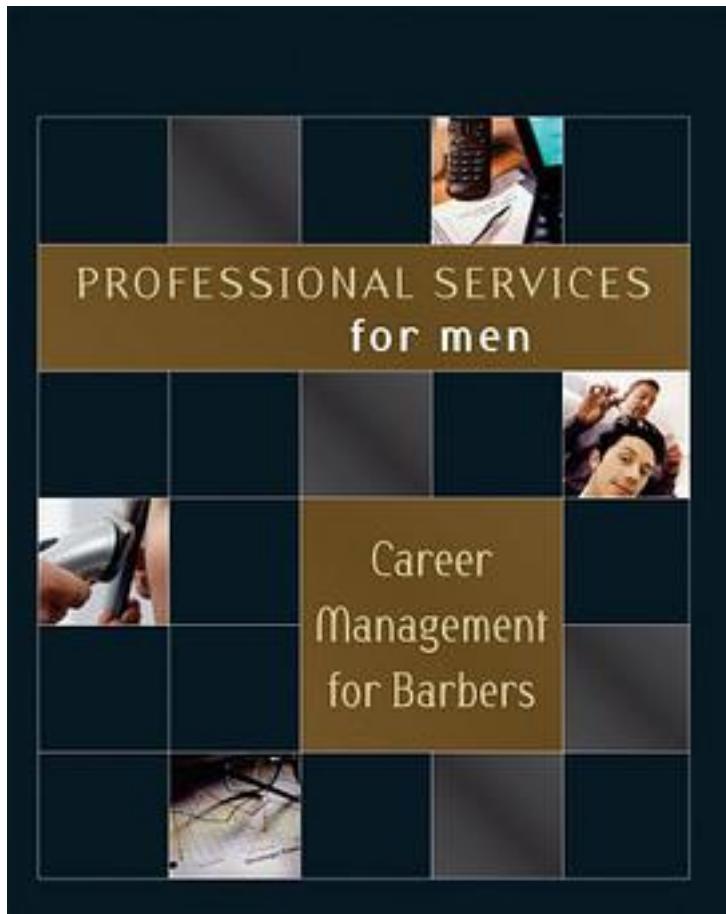


Career Management for Barbers



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Professional Service for Men: Career Management for Barbers provides content focused on the career management side of the barbering profession. In Section 1, The Job Search, key topics such as goal setting, identifying job leads, preparing for employment, and arranging, preparing for, and participating in an interview are

covered. Also covered are those items necessary to secure the interview and get the job the resume, cover letter, and portfolio. In Section 2, Barbershop Management, will provide you with a valuable resource. This section introduces basic business and management principles and is designed to provide an overview of shop ownership. You will also find information on business plans, financial and personnel issues, as well as shop location, environment and layout concerns all important considerations when thinking about owning your own shop. Finally, you will learn about advertising, selling, pricing and other key areas that must be addressed for successful shop ownership.

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