

October 6th & 7th, 2019

HAIR LOSS UNIVERSITY & JEFFREY PAUL PRESENT
2-DAY HAIR LOSS SYMPOSIUM
WORKBOOK

Educating, Equipping & Empowering
Hair Thinning & Hair Loss Professionals



JEFFREY PAUL

Hair Loss
UNIVERSITY

YOUR EXPERIENCE STARTS NOW.

Are clients asking you for more information on how you can help with their Hair Thinning and Hair Loss? Are you looking for a more trusted source of information to learn and grow your business? Now is your chance! I'd love to show you Hair Loss University where you can experience the online resources and hands-on training through my continuing education program.

HAIR LOSS UNIVERSITY & JEFFREY PAUL PRESENT 2-DAY HAIR LOSS SYMPOSIUM

SPEAKERS



Jeffrey Paul
Ohio



Brent Hardgrave
Georgia



Roszetta Pringle
North Carolina



Kelli Yoder
Florida



Jackie Yates
Georgia



Cheyenne Strametz
California



Judith Maria
Ohio



Frank Fulco
Florida/Ohio



Michele Maisano
Canada



Jason Maisano
Canada



Jeffrey Paul
Cleveland, Ohio

Jeffrey Paul's career has spanned the last 35 years, taking him from the runways of Milan to Paramount Pictures and Warner Brothers Studios.

Hair replacement and restoration came into focus for Jeffrey when his niece, a leukemia patient, asked for his help. In the process, he discovered his life's mission: to serve the physical and emotional needs of individuals who have been scarred by disease, injury, and trauma.

He is the Founder of Hair Loss University, Jeffrey Paul's Hair & Scalp Specialists as well as the Founder with his wife Zina, of Wigs for Kids—a national non-profit organization that provides custom-made Hair Replacement Systems at no cost to children losing their hair due to medical reasons.

Jeffrey is also the author of two books: *Women's Hair Solutions to Thinning and Loss* (for consumers) and *Solutions to Women's Hair Thinning and Loss* (for professionals).

While he conducts seminars and workshops for salon and spa professionals in the United States and Canada, teaching the latest techniques for hair restoration and replacement—his true passion is Hair Loss University, and its roll role in transforming the lives of his salon and trichology professionals giving them the ability to transform their hair loss clients lives.

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SPEAKERS



Brent Hardgrave
Atlanta, Georgia

With 26 years of experience, Brent Hardgrave is a consummate educator, hair loss solution advocate, extension expert and professional stylist.

His work with extensions inspired him to invent The Brent Brush; created specifically for use with extensions. The brush quickly also became the 'go to' tool used on a much broader scale for hair transplants, wigs, and post-surgical care. A source of personal pride is its care use by children with Sensory Processing Disorder and Autism.

Brent actively makes an impactful difference through the book Hair Loss Master Plan, co-authored with Mary Shomon, as a member of The American Hair Loss Council, Platinum Team member for Hair Loss University, and as a Certified HairCoach™ with Bauman Medical.

He is passionate about sharing his hair extension expertise and hair loss knowledge at both an industry and individualized level. Brent frequently serves as a subject matter expert speaker at industry conferences, a salon team educator, and reference/panelist for various on-line, video and print media.

Experience the Experience of Experience™ – Brent Hardgrave.

References:

His co-authored book, Hair Loss Master Plan, may be purchased through Amazon®, Kindle® and Barnes and Noble®.

The Brent Brush: www.thebrentbrush.com

For more information on Brent, access: www.brenthardgrave.com



Roszetta Pringle
North Carolina

Roszetta—through her business, Still You Hair Replacements—addressed the challenge of hair thinning or total hair loss for women. By customizing personalized solutions for women and teenage girls to restore not only their beautiful hair, but also their confidence and happiness. The goal of Still You Hair Replacements is to create personalized hair solutions/prosthetics that women can wear for lifestyle activities, anywhere, anytime. The spirit of each individual is unique and Roszetta finds pleasure in helping women feel beautiful about themselves.

Still You Hair Replacements/Roszetta Pringle/Hair Loss Expert

www.stillyouhairreplacements.com

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SPEAKERS



Kelli Yoder
Florida

I started my career behind the chair in 2006. I attended my first hair replacement class in 2009 in Fort Lauderdale. After being overwhelmed I questioned if this shift in my career was right for me. Fast forward to 2016 when I was invited to Hair Plus Summit. This is where I met Jeffrey Paul and my life began to change. He welcomed me into his program just a few months later and helped break down the hair replacement world without intimidation. After graduating from the Hair Loss University my salon owner and I opened K&M Hair Systems in 2017.



Jackie Yates
Atlanta, Georgia

My education foundation is Pivot Point from SouthEastern College of Beauty Culture. In the business for 37 years and an Intercoiffure Salon owner Jackie Yates Salon for 25 years: Jackie Yates Salon voted "Best in Gwinnett". My advanced education I received in London at the Vidal Sassoon Academy in 1984: Creating my own combination of my sculptured approach to precision haircutting and laced with Pivot Point coloring techniques. I have worked with artist like Eric Fisher, Roy Peters, Vidal Sassoon, Michael Cole, Jim Yates, Douglas Cox, Don Shaw, Jeff South, Scott Cole Nick Arrojo, Luis Alvarez, and Jeffrey Paul. I have been an National Educator with numerous Color Companies Kuene & Reference of Sweden: Now Licensed Hair Loss Expert and Trichologist through Jeffrey Paul Hair & Scalp Specialists and Cesare Ragazzi and CNC Laboratories.



Cheyenne Strametz
California

Over the past 10 years in the industry, my main goal is to be the most educated stylist I can be, so that my clients can be the most educated about their hair. I learn so I may teach and nothing fulfills me more than getting to paint beautiful hair while teaching my clients the chemistry and theory behind it.

I began my career as an assistant at a renowned salon and worked under the owner and learn directly from him. From there, I moved on to be a stylist at a different salon and that is where my desire for constant education started.

Since then I dedicate my time to my personal clientele and learning everything I can to give them the best experience, hair , and education as possible. In my search for further education, I found myself at the Hair+Summit to learn more about extensions. While I was there for extensions, I had no idea about the hair loss world and all of its needs. I fell in love with the heart of this specific area of the industry and I haven't looked back. To paint beautiful hair and teach was always my passion before , but after attending the summit, my new desire is to bless the lives of clients on a deeper level than ever before.

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LIFE COACH



Judith Maria
Life Coach

Judith Maria is a seasoned entrepreneur, teacher, and coach with over 40 plus years of experience in Leadership, Coaching, and Consulting. She is a coach that is dedicated to the heart-beat to see others live the life they were created to live and be.

Judith has implemented hands-on workshops for many organizations including School districts, Inner City Kids programs, Residential treatment centers, Young Scholars Programs, and Non-Profit organizations, along with her leadership in coaching volunteers in her church. She was awarded the Exceptional Community Leadership and Service Award, a Nominee for the NFL Community Quarterback Award, along with Volunteer Excellence Awards for her workshops and coaching programs.

Her mission is to help empower individuals to discover and activate their "inner seeds of greatness" and help create a platform with the tools, techniques, and strategies they need to keep moving forward so they can step up into the desires of their dreams with passion and confidence.

Judith is a driven individual filled with purpose and passion and finds a deep sense of fulfillment when she can come alongside of someone to help impact their lives as a mentor and coach to help others bridge the "gap" from where they are to where they want to go, along with being refreshed, restored and or reawakened.

LifeCoachJudith.com

HAIR LOSS UNIVERSITY & JEFFREY PAUL PRESENT 2-DAY HAIR LOSS SYMPOSIUM

AGENDA

SUNDAY OCT. 6TH ▪ 10AM - 5PM (EDT)

WELCOME TO DAY ONE

- Navigation of the Symposium

PUTTING THE PUZZLE TOGETHER

- **4 Pillars Formula** - the Building Blocks of a Successful Hair Thinning & Hair Loss Business/Career

BUSINESS

- Building the Blueprint for Building a Hair Loss Business - Like a Franchise
- Staircase to Success One Step at a Time
 - Audience - Hair Loss Status - Hair Society Website
 - Roles - Emyth
 - Branding - Identity/Name and Subtitle of Business
 - Facility - Space - Photos
 - Projection of Income
 - Products - Vendor Relations

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AGENDA

CASE STUDIES

1. Salon Model - Michele & Jason/ Rozetta
2. Independent - Cheyenne/Brent
3. Full HR Center - Jackie/Kelli
 - Where do you want to go? - Need to have a Vision
 - What are the steps to get there?
 - Checklist to follow
 - Count the costs and the ROI
 - How do I get there?
 - Determine the success path of greatest interest to you - Passion/Skill
 - What's the Market - Who do you want to serve?
 - Hair Thinning & Hair Loss Population
 - Do a Projection of the Potential - Need Statistics from 25 mile radius:
 - Populations - breakdown of age and sexes
 - Average Income
 - What is a client worth?

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SUNDAY OCT. 6TH ▪ 10AM - 5PM (EDT)

BUILDING A ROAD MAP FOR A SUCCESSFUL HAIR THINNING & HAIR LOSS BUSINESS/ CAREER

CASE STUDIES:

INTRODUCE -MICHELE & JASON/ KELLI

5 QUESTIONS TO BUILDING ROAD MAP SET THE COMPASS:

1. Where do you want to be in 3 years in your business?
2. What would you like to be making in your practice in 3 years?
3. What are your Strengths?
4. What are your Weaknesses?
5. What are the challenges and roadblocks you see in front of you holding you back from these plans being accomplished

TARGET-MARKET ASSESSMENT AND FINANCIAL PROJECTION

- Do a Projection of the Potential:
- Population and Stats of current Salon Clientele
- Populations - need Statistics from 25 mile radius
- Gender
- Ages
- Average Income

WHAT IS A CLIENT WORTH?

- Breakdown of Pricing for Profit

Follow the Ongoing stories published in *Membership of Success Path* of each case

HLS.TV - EXPERT INTERVIEW

- Frank Fulco** - Potential of the Market but the "Fear" of Making the First Step!
- Switch by Chip Heath - Rider & Elephant - Bright Spots

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SUNDAY OCT. 6TH ▪ 10AM - 5PM (EDT)

TECHNICAL

Scalp Preparation - (Rossetta Pringle)

- Mini Lesson - Scalp Health
- TIP - Applying Hair Therapy Treatment to hair strands for best results

Preparation of Alternative Hair

- Presentation to Client
- Time Management of Scheduling
- For best results of Cross Link

Attachment Daily Wear

- Clips
 - Comb clips not all equal - coating & silicone grip
 - New - Butterfly Clip

Attachment to Hair

- Eastobond - (Chrissy V)
- Application of:
 - Top of Head
 - Extension

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AGENDA

Attachment to Scalp

- Adhesive Strip
 - Tape on Extensions - (Brent Hardgrave)
- Copolymer

Attachment to Full Head

- Non-Slip

Color Effects - In the Salon and in Manufacturing

- In Salon
 - Balayage (Cheyenne)
 - Root Shading (Brent Hardgrave)
- In Factory
 - Color coding and formula
 - Root shading
 - Balayage
 - Obree

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AGENDA

MONDAY OCT. 7TH ▪ 10AM - 5PM (EDT)

WELCOME TO DAY TWO

Navigation of the Symposium

**Review on the Building Blocks of a Successful Hair Thinning & Loss Business/
Career - 4 Pillars**

ROADMAP OF CONSULTATION

The Art & Psychology of Consultation

- Virtual Journey of a Real Life Experience - Live Model
- Greatest Habit of Success - Seek 1st To Understand
- White paper test for hair loss - (Roszetta)
- Mold Making
 - Resin (Kelli & Jackie)
 - Thermobath (JP Team)
- Design Selections
 - Base Designs
 - Specifications
 - Attachment
 - Hair Selection
- Pricing for Profit

Interview with Consumers Experiencing Hair Loss

HAIR LOSS UNIVERSITY & JEFFREY PAUL PRESENT 2-DAY HAIR LOSS SYMPOSIUM PROFITABILITY OF HAIR REPLACEMENT BUSINESS BREAKDOWN SUMMARY

MONDAY OCT. 7TH ▪ 10AM - 5PM (EDT)

ROADMAP OF MARKETING

Telling the Story

- 12 Month Integrated Marketing Planner
- Charitable Giving - Halo Effect - Wigs for Kids
- Reporting Success

MARKETING MODULE

Integrated Marketing

Target Marketing - What's the best marketing platform?

Reporting Success

Telling the Story

12 Month Integrated Marketing Planner

- Charitable Giving - Halo Effect - Wigs for Kids
- Makeover Contest
- Hair Thinning & Hair Loss Seminar
- Referral Program

HLS.TV - LIFE COACHING INTERVIEW

Judith Maria - Helping Empower Individuals to Bridge the Gap from where they are to where they want to go.

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WHAT IS IN THE HLU MEMBERSHIP

Building your Business or Career takes continual Education
& Coaching based on our Successful 4-Pillar Foundation

WHAT DO YOU RECEIVE MONTHLY?

WEEKLY COACHING SESSION ON ONE OF OUR 4-PILLARS

BUSINESS EDUCATION

Tools and Systems to help you manage your pricing and services to run your Hair Loss Solutions Business Profitably.

TECHNICAL SKILLS

Technical Procedures and Product Education about how to provide Hair Loss Solutions.

CONSULTATION TRAINING

Training on interacting with your customer suffering with Hair Loss issues.

MARKETING BEST PRACTICES

Training in Integrated Marketing Campaigns that are effective to get your story to be seen and heard by the right prospects.

VALUE

If Purchased Separately our Coaching Sessions
Range from \$97- \$297 Per Session

TODAY'S BONUS \$1,997

2-Day (Livestream) Interactive Hair Loss Symposium

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2-DAY HAIR LOSS SYMPOSIUM
ADDITIONAL CONTINUAL
EDUCATION & COACHING

ADDITIONAL BENEFITS

- **Hair Loss Solution TV** - Interviews with Experts and Clients.
- **Inspirations** to keep you motivated and growing in your Journey.
- **"LIVE" Q&A Coaching Session** once a Month.
- **"Live" Casts with Jeffrey Paul** communicating on current issues like Product Reviews, Troubleshooting Problems, Day-to-Day Best Practices and other Relevant Business and Career Building Solutions.
- Our **Full Library of Previous Training Sessions**.
- **Private Members Facebook Community** to help you Grow.
- **20% Membership Discount** on all Advanced Training of Master Courses and Live Hands-On Events.
- **Wigs for Kids Affiliate Certification**.

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SUMMARY OF HLU BENEFITS

SUMMARY OF BENEFITS

- Thousands of Dollars of Valuable Education and Coaching have been put into Hair Loss University. Hundreds of Salon Owners and Stylist have Built Successful Hair Loss Businesses and Careers from Hair Loss University.

The Monthly Fee is Normally \$197

- Today because you have stayed on the Webinar until now, I have an Amazing Offer with Several BONUSES for You that will help grow your Business & Career.

Your Membership will be Only \$97 a Month

NO RISK PROMISE

- You can cancel your Membership at any time you feel your investment in not providing you with 150% Value.

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THANK YOU!

*It's Time to Invest in Your Business and Career to achieve Your next level of professional growth. There is no better time than Now to invest in your career for only **\$97 per month**.*

*That is why we have offered you this Amazing Savings and additional Bonuses to truly grow into a Career that makes such a difference in peoples lives and profits you for making that difference, because of Your Passion and Skills the **Hair Loss University** will help you provide. We are looking forward to Welcoming you as a New Member.*

Jeffrey Paul

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TV



Contact Us At: Info@HairLossUniversity.com

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