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# Greg Milner's Beauty Salon Marketing Made Easy

- Ads, Sales Letters & Newsletters You Can Modify & Use
- The Big Mistakes ALL Businesses Make
- How to Avoid Being an Advertising Victim
- How to write Headlines that Sell
- Why Most Yellow Pages Advertising is Useless
- How to Make Your Marketing Dollar Work Harder
- Creating an Offer Your Clients Cannot Resist
- How to Double or Treble Your Average Client Spend
- Why 'Pretty' Advertising Doesn't Work
- How to Use Direct Response Marketing
- Testing Your Marketing – Simple Techniques
- The Immense Power of a Money-Back Guarantee

*SECOND EDITION*



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