

Survey of Major Yellow Pages Advertisers *

Barbers / Hairdressers

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Men/Women/Children (Unisex) Hair Cutting Hair Styling Razor Cuts (Wet) Beard/Moustache Trims Face Shaves Reconditioning Beard Designing/Shaping Trendy Cuts Innovative Cuts Spikes, Pony Tails, etc. Head Shaving Sculpted Cuts/Flat Tops Hair Problem Solutions Roffler Products/Styles "Hair Styling That Fits You" Tapering / Blending	Pedicures/Manicures Blo-Cuts / Twists Layer Cuts "Regular Haircuts" Hairpieces – Sales & Service Natural Cut / Afro Permanents (Perms) Nexus Products RK Hair Care (Redken) Paul Mitchell Products Lamaur - Styling Ethnic/Multi-Cultural Cuts New Wave Hairstyles Capilo Products Shear/Clipper Cuts (Dry) All Hair Styles "The Family Salon"	Hair Straightening (Men's) Hair Coloring Hair Replacement Facials Body Waves Wet Look Shear Cuts Full Service Hair Salon Hair Transplants "All Barber & Beauty Services" Scandinavian Styling Nail Care Waxing Fades Eyebrow Arching European Razor Work
Confidence Factors:	Years in Business Certified/Licensed Specialization – Kids, etc. Experience of Staff "Award Winning Stylist" "Believable Hair Color"	Professional Associations Roffler-Trained Brand Affiliation - Nexus, Paul Mitchell, Redkin, etc. All Female Staff European Trained	"Exclusively for Men" Specialists - Children's Haircuts Name(s) of Barber(s) or Stylist(s) "For the Discriminating Professional" Smoke-Free Shop
Convenience Factors:	Days/Hours Open Evening Hours Appointments Not Necessary Credit Cards/Checks By Appointment	"Appointments Appreciated" Same Day Appointments Ample Parking Location Data/Maps Website Address	Walk-Ins Welcome/Walk-Ins Only Open Sundays Open 7 Days a Week Open 6 Days a Week Number of Chairs
Special Services or Extras:	Shoe Shine Tanning Salon Senior/Student Discounts Children's Rates "First Visit - 50% Off"	Manicurist on Premises Custom Hair Pieces "Any Style, Any Length" Hospital Visits Military Discount	"Classic or Avant Garde" "Foot Overhauls" Body Hair Removal Massage Therapy Booth Rentals Available
Typical Related Headings:	Hair Styling Beauty Salons	Hair Goods/Hairpieces Hair Replacement	Guide of Barber Shops (by Location)

Survey of Major Yellow Pages Advertisers *