

Finding Models

We hear of very many examples of good practice throughout the programme and we are keen to publish these in e-Update and on the Cheynes Training website.

Here is an example from one of the Cheynes salons, where one new assistant, a young guy aged over 21 who really wanted to ensure he had a good supply of models for every single training session so he could complete his training as quickly as possible.

The Candidate went onto a website called <http://www.gumtree.com/> and posted ads each week in the 'health & beauty / wellbeing section' of the website advertising excellent haircuts for a fraction of the price and left a mobile number for people to contact him.

As a result he was inundated with lots of young people from Australia / New Zealand – and other places - who were travelling around Britain and were desperate for a good haircut at a low price.

Of course, Edinburgh is a favourite location for people from 'down-under' but when you go onto the Gumtree website you will be amazed the number of towns that have their own Gumtree, there are over 50 separate websites, some for towns and cities and some for whole counties!

The ads are free but, and this is really important, they need to be placed at least weekly in order to always be near the top of the list. You have to work at this; it's no good putting just one ad on Gumtree and expecting it to work for you! However, if you do work at it, there are plenty of people out there who would never become Clients but could become great models as they pass through on their travels.