

## ABOUT PAUL

Paul DiGrigoli always goes above and beyond the norm. He is a hairdresser, a business leader, a cosmetology school owner, a salon owner, a national educator, and a motivational speaker. Though his business schedule is packed solid, he still gets behind the chair for one day each week.

Paul travels the country throughout the year providing in-salon training and seminars on personal and business development. Each of his seminars has been built from his own personal experience and accumulated wealth of business knowledge in the hair industry.

His energy is electrifying and his passion is infectious. After being active in the beauty industry for more than 25 years, Paul has a thorough understanding of the challenges facing stylists, salon owners/managers and cosmetology schools today.

Paul has recorded a series of CD's that include the top tips and information that he shares in his most popular seminars. These CD's are available for purchase by mail or through his website at [www.digrigoli.com](http://www.digrigoli.com).

## TO PLACE AN ORDER:

1. By Mail – Complete an order form and send with payment to:  
DiGrigoli Seminars  
Attn: Paul DiGrigoli  
1578 Riverdale Street  
West Springfield, MA 01089
2. By Fax – Complete an order form and fax to:  
(413) 827-8026  
\*MasterCard & Visa only
3. By Phone – Call  
(413) 827-8888, Extension 13  
with your order and credit card information.

To request information, send an email to [seminars@digrigoli.com](mailto:seminars@digrigoli.com).



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**Paul J.  
DiGrigoli**

OWNER/CEO OF DIGRIGOLI SALONS &  
SCHOOL OF COSMETOLOGY



**Business Leadership  
Coaching  
for Salon & School  
Professionals**

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## SEMINARS

### **Energize and motivate your staff with a live presentation by Paul DiGrigoli!**

Paul can develop a customized seminar to suit your needs, for employees or students at any level in your salon or school.

Examples of seminars he has presented:

#### ◆ **How To Build A Giant Clientele**

What separates outstanding stylists from poor stylists? Learn about the traits of hairdressers at the top of their field and how to enhance services to build and maintain a clientele that keeps you booked solid!

#### ◆ **How To Have The Best Year Ever**

Knowing what you want, why you want it, and how to get it will give you the ability to grow from a technician to an entrepreneur. Learn how the components of personal development ultimately affect the outcome for your business.

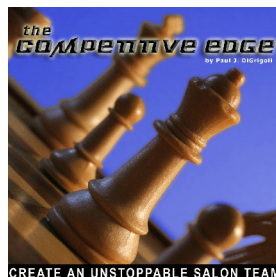
#### ◆ **Who's Driving The Bus?**

Have you lost the energy and desire it takes to drive your company forward? Learn how business leaders and owners combat the barriers to business growth, develop financial strategies, and use the power of focus to look beyond day-to-day issues.

*Find more seminar descriptions at*  
**www.DIGRIGOLI.com**

## COMPACT DISCS

### **The Competitive Edge © 2006**



**\$45.00**

Learn how to evaluate your own salon, both from a competitors' perspective and financially. Position yourself in the marketplace through powerful and effective branding. Cultivate your team and resolve staffing issues. Grow to be an entrepreneur.

### **Momentum: It's the Name of the Game © 2006**

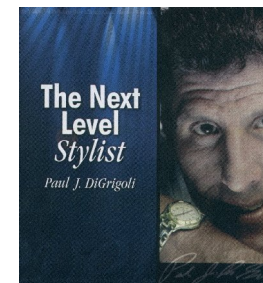


**\$45.00**

Master the ability to solve problems and make decisions. Discover the steps to fulfillment and success. Learn the levels of professional progression. Build confidence, control your focus, and magnify your attitude!

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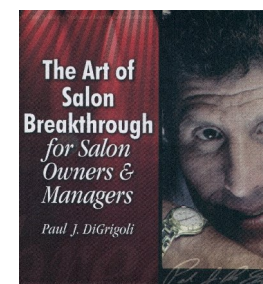
### **The Next Level Stylist © 2003**



**\$45.00**

Apply the principles of 21<sup>st</sup> Century Learning to become a top performer. Tap into industry growth and trends. Improve time management skills. Enhance client communication and retention. Learn the importance of preparation and practice.

### **The Art of Salon Breakthrough © 2003**



**\$45.00**

Set goals to increase productivity. Improve customer service skills. Overcome setbacks and turn problems into opportunities. Hire the best staff with effective interviewing. Develop great hairdressers to create a winning team.