

Survey of Major Yellow Pages Advertisers *

Beauty Schools/Colleges **

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Beauty Academy Education Center Cosmetology Training For: Hair Styling/Design/Coloring Manicurist/Pedicurist Esthetician/Makeup Spa Skills (List) Salon Manager/Instructor Massage Therapy Placement Service All Beauty Services Open to the Public (Supervised Student Work Only) Ethnic Specialty (Specified) Teacher's Training Course Details on Methodology Used Electrolysis/Laser Hair Removal	Full Hair Design Course Refresher Classes Hair Replacement Shampoo Technician Permanent Waves Facials Nail Technology/Sculpture Make-Up Skin Care/Body Care Manicure/Pedicure Graduation Time Specified Small Classes Large Classes Specialized Manicuring Course Laser Training Massage Therapy Focus (Details) Spa Training Focus (Details)	Chemical Treatments Advanced Classes Hair Weaving ILLUSTRATION OR PHOTO Career Counseling Medical Esthetics Marketing Techniques Marketing Support COPY THAT EMPHASIZES PRESTIGE & OPPORTUNITY Specialized Skin-Care Course Permanent Makeup Training Brush-Up Training Student Extern Programs Fully Accredited Programs EMPHASIS – (FEDERAL) FINANCIAL AID AVAILABLE
Confidence Factors:	Years of Operation Accredited by the National Accrediting Commission of Cosmetology Arts & Sciences Modern Facilities/Equipment Accrediting Commission of Career Schools and Colleges of Technology	Superior/Licensed Teachers/Pros VA Approved State Licensed/Approved Ongoing Placement Assistance Financial Aid If Qualified Free Tour of Facilities Federal Financial Aid Program Serious Students	High (or %) State Board Passing Rate Specialty - Hair Styling, Make-Up, etc. Work Supervised by Licensed Instructors Redken, Sassoon, etc. Training System Benefits of Career Approved for Financial Aid – Pell, etc. Marketing Support Community College Association
Convenience Factors:	Information/Brochure Day or Evening Classes Full/Part-Time Sessions Start Classes Monthly/Anytime Separate Information Numbers Website/E-Mail Address	Toll-Free Number Location Data Regular Class Start-Ups Credit Cards (Some) "Classes Start 4 Times a Year" "Career in a Year"	Multi Locations Free Parking/Easy Transportation "Take the First Step" Financing/Grants Available/Payment Plans Further Information at Website Invitation to Visit Website
Special Services or Extras:	Special Grants Available Work-Study Programs "Money and Prestige" "More Than Just a Job" "Learn the Art of Hair Design" In-House Child Care	"No High School Diploma Needed" "Own Your Own Salon" Body Waxing Low Interest Loans Available Senior Discounts	Foreign Language(s) – Instructors Products Available Skin Care Classes Well-Known Guest Artists
Typical Related Headings:	Schools - Business, etc.	Massage Therapy	** In Many Books, Included as Part of the "Schools-Business & Vocational" Heading

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