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THE BUSINESS OF: HAIR | NAILS | SKINCARE

2015 Editorial Calendar

JANUARY 2015 — (Deadline 12/10/15)

HERE'S WHAT'S TRENDING...

- Beauty Biz Trend Forecast for 2015
- Hot Services and Specialty Salons
- Changes in Industry Regulations

FEBRUARY 2015 — (Deadline 1/9/15)

GOING VIRAL

- Marketing in Today's Digital World
- Promoting Yourself via Social Media
- How to Respond to Negative Reviews

MARCH 2015 — (Deadline 2/6/15)

SMELLS LIKE TEAM SPIRIT

- Creating a Team that Works Together
- Employee Retention and Productivity
- Being the Perfect Salon Leader

APRIL 2015 — (Deadline 3/11/15)

#HASHTAG SELFIE

- The Independent Stylist
- Salon Suite Rental
- How to Stay Connected as an Independent

MAY 2015 — (Deadline 4/10/15)

BEING A PROFESSIONAL

- Elevating Our Industry
- Getting Involved: Associations
- Advocate for the Beauty Industry

JUNE 2015 — (Deadline 5/8/15)

YOU'VE GRADUATED, NOW WHAT?

- Building Your Self Confidence in the Salon
- Increase Your Earning Potential
- The Value of Apprenticeship

JULY 2015 — (Deadline 6/10/15)

BOOSTING THE COLOR BAR

- Increasing Hair Color Profits
- Becoming Certified
- Permanent Cosmetics, Airbrush Makeup

AUGUST 2015 — (Deadline 7/10/15)

LET IT GO

- Selling Your Salon|Independent Business
- What Is Your Business Worth
- Moving On When It's Time to Go

SEPTEMBER 2015 — (Deadline 8/7/15)

FINANCIAL PREPAREDNESS

- Insurance Options for Owners and Independents
- Preparing for Retirement
- It's Tax Time

OCTOBER 2015 — (Deadline 9/11/15)

THE CLIENT EXPERIENCE

- Raising the Bar on Client Experience
- Delivering Superior Customer Service
- The Ultimate Consultation

NOVEMBER 2015 — (Deadline 10/9/15)

MOVEMBER MOVEMENT

- Male-Focused Services
- The Tonsorial Artist
- Men's Grooming Bars

DECEMBER 2015 — (Deadline 11/6/15)

THROWBACK THURSDAY

- Beauty Professionals Success Stories
- Where Industry Icons Got Their Start
- A Look Back at the Beauty Industry

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