a professional photographer with expertise in shooting hair. ***Photos must show the front, sides and back of your hairstyle(s).***

If you have questions, need a list of photographers or need additional information, contact me at 800.634.8500 or email slenzkes@creativeage.com. You can also download submission forms at www.inspirebooks.com.

Best regards,
Sheryl Lenzkes
Managing Director, *INSPIRE*

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