

# [PDF] Lies Salon Owners Believe: And The Truth That Sets Them Free

**Dan Lok, DJ Richoux - pdf download free book**

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**Books Details:**

Title: Lies Salon Owners Believe: An  
Author: Dan Lok, DJ Richoux  
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## **Description:**

### **Review**

“This book is a masterpiece! This is the single most mesmerizing and effective book on growing a salon business I’ve ever read. I run one of the largest full service salon and spas in BC, I found myself re-reading chapters and fiercely taking notes on how I’ll leverage Dan’s ideas. I’m glad I got it before my competitors did.”

- George McCaulley, Owner of Axiom Salon and Spa

“As a hair styling coach and hairstylist for 35 years, I read Dan Lok’s book “Lies Salon Owners Believe” with excitement & curiosity. I couldn’t put the book down. The pages flow from start to finish with proven business principles and marketing strategies. Every page bursts with practical guidelines and strategies. Though seemingly obvious, they are neglected and overlooked by salon owners when they market their services. If I owned a salon, I would immediately apply all Dan’s lessons and join the client loyalty program right away. I would definitely become a member and use his system to beat my competition and become a wealthy salon business owner. Dan you’re a life saver, where have you been all these years? It is about time for a hero to step forward and help our industry.”

- Jannie Lam, International Hairstylist & Salon Team Building coach

“For the past 21 years, I’ve been helping small businesses discover how to attract more customers and make more money. In those 21 years I have never read a book that’s so simple, yet so profound. Lies Salon Owners Believe is the answer to any salon business owner who wants to get more business right away. If you’ve ever wondered how to beat the competition, pull in more customers and dramatically grow your business, Dan shows you the key steps to take. Let’s be honest. Most salons could be making a lot more money, just by making a few changes. Finally you can discover what’s been holding you back from the success you know your business is capable of. Get this book and read every word!”

- Charlie Cook, President, MarketingForSuccess, Consultant to Fortune 500 companies that includes Forbes, AETNA, & AT&T

## **About the Author**

**Dan Lok** was a college dropout working as a grocery bagger in a local supermarket for minimum wage when he set out to make something of himself. A true immigrant success story - Dan came to North America as a teenager with little knowledge of English and no contacts. Through hard work, relentless determination and guidance from his mentors he became a self-made millionaire by the age of twenty-seven. As a salon owner himself, Dan “gets” what you are going through. He has survived staff walkouts, a sudden tax increase, and even a flood to his salon! His salon, Sweet Nail, is one of the most popular salons in Vancouver, BC. Widely celebrated as the “Salon Business Expert,” his new purpose in life is to help thousands of salon and spa owners all over the world increase their income while working less.

**DJ Richoux** is an entrepreneur and marketing coach who has over 19 years of practical hands on “street-smart” marketing and customer service experience. He has won international excellence in service award from Porsche and national excellence in service award from Jaguar. He accelerated annual sales of a company from \$327,000 to 1.81 million in just 12 months as well as increasing quarterly gross sales of another company from \$222,000 to \$497,280 within three months. For the last decade he has specialized in developing step-by-step systems that enable business owners to realize the true potential of their businesses. Now as a salon marketing expert, DJ is revolutionizing the way salon owners do business delivering them more freedom, more profit and more fun.

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