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New Book Teaches Salon Owner's How to Use State Approved Apprenticeship

Saline, MI - Feb 5, 2012 - *Shear Savvy Secrets and Strategies for Successful Salon Apprenticeships* is teaching salon's all over the United States how to become a school of cosmetology and train apprentices right in their own salon so they can become licensed in the beauty industry.

Shear Savvy is an inspirational, easy to follow, how-to guide that leaves nothing to chance and takes salon industry professionals through an apprenticeship in six simple steps. The book provides detailed instruction on how to start and maintain a successful program with additional documents and resources, such as contracts and meeting agendas, on a comprehensive CD that are print ready.

When the author, Lori Halloway, wanted to start a state approved apprenticeship in her own salon, there were no resources available to help. After seven years of running apprenticeships in her salon and developing resources to help the program run smoothly she decided to turn all her knowledge and experience into one resource for other professionals to benefit from. She has been running programs for 11 years now.

"Most salon owner's do not realize this kind of program is an option and I hope to inspire them to take the success of their business into their own hands. I think it is critical for many salons especially now. Every salon in states that allow apprenticeships should have one and I want to help make that happen" says Halloway. Alabama, Alaska, California, Delaware, District of Columbia, Georgia, Hawaii, Idaho, Kentucky, Maine, Maryland, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Hampshire, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Utah, Vermont, Virginia and Washington all allow salons to have apprenticeships.

"It only takes 6 months to complete a Nail Technician or Esthetician apprenticeship, and 24 months for a full Cosmetologist apprenticeship. It is the dream of all salon owner's to have every station in their salon filled with a brilliant operator. Sometimes reaching that goal needs careful planning on the owners' part. Now with this book salon's can fill those chairs. They know exactly what they are getting, exactly what the person is capable of and are able to incorporate their own salon philosophy into developing their new staff member."

Real business owner and author Lori Halloway is a successful, talented, hard working, devoted entrepreneur with a drive and passion for the industry that led her to implement apprenticeship programs in her own salon since 2002 and on to write *Shear Savvy* for other industry professionals to benefit from. She dedicated countless hours to research and resource development. Each step of the program was created, tested and perfected to ensure its efficiency, ease of use and success for the apprentice, the owner and the salon.

Shear Savvy Secrets & Strategies for Successful Salon Apprenticeships is available to buy in paperback and e-book at www.cosmetologyapprenticeship.com, Nailsmag.com, booksxyz.com, beautytech.com and ybnlive.com.

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