



Salon and Spa Marketing Expert Launches New Website To Help Salon Owners Succeed

Dan Lok, multi-millionaire entrepreneur and owner of a popular salon in Vancouver, BC, announces the launch of <http://www.salonbusinessexpert.com>, a website dedicated to helping owners in the spa business and salon business achieve success and increase profits, even in recessionary times.

Vancouver, BC ([PRWEB](#)) May 09, 2011 -- Dan Lok, multi-millionaire entrepreneur and owner of a popular salon in Vancouver, BC, announces the launch of <http://www.salonbusinessexpert.com>, a website dedicated to helping owners in the [spa business](#) and salon business achieve success and increase profits, even in recessionary times.

Lok is a sought-after business and motivational speaker who has shared the stage with celebrities such as George Foreman, Robert Kiyosaki, Mark Victor Hansen, Brian Tracy, Harv Eker, Jack Canfield, and Les Brown. He speaks at events such as the Salon Business Summit and Salon Profits Intensive.

On his new website, he offers the free CD “3 Secrets To A Six-Figure Income From Your Salon While Having More Freedom And More Fun!”

In it, he shares the strategies that allowed him to finally create a successful, profitable [salon business](#) after years of suffering through one failed business venture after another.

“Salon owners who achieve the most success are not necessarily the hardest workers; they are the smartest workers,” Lok explained.

Lok’s site is full of tools, resources, and free tips on how to bring in more clients, make more profit per client, overcome price resistance, increase income while cutting back on hours, and more.

Lok had been struggling to find the secrets of success since his teens, and over the years he learned from his mistakes.

He and his fiancée finally hit on the winning formula for success when they founded the salon Sweet Nail. Although they started their business during a recession, in an area saturated with competition, and they had no beauty business experience whatsoever, they managed to build up a client list even before they opened, and were profitable by their second month.

Lok also managed to position his salon in the number spot on Google’s search engine before his salon even opened. Even today, 60 percent of his new business comes from the internet, and in his book “Lies Salon Owners Believe And The Truth That Sets Them Free” he tells salon owners how to achieve these same results.

Lok reveals the secrets of successful salon promotion and also how to avoid some of the pitfalls of success, such as having a business that is too dependent on the salon owner to the point where it can’t survive the owner’s absence.

Those seeking more information or wishing to purchase his book and listen to his free audio CD may visit



<http://www.salonbusinessexpert.com>

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).