



Who's a Great Candidate?

Look for owners or managers who check one or more of these boxes:

1 Growth-Minded 🧠

- ☐ They're looking to grow bookings or boost client retention
- ☐ Recently expanded, lost a key stylist, or have open chairs they want to fill
- ☐ Express frustration over inconsistent new client traffic

2 Time-starved or Overwhelmed 🕒

- ☐ Say they're "too busy" to deal with marketing
- ☐ Admit they don't know where to start or what's working
- ☐ Struggle to keep up with social, SEO, ads, or reputation

3 Open to Help 🛟

- ☐ Curious about AI, ads, websites, or reviews
- ☐ Have tried marketing before but didn't see results
- ☐ Want someone they can trust to take it off their plate



De-prioritize for Now

- Corporate-controlled marketing with no local flexibility
- Unwilling to improve online presence
- Booth Renters or non-DMs