

**\*\*Shear Bliss NYC Salon reviews:\*\*** <https://g.co/kgs/c87kEEf>

**\*\*Business objective: Get more google maps reviews\*\***

**\*\*Which type of funnels they used: \*\*Providing the best service and recommendation to new and old clients.\*\***

**\*\*Who am I talking to?\*\***

-Teenager girls and mid age women who want to enhance their looks via a great haircut, want a good hairstylist who can provide them a great recommendation in her choice and guide them perfectly.

**\*\*Where are they now?\*\***

-New York

-Level - 3 Awareness

-Sophistication stage - 5 (Experience)

-Current state (pain) - They are afraid of hair damage, bad experience in the past, high price, trust issues. They might struggle to find a stylist who consistently understands and delivers on their desired look, leading to frustration and dissatisfaction. They are afraid of bad compliments on her hair by others.

-Roadblock - She has had bad experiences in her past and doesn't get their dream results as she wants. She doesn't trust other stylish people and the product they use. What if she paid a high price, but doesn't get the hair she wants. Doesn't fit in her budget. Don't trust/believe in others' hair salons. What if new salons have terrible experiences and behaviors? Continuously try to upsell them.

-Dream state - They get a stylish person who completely understands their vision and gives a perfect recommendation on their choice to guide them correctly. Want a politely welcome new clients of the salons. Give them proper attention and do the work professionally. Having knowledge in styling hair, choosing the right color that fits/matches with her personality. May we can add women trying to find a hairstylist to fix what another destroys. Or a woman feels she gets older and wants to appear younger. If this hairstylist offers hair dye.

-Perceived cost is fairly high - Price, Time.

-Belief in ideas -Social proof, Logic, Personality, Demonstration results and how closely the product/service fit in my personal situation.

-Trust - Social proof, Cost, Familiarity and personal experience with company/person, Other person you trust voucher to them and personality.

**\*\*Where I want them to go?\*\***

-Provide them a great service/experience and get wonderful google reviews and help you to get more clients in future.

**\*\*What do they need to experience/think/feel to do that?\*\***

**\*\*Provide them a great service/experience and get wonderful google reviews and help you to get more clients in future\*\***

- Understand what type of stylish hair she wants.
- Give them proper attention and guide them rightly.
- Right recommendation/ help them choose the right color for her hair that matches/fit with her.

**\*\*I showed previous google reviews because Newly hair salons know what they need to do to get great reviews\*\***

-Welcomed and eased my nerves. I did extensive research before choosing Elsa but I am sooooo happy I did!! I was Elsa's star for the day. She dedicated her full attention to me as soon as I walked in till the moment I left. The results were absolutely amazing and I couldn't be happier. Every employee of this salon was so friendly and the ambiance was just so amazing! Will definitely be returning! Yes guys, it's worth the price. Sip a glass of wine and let your stylist do their work!

-Very attentive and knowledgeable of styling, mixing colors, and balayage techniques. Throughout my appointment, Adela was patient and took time to execute all of my requests. -I went here to do a balayage. Elsa is an amazing stylist and colorist. She is very patient with me and gives me thorough consultations. She spent 6 hours on my hair and it comes out to be an amazing color. Just what I expected! The best hair color experience I ever had! Highly recommend her and I'll definitely come back again!

-So i have been to a lot of different salons around the city from the \$\$\$\$ to the \$ and I swear I've found a hidden gem and I kind of want to gatekeeper it but I won't. The cut and color I got at Shear Bliss was literally perfect. Taylor was incredible, I showed him a picture of what I wanted and he went above and beyond. Both he and his assistant Fara were knowledgeable, meticulous, and made sure I felt comfortable, welcome, and happy from start to finish. This is the best experience I've ever had at a salon and I cannot wait to go back. So happy with my summer hair— thank you so much Taylor and Fara!! :)

**\*\*And you get a great and perfect review that trigger more people to book/choose your service instead of others\*\***