

Hairstyle Email Course

TIP #1

Subject: Why you need to understand your hair type before changing your hairstyle

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EMAIL

Hi Tanner,

Thank you for requesting the "7 Steps To Discovering Your Perfect Hairstyle" email course.

These 7 short lessons will help you find the hairstyle that's perfect for you.

A style that fits your unique face shape, personality and lifestyle.

You will receive one email a day for 7 days.

Each email will contain a link to the "lesson" (takes about 5 minutes to read).

If you go through this course you'll walk away with a better understanding of how to select a style that brings out the best in you.

So without further ado let's dive into Lesson #1: Understanding Your Hair Type.

Click here to learn more.

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LANDING PAGE

The 4 Main Men's Hair Types

One of the most important factors when it comes to choosing the hairstyle that's right for you has to do with your hair type. The density and texture of your hair will influence the "parameters" you have to work within when it comes to your new style.

Below are the four main hair types along with tips for each.

1. Thick Hair Tips [Insert thick hair photo to the right]

- * If you have really thick hair, ask the stylist to thin it for you so it won't lay so thick at the bottom.
- * Choose a hairstyle that has a "layered cut" (true for both short & long hair). Otherwise it will lay as one big pile.
- * Comb or brush your hair to reduce the "poofiness". This will help you tame it.
- * Use quality hair care products to avoid the frizzy hair look and cowlicks.
- * Use scissors on the sides and back instead of clippers or electric razors.
- * Don't shampoo it every day or it can get dry and frizzy. **Use a moisturizing shampoo** that is sulfate and silicon free to help.

2. Straight/Thin Hair Tips [Insert thick hair photo to the right]

- * Avoid "bowl cut" styles that involve medium length cuts with parts down the middle.
- * Don't grow your hair too long (hint: shoulder length is too long).
- * Consider styles that include keeping your sides and bangs short.
- * Blow dry your hair to get it more oomph and volume. Air drying will leave it flat.
- * Use hair products that are lightweight and come with a matte finish like a **forming cream** or paste.

3. Curly Hair Tips [Insert thick hair photo to the right]

- * Avoid using too much product (it causes a "shell-like" look).
- * The other extreme is to not use any hair product which creates a "curls-gone-wild" look.
- * If you're overweight don't grow your curly hair beyond a medium length.
- * Consider using a small amount of mousse, comb it back and let air dry.

* Don't shampoo everyday but every 2-3 days with a **good moisturizing shampoo** and **conditioner**.

4. Kinky Hair Tips [Insert thick hair photo to the right]

* Use a rinse-out hair conditioner daily.

* Avoid styles that are outdated like the high-top fade or flattop cuts (it's not 1995 anymore).

* Be aware that cornrows can cause receding hairlines when worn for long periods of time.

* Consider using natural oils and butters to detangle hair.

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TIP #2

Subject: How to choose the right hairstyle for your face shape

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EMAIL

Hi Tanner,

Yesterday we talked about **the importance of understanding your hair type** so you can choose the hairstyle that's a natural fit for you.

Today, we're going to talk about choosing a hairstyle that fits your face shape.

Click here to learn more...

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LANDING PAGE

How would you describe the shape of your face?

I know. That's not easy to answer.

But after you get done with today's lesson you'll know how to answer that. But more importantly you'll have a better idea about which hairstyles complement the shape of your face.

So let's get started.

1. Oval Face Shape

[insert photos that span full-width]

Characteristics: slightly rounded jaw, very proportional, no abnormal characteristics, looks like the shape of an egg.

Tips:

- * Due to the well-balanced and symmetrical shape nearly any hairstyle will look good.
- * Avoid covering up the proportional facial features with long bangs.
- * Considered by many to be the "Ideal Face Shape" (so the "tip" is to be grateful!).

2. Triangular Face Shape

[insert photos that span full-width]

Characteristics: narrow forehead, wide cheekbones and pointed chin.

Tips:

- * Don't choose a hairstyle that extends below the neckline.
- * Choose a style that will help add width to the forehead area.
- * Hairstyles with lots of layers look good because they add width and volume on top.

3. Square Face Shape

[insert photos that span full-width]

Characteristics: the strong jaw line and hair line form a square look.

Tips:

- * Avoid puffy styles that tend to add more width and volume.
- * Choose a style that is clean cut around the ears and kept close to the sides.
- * Don't choose a style that requires parting the hair down the middle.

4. Oblong Face Shape

[insert photos that span full-width]

Characteristics: face is longer than it is wide with a cheek line that is long and straight.

Tips:

- * Keep the sides a little longer so you can maintain length up top.
- * Avoid styles that are angular at your hairline.
- * Consider styling your hair onto your face to balance out the shape of your face.

5. Heart/Diamond Face Shape

[insert photos that span full-width]

Characteristics: the widest part of the face are the cheekbones and the face is wider than it is long, usually revealing a pointed chin.

Tips:

- * Avoid styles where there is no hair on your face because this will make your face look tiny.
- * Fuller hair at the temples and crown can help hide the thinner parts of your face.
- * Avoid styles that have too much fullness on the sides because they can widen the cheekbone further.

6. Round Face Shape

[insert photos that span full-width]

Characteristics: the rarest of all facial shapes, the length is almost equal to the width. Unlike an oval face, all the angles and lines are smoothed out.

Tips:

* Avoid styles with sharp angles as they only serve to highlight the natural roundness of the face.

* Consider a style with an off-center part, or some waves at the eye level to help minimize roundness.

* A hairstyle that adds volume can help keep the face from looking too round.

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TIP #3

Subject: Choosing a hairstyle that matches your personality

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EMAIL

Hi Tanner,

Whether you like it or not most people make assumptions about you based on appearance.

And have you ever thought about what your hairstyle says about you?

You may be surprised that your current hairstyle isn't a good fit for who you really are.

So in today's lesson you're going to discover how to select a style that aligns with your personality.

Click here to learn more...

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LANDING PAGE

It may be nice to say things like, "Don't judge a book by its cover."

But the truth is, people do it all the time.

And if you think about, it makes sense. When you first meet someone you only have two things to base your judgments on:

- 1) What they look like; and
- 2) What they say.

So today I want you to think about your personality type. Then choose a hairstyle that matches it.

1. The CEO

Now, you don't have to be an actual CEO. But you're the type of person who is confident, opinionated and decisive. You like to get things done and enjoy commanding respect. Accolades and accomplishments are important to you.

If this is you then you should consider a hairstyle that's neat, orderly and no-nonsense. This means you may have to say goodbye to the "bedhead" look or the spiky hairstyle of your younger years.

2. The Non-Conformist

If you're the type of person who is creative, unpredictable and rebellious then your hairstyle should follow suit. Don't choose a hairstyle that resembles the "status quo". Instead choose something edgy. You may want to sport the spiky hair or the bedhead look. Perhaps even longer hair would fit you well.

3. The Sage

If you're the type who is not easily ruffled and you listen more than you speak then you need a hairstyle that reflects these traits. You're the chess player who thinks five moves ahead. And so you should consider a hairstyle that's unruffled and but not too "clean cut". You may also consider growing a beard to add to your "wise man" persona.

Conclusion

Obviously, there are many more personality types than those three. But the point here is to get you to think about your personality and to choose a hairstyle that expresses it well. So if

you've been sporting the fauxhawk since high school but now find yourself in a professional leadership role, then you may want to consider "rebranding" yourself to match your new role.

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TIP #4

Subject: 3 Trendy (And Low Maintenance) Hairstyles for Men

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EMAIL

Hi Tanner,

Another important factor to consider when choosing a hairstyle is how much time you want to spend on it.

You need to "count the cost" of your new hairstyle before committing to it. Ask yourself, "How much time will it require each day to maintain this?"

If you're like most men you're already too busy. But you still want to look great.

So in today's lesson you'll learn about some trendy hairstyles that don't take a lot of time to maintain.

Click here to learn more...

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LANDING PAGE

If you want a great looking hairstyle that's low maintenance then you're in the right place. Below you will find several trendy styles that won't chew up a lot of time.

The Ivy League (insert photo)

- * Top of head is tapered in length and front is slightly longer.
- * You can choose how long you want the hair on sides tapered to.
- * Best to style with fingers instead of a comb.

- * Side parting is preferred.
- * Best to use a good **forming cream** or **hair gel**.
- * Estimated grooming time: 1-2 minutes.

The Buzz Cut (insert photo)

- * You can choose the length of hair that fits you (short-, medium- or long- Buzz Cut).
- * Helps train even growth of hair all around the head (which can help prepare your hair for future hairstyles, like the Fauxhawk if you choose to switch later on).
- * Great for DIY types who don't want to spend time going to the salon.
- * A **good forming cream** is recommended if you opt for the Medium or Long Buzz Cut.
- * Estimated grooming time: 30 seconds if you using product.

Short Textured Style (insert photo)

- * Hair is cropped short all around with a bit of extra length up top.
- * This is a casual style so if you're going for "The CEO" look you may not want this option.
- * Good option is you have natural texture in your hair.
- * A **good forming cream** or pomade is recommended to add texture.
- * Estimated grooming time: 1 minute

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TIP #5

Subject: 3 Things You Must Do Before Going to the Salon

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EMAIL

Hi Tanner,

How do you respond when the hairstylist asks, "So what are we doing for you today?"

If you're like most men, you're entirely unprepared to answer. You may say something like, "Well, eh... I don't know. I guess, short on the sides and a little longer up top."

Well, in today's lesson you'll learn the three most important things you can do *before* going to the salon.

Not only will you end up getting a better cut but you'll also be perceived as a man who is decisive and knows what he wants.

Click here to learn more...

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LANDING PAGE

3 Things You Must Do Before Going to the Salon

1. Know the Style You Want

I know this sounds like common sense but most men don't think about what type of style they want until they're sitting in the chair. I know you're different since you're going through this course. So by now you should have a good idea about the type of style you want to end up with. But make sure you get clear about it in your own mind before you sit in that chair.

2. Top, Back, Front and Sides

Even if you know which type of style you want the stylist is still likely to ask you specific questions about the different sections of your hair. So think about how you want each section to look like. Some questions to consider:

- * Top: how will you style it? Spikey, parted to the side, messy?
- * Back: do you want it cut to the neck or left unkempt?
- * Front: do you want some of the hair on your face or not?
- * Sides: do you want it cleaned up around the ears or left untidy?

3. Bring a Photo

Now before you dismiss this idea because you think, "There's no way I'm walking into the salon with a 8.5x11 full-color photo of Leonardo DiCaprio in my hands," let me share a "workaround" with you.

Instead, find a photo online and email it to yourself. Then when the hairstylist asks, "What are we doing for you today," you can casually respond, "Oh, actually you know I just saw a picture today of what I'm talking about. Let me see if I still have it on my phone." Bingo!

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TIP #6

Subject: The secret of why your hair looks so good right after a cut (it's not what you think)

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EMAIL

Hi Tanner,

Have you ever wondered why it's so hard to get your hair to look as good as it did right after your haircut?

If you're thinking, "Well, it's because they've been doing this for years and know just how to style it just right," you're wrong.

The real reason may surprise you.

Click here to find out what the secret is...

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LANDING PAGE

The real reason your hair looks so good right after your haircut is twofold.

20 Minutes of Fingers in the Hair

One of the most important reasons your hair looks so good after a cut is because someone just spent the last 20 minutes running their fingers through your hair.

When someone runs their hands through your hair they leave a good amount of oil from their skin in your hair. That may sound gross but the truth is that these natural oils are actually great for styling (and are healthy too).

So if you want to recreate the "salon effect" at home you could either a) ask your spouse to play with your hair for 20 minutes or b) you could not wash your hair as much, allowing your own natural oils to work their magic.

The Right Product

Another reason why your hair looks so good after the cut is because the stylist knows which products work best.

They know when to use **forming cream** vs. **styling gel**. And if you get a **shampoo** they know which products will help make your hair look great after the wash.

So instead of just making a split-second decision while walking down the aisle at the grocery store, take the time to do your research and choose a product that will help your hair look great.

(Check out our line of kriegler + söhne **hair care products here**).

(You can also check out what others say by reading our **reviews on Amazon**.)

<insert testimonial>

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TIP #7

Subject: Who wins in a fight: gel or cream or wax?

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EMAIL

Hi Tanner,

Welcome to the final installment of this series.

I hope you now have a better idea of the hairstyle that's right for you. One that fits your face shape, personality and lifestyle.

As we wrap up today I want to answer a question I hear a lot, which is:

“Should I use gel, cream or wax on my hair?”

To find out the answer click here...

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LANDING PAGE

There are hundreds, if not thousands, of different hair care products but today I want to answer one question specifically: should I use gel, cream or wax?

Of course, the answer is, "It depends."

You first need to understand the purpose of each type.

Hair Gel <insert photo of product>

Ideal for thicker hair types. It comes in wide spectrum of hold strengths, ranging from light to strong. One thing to be careful with when it comes to gels is that some gels create white flakes when you brush or comb your hair after applying it.

Forming Cream <insert photo of product>

Cream is good for thick, wavy and straight hair types. Forming cream is more pliable than wax and is less likely to flake or dry out like gel. Use it for a natural or wet looks. Forming cream may not be the best option if you're looking for a super strong hold but it will smooth your hair out and can keep stray hairs away from your face.

Wax <insert photo of product>

Wax is the newest product out of the three. It's good for structured styles, like spiky hair, or can be applied to dry hair to help smooth it over. It can also be used to help style messy bead head looks. Waxes come in shiny or matte finishes. If you're looking for more of a "wet look" then gel would be preferred over wax or cream.