



STYLIST RECRUITMENT



RECRUITMENT BRAND PACKAGE

Entice new hires & reinforce your brand recognition with a consistent look for your recruitment efforts.

\$2775 PACKAGE INCLUDES:

- Recruitment Logo - something fun, memorable and designed with stylists in mind
- Die-Cut Sticker OR Temporary Tattoo Set-Up*
- Recruitment Postcard Copywriting and Design*
- Pull-Up Banner for use at school events and career fairs*
- **\$3300 VALUE - save 15% on the full package**

Ballpark Print Costs:

- 500 Temporary Tattoos: \$290
- 1000 Stickers: \$300
- 1000 Postcards: \$310
- 1 Single-Sided Pull-Up Banner: \$185

*Printing and shipping costs not included in package price above; we'll provide a custom quote based on your design & quantities.



Recruitment Postcards



Diecut Stickers & Temporary Tattoos

WHEN YOU'RE ALWAYS HIRING, YOU HIRE THE BEST

TOOLS FOR SCHOOL OUTREACH

Recruitment Postcards*

\$675 set up (includes copywriting & design)
5" x 7", full color, mailable

Recruitment Rack Cards*

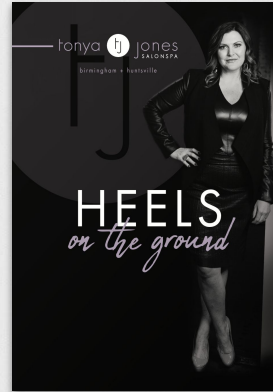
Supports more detailed content.
\$950 set up (includes interview & copywriting)
4" x 9", full color, handouts

Pull-Up Banner

Single-sided or double-sided options available. Ask for pricing.

Table-Cloth

\$160* set up
6 and 8 foot options. Pricing determined on sizing.



*Printing, mailing and shipping costs vary by quantity - ask for a quote.

TEAM RECRUITMENT SOCIAL CAMPAIGN

3-WEEK CAMPAIGN INCLUDES:

- 3 Visual Facebook posts, boosted for \$35 each
- Results snapshot of campaign
- Linked to your careers or recruitment page, recommended run of 1 week per post.

What about Instagram?

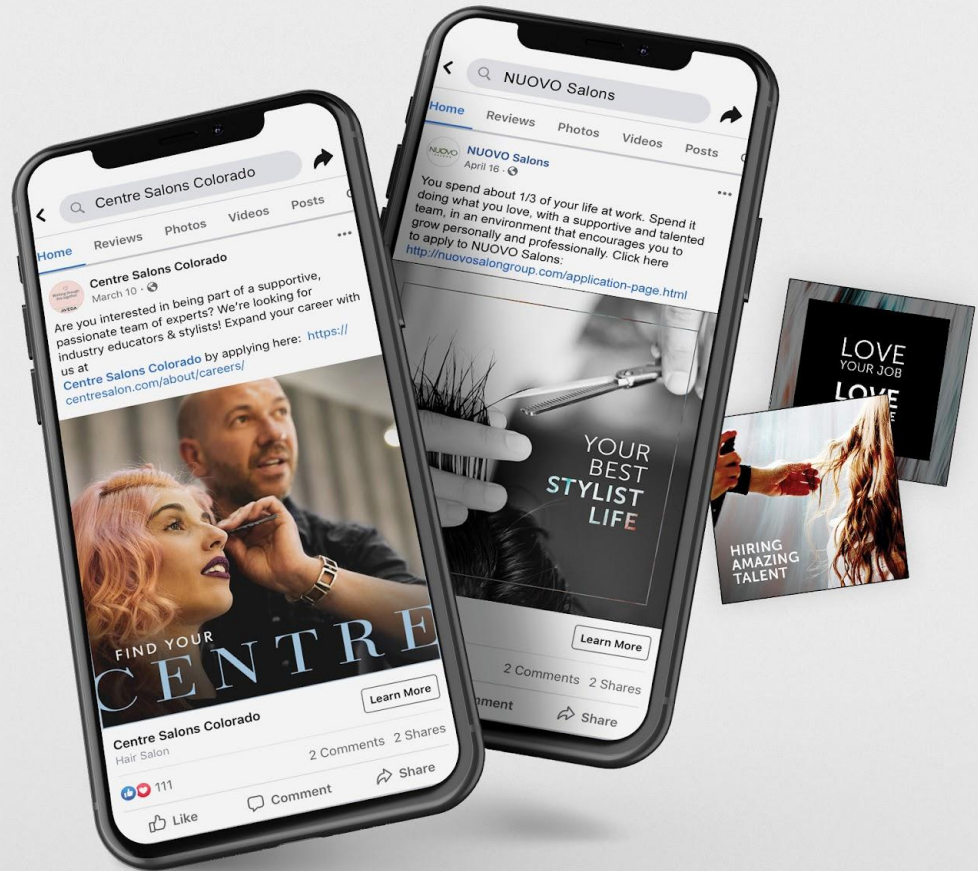
- Posts are also sized for your use on Instagram.
- If IM handles your custom Instagram management, we'll take care of IG for you! Optional IG boosting, add \$75.

CUSTOMIZED - \$550

Adapted to fit your brand and messaging

READY-TO-GO - \$250

Based on our top performing recruitment posts



CAREERS PAGE & ONLINE APPLICATION

Use your website to attract staff!

- Add a careers page to your IM-Built website: \$150
- Custom careers page copywriting (with interview): \$450

Add an online application:

Career Interest Form: \$150

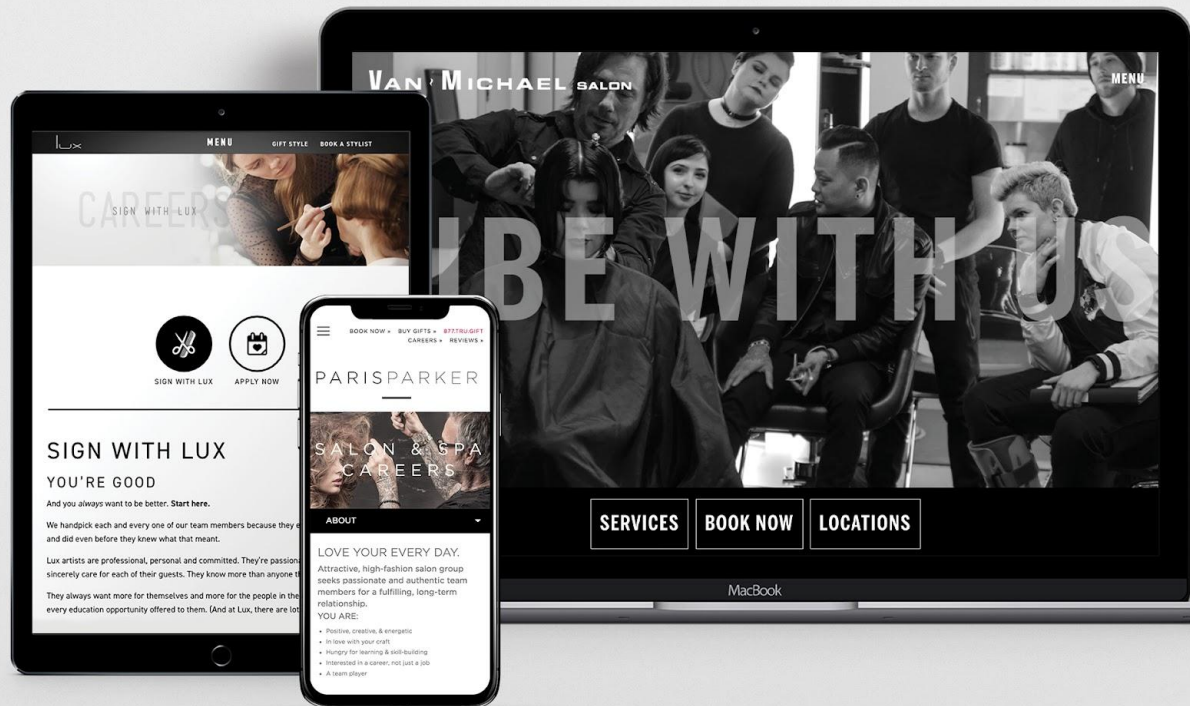
Ex: <https://ritualsspa.com/about/careers/>

Simple Application: \$225

Ex: parisparker.com/about/careers/

Comprehensive Application: \$450

Ex: indirasalonspa.com/about/careers



ADD-ONS

THAT LEVERAGE GUEST CHANNELS

Blog Post on Your Culture

"Why Stylists Never Leave Us" (interview, custom copywriting & boosted Facebook post) - \$815

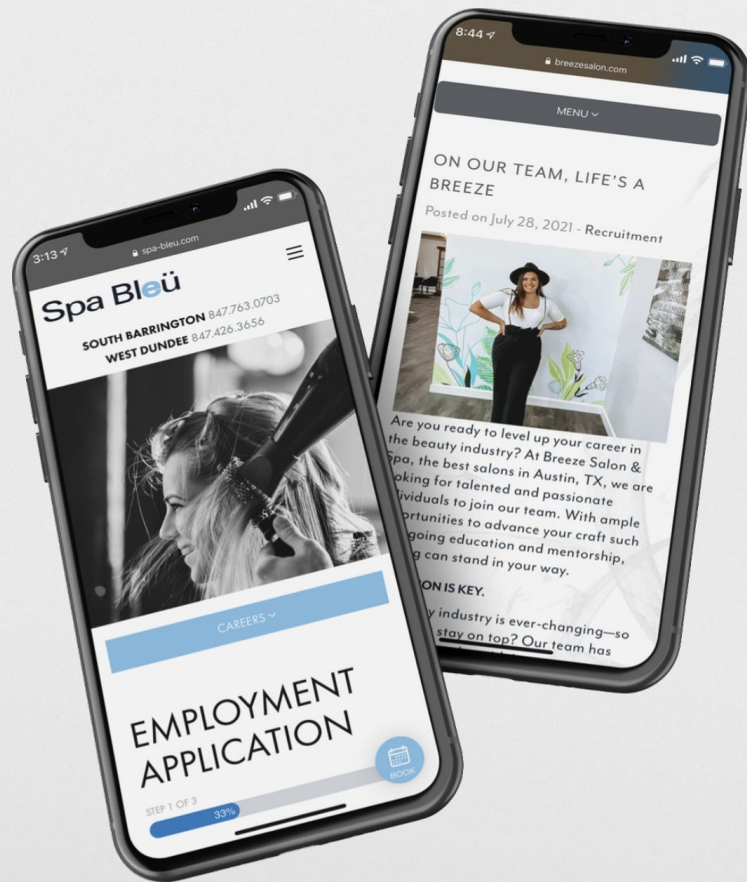
Mirror Clings for Stylist Stations

Get referrals from your loyal guests. \$254 (qty 25)

Online Employment Application*

(sends submitted form to your email)
\$150 - \$450

*Websites not designed by Imaginal may require an additional estimate.



GOOGLE-FRIENDLY JOB LISTINGS

Show up on top when job-seekers search for opportunities near them. We'll take care of everything Google requires.

\$1200 ONE-TIME SETUP INCLUDES:

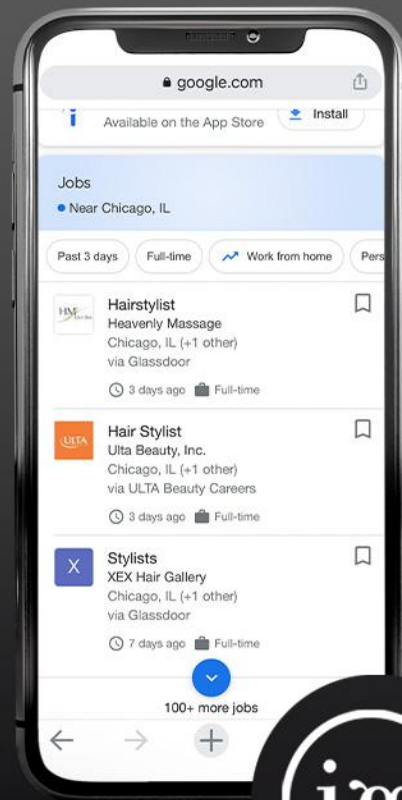
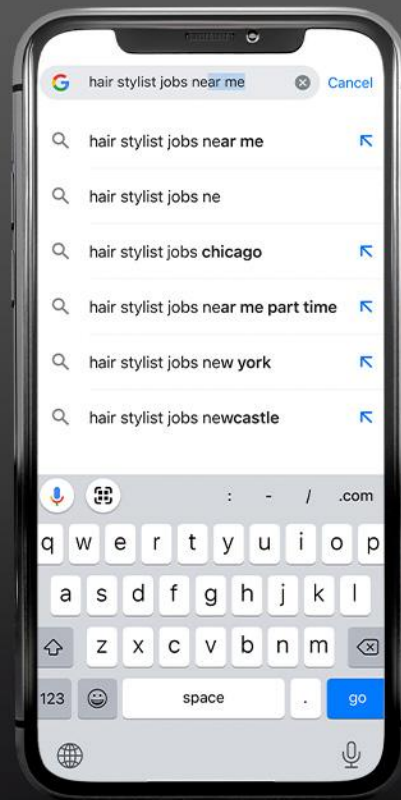
- Installing a new system within Wordpress* for your job listings (**only available for Wordpress sites at this time*)
- Building a landing page that links to individual listings
- Creating a Job Posting template that includes the data Google is looking for
- Updating your sitemap via the Google Search Console
- Adding 3 Job Listings for 1 location to your site following Google's rules, then it's up to Google to do the rest! More than 1 location? Ask for pricing.

Need new Job Descriptions?

We can write them for you! \$225/each includes writing and posting with your new system.

LEARN MORE:

<https://jobs.google.com/about/>



RETAIN YOUR GUESTS WHEN A STYLIST LEAVES

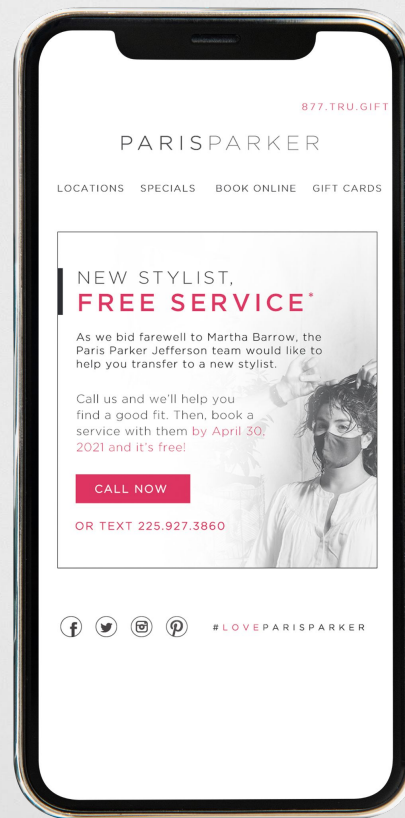
Unique strategies for when your stylists leave to:

- Retire after a long career as a master/senior artist
- Work for a competing salon
- Open their own salon
- Relocate to another city/state
- ... or whatever other tricks are thrown your way

\$525 PACKAGE INCLUDES:

- Customized email with situation-specific strategy, sent only to departing stylists' client list through your email software
- Call campaign script

Retaining just ONE loyal guest will earn a return on your investment.



STAFF RECRUITMENT TOOLS

4" x 9" full color, double-sided info cards work great for takeaways at career fairs or leave-behinds at schools

ONE-TIME DESIGN FEE: \$950
Includes interview & copywriting

PRINTING 4x9:

- QTY 500 \$239 + \$10 ship (0.48 each)
- QTY 1000 \$409 + \$11 ship (0.41 each)
- QTY 2500 \$571 + \$20 ship (0.23 each)
- QTY 5000 \$749 + \$30 ship (0.15 each)



HERE'S WHAT MAKES OUR TRAINING PROGRAM DIFFERENT.

HANDS-ON, SOONER.
You'll work through 10-12 models, taking on clients as you achieve each technique. Because you set the pace, you'll never have to wait idly for the next step.

COMPREHENSIVE TRAINING.
Your training includes everything from cutting, color and spa services to managing the front desk.

MENTORSHIP.
You'll be paired with a mentor who will help ensure you are meeting, then surpassing your benchmarks.

Start the conversation that will **START YOUR CAREER.**
tnass@indirasalonspa.com

INDIRA
INDIRASALONSPA.COM

f t p in

Year 1: \$40,000
Year 2: \$35,000
Year 3: \$50,000
Year 4: \$60,000
Year 5: \$70,000

AVEDA
PURE AND NATURAL BOTANICAL COSMETICS

FALL IN LOVE WITH YOUR CAREER

Craft Your Career at Indira
Our carefully chosen and highly trained TEAM goes above and beyond. We focus on exceeding our own standards, continually raising the bar in the beauty and wellness industry. Let us help you make a difference!

INDIRASALONSPA.COM

Start the conversation that will **EXCEL YOUR CAREER**
APPLY
tnass@indirasalonspa.com/about/careers
EMAIL
tnass@indirasalonspa.com

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