



*The 3 Biggest Mistakes  
When Building Your  
Hair Replacement  
Business*



*Hello!*  
*I'm*  
*Jeffrey.*

During my 30 years in the hair industry, I've created Hair Loss University and Jeffrey Paul's Hair & Scalp Specialists. I am also the author of Women's Hair Solutions to Thinning and Loss (for consumers) and Solutions to Women's Hair Thinning and Loss (for professionals).

I am also the founder of Wigs for Kids, a nonprofit organization that provides custom-made hair replacement systems for children who are losing their hair for medical reasons. I have been blessed to work in this field for so long and am lucky to still feel like I am living my dream.

*Remember...Beauty & Change Begin Within,*

*Jeffrey Paul*

*Mistake #1:*

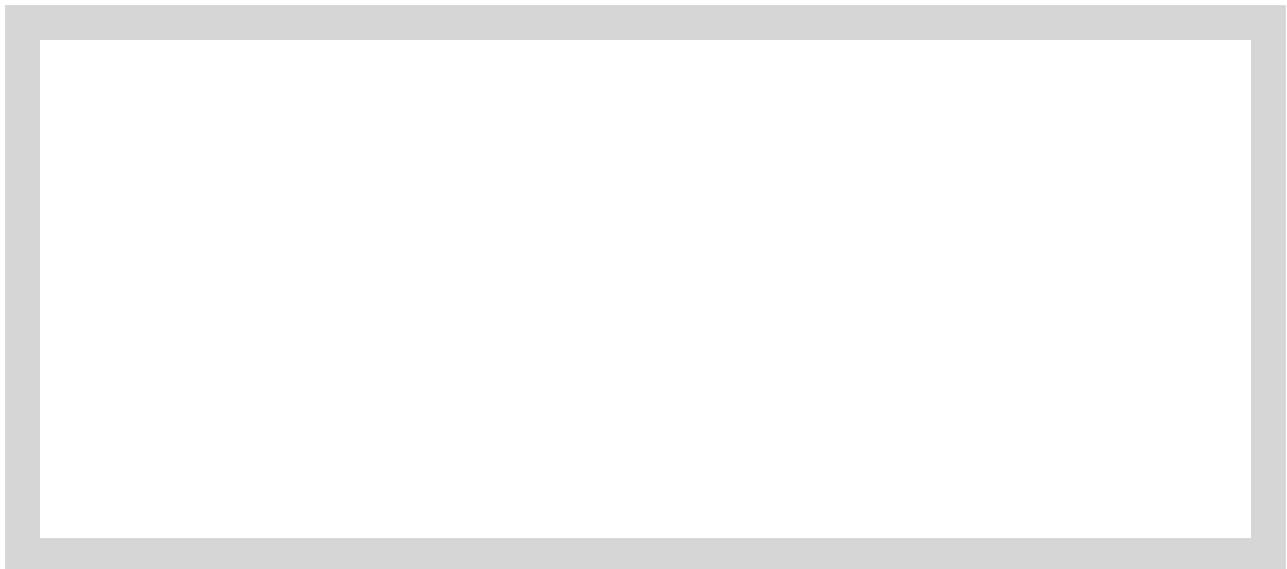
## **Not Investing in Education**

When you're looking to establish or upscale your hair replacement business, it is okay to admit that you don't know everything. In fact, it is one of the most important things you will do!

One of the biggest mistakes you can make when building your business is not finding ways to improve your skills or learn new ways to serve your clients.

**What areas do I need instruction in right now?**

**How do I learn best?**



## *Mistake #2:*

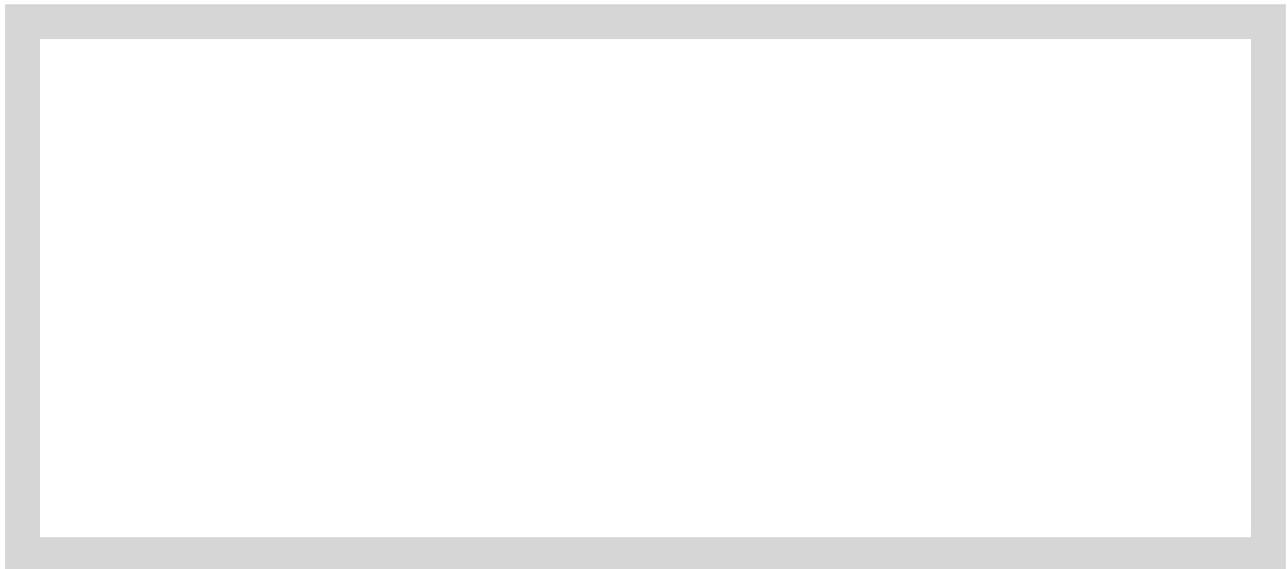
# Not Finding a Mentor

Learning new skills is a process. One of the most important things you can do on your journey to ensure your success is to find a mentor.

This mentor should be someone who is already at the place in their business where you want to be. Make sure they have the time to really nurture your skills and provide constructive feedback.

**What do I need from a professional mentor?**

**Who do I know that could fill this role?**



## *Mistake #3:* **Neglecting the Business Side**

You started your hair replacement business because you wanted to transform people who suffer from hair loss. But the truth is that you are also a small business owner.

When you neglect the behind-the-scenes operations of your business, you make it impossible for your hair replacement business to grow.

**What do I need to know about how to run a business?  
How will I learn this information?**

