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FOR IMMEDIATE RELEASE

Salon Geeks Launches Proactive Business Solution for Salons and Spas

Salon Geeks, the hip creative and consulting company for the beauty industry, introduces "Move Forward Monthly". It's being hailed by many as an affordable, yet extremely proactive Salon and Spa Marketing, Education and Technology solution. With monthly plans starting at only \$99.00, any salon or spa can now afford to be competitive and successful.

Arlington, VA (PRWeb) April 2, 2007 -- Salon Geeks, the hip creative and consulting company for the beauty industry, introduces "Move Forward Monthly". It's being hailed by many as an affordable, yet extremely proactive Salon and Spa Marketing, Education and Technology solution. With monthly plans starting at only \$99.00, any salon or spa can now afford to be competitive and successful.

"Because ignoring your salon or spa, WILL make it go away," Salon Geeks has added an innovative and accessible new product to their already clever Menu of Stylish Services. Aptly named Move Forward Monthly, this program provides salons and spas of all sizes with a disciplined approach for getting started in the business, or a proactive plan to getting ahead of the competition, all while allowing the owner to concentrate on the other business at hand.

"Everyday we see new and established salons and spas who are struggling in their competitive efforts", says Anthony Angell, stylist-founder of Salon Geeks. "Stuck behind the chair, or busy with 'life', their owners don't invest the time or money necessary to move their business forward. They either think they can't afford it, or don't know where to start. Instead they hide behind their chairs, or in their treatment rooms, ignoring their competitors and their own atrophy. Unfortunately, with this approach many of them find their business is not only flat but perhaps worse, in dire circumstances and on the brink of closing. That's why we have created Move Forward Monthly. It's our answer to the blah salon or spa stuck in a rut."

And move forward they do as their new subscription based marketing, education, and technology program becomes wildly popular. The results are not only amazing but surprisingly affordable.

Through Move Forward Monthly, Salon Geeks works with the salon or spa to suggest and set

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goals, time lines, and generally assess their basic needs. After their free consultation, the Salon or Spa chooses the subscription that not only fits their budget, but moves them forward at their own pace. Starting at only \$99 a month, plans can include everything from assistance with day-to-day marketing, creative and ideation, picking the right software program, management best practices, gift card and retail therapy to help boost sales, Salon Radio, and much, much more. Of course, depending on the subscription, it could also include the geeky stuff, like awesome websites that you can edit yourself to keep them "fresh and sexy", e-commerce sites, or online marketing and newsletters.

Each month, as part of their plan, the salon or spa is provided with strategies, products, and creative that falls within their budget while working to further their message and market exposure no matter where they are in the world.

"We like to think of it as a marketing, education, and technology savings plan for your business", says Salon Geeks partner, and Creative Director, Tiago Soromenho, who also owns Mosaic Total Body Salon with his wife Deb. "But what you're really saving is the future of your salon or spa. By dedicating a set amount monthly towards the success of your business, you're going to move forward much faster and be more successful than if you worked on the defensive, always playing catch-up against your competitors."

From coast to coast, industry professionals, salons and spas everywhere are proclaiming their gratitude and accolades for this most unusual and not so boring consulting company.

"We can say without hesitation that Salon Geeks is the future of spa consulting, now. We invited them down to visit with our clients, interact with our staff one-on-one, and help us prepare a game plan to take our services from regional to national. Working with them has been a sincere pleasure in terms of productivity and vision. In just a very short time, our MediSpa has benefited from their expertise in several areas, including our marketing, as well as our client interaction, and branding. We're in the business of makeovers, both inside and out. But it was only through their eyes that we realized that we needed the same for ourselves and our own image. We were blown away by their online management tool, Salon Geeks Online, which allowed us to see our progress and goals. If you are at all hesitant to call them, please don't wait. We did, and our only regret was not getting in touch with them sooner. We've got a long way to go, but are 'Moving Forward Monthly' and are excited that Salon Geeks will be with us, supporting us in our vision for the future of our business," say Tracy and Carlos Garcia, MD, from Utopia MediSpa and Wellness in Tampa, Florida

Salon Geeks invites salons and spas everywhere to visit their website, www.salongeeks.com, or call 877-768-9962 for a free no-obligation consultation and to find out how to Move Forward Monthly.

About Salon Geeks:

Salon Geeks is a concept of Lord & Falconer Limited Company. For additional information, or for media inquiries, please email press@salongeeks.com, or call 877-768-9962.

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