

Can your future clients  
**find you?**



An online directory of salons and spas where your prospective clients will be booking their next appointment. **Make sure you're listed!**

## Where are your future clients?

Every month, there are more than 170,000 online searches for hair and beauty services in Australia. **mylocalsalon** is an online directory that will be highly optimised to ensure your business is visible amongst all this traffic, and open for bookings. It is on mylocalsalon that you will be found by your future clients.



Underpinning **mylocalsalon** is Shortcuts Software and BookME™, enabling live, online bookings.

## Ensure your future clients find you

Using **mylocalsalon** people can search and find professional hair and beauty services, and book immediately from their home, office or even their phone. Check out how easy it is for them to book their next appointment with you:

**1** Looking for **Hair** Near **Spring Hill, Brisbane, Qld, 4000** [Advanced Search]

Business type:  
 Haircut  
 Hair Straightening  
 Hair Colour  
 Hair Extensions

Business name:  
 Redhaircutters  
 Ry Hair  
 Dezine Hair  
 Hot Vanilla Hair Salon  
 Bounce Hair Body & Beauty

**2** Business Type Location Sort by 25 results per page

Hair Salon  
 An award winning salon with a modern touch, and friendly staff.  
 29 Love St, Bulimba, Brisbane QLD

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### SEARCH:

Search for services in the suburb they are in.

### REFINE:

Refine the search results based on multiple criteria.

**3** Hair Salon ★★★★★ 1 of 34 in Brisbane

Shop 3A, 2558 - 2560 Gold Coast Hwy  
 Mermaid Beach QLD 4218  
 P (07) 5575 4190 F (07) 5575 4190  
 W www.hairsalon.com.au E reception@hairsalon.com.au

**4**

Find a hair specialist that will meet your personal hair styling goals. A good stylist will definitely require some time and patience. Click here to find your hair salon on mylocalsalon.com is the perfect starting point for that search. For more information on the Chicago Sun Times link below.

Ratings:  
 Cleanliness ★★★★★ (12) Friendliness ★★★★★

I'm available on or after:  
 Thursday 11/03/2010  
 On Off AM PM

Category: Select Category Service: Employee:

**5**

Hair Salon ★★★★★  
 An award winning salon with a modern touch, and friendly staff.  
 29 Love St, Bulimba, Brisbane QLD

### REVIEW:

Review the business webpage for more details.

### BOOK:

Book their appointment straight into your electronic appointment book.



## Control your future bookings

**mylocalsalon** empowers you to retain control over your appointment book without reducing the flexibility your clients have in searching for availability and booking appointments with you.

You can control your future bookings in the following ways:

- The information listed on your personal webpage.
- Which services are available to book online.
- Which employees are available online.
- How many services can be booked at one time.
- How close to the time of service your clients can book.

Accurate + Efficient + Instant = Improved Booking Systems





## The future's so bright...

Over 78% of Australians used the internet to find information about products or services and over 60% of Australians made online bookings in 2009. The team at **mylocalsalon** will be promoting the directory using a variety of high-impact marketing channels, to help capture a share of this substantial business opportunity for you.



Paid and Natural Search Results



Mainstream Magazine Advertising



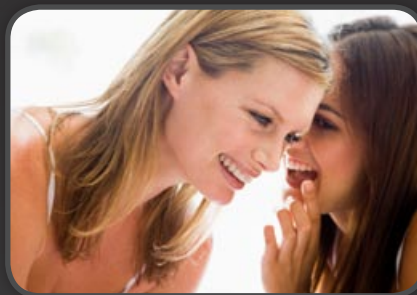
Television Advertising



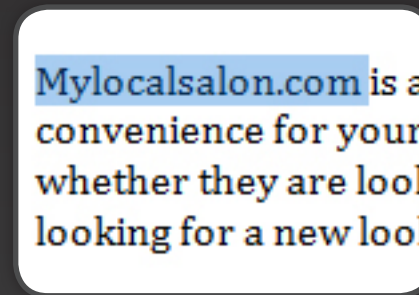
Radio Advertising



Social Media



PR Campaigns



Blogging

**mylocalsalon** will be working to drive new clients into your business!

## Don't have Shortcuts or a website?

Shortcuts **mybooker** gives you all the essential tools to harness the online revolution. It enables online bookings from **mylocalsalon**, Facebook and your own website (if you have one), without any risk to you. If you don't receive any bookings, you don't pay a cent.

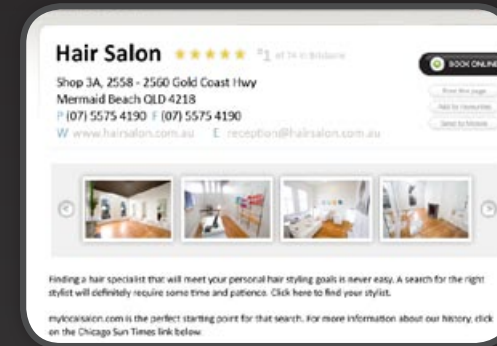
The Shortcuts **mybooker** package includes:



Shortcuts **mybooker**



Shortcuts BookME™



A listing and a webpage on **mylocalsalon**

Also available is:

- **Set & Forget Marketing™** - an automated email marketing system that uses target lists pulled directly from your client database.
- **TextME™** - 2-way SMS confirmations that are completely automated.

Powering all of this is the Shortcuts appointment book. This version of Shortcuts is offered to you at no cost to allow you to take part in this exciting initiative. Call us today to find out more about how **mylocalsalon** can drive new business straight into your appointment book.