

Your Name: Sherry Sampson
Title: Owner/Operator
Business Name: Sherry's Total Image Salon & Spa
Address: 1808 N. Washington St., Janesville, WI 53548
Phone: 608-755-0767
Directions & Business Hours:
Take Memorial bridge towards the hospital and turn right on North Washington Street. We are across the street from Oakhill Cemetery, 3 bldgs. on right from Watering Hole bar. Mon., Tues., Fri.: 9am-7pm, Wed. by appt., Thurs. 8:30am-5pm, Sat. 8am-3pm.



When was the business started? June 3, 2002, on Center Avenue, but then relocated March 25, 2004, to Washington Street.

Describe your products/services. We do hair, nails (both natural & implants), pedicures, massage, body waxing, facials, & tanning. We have monthly specials, Thursday 15% off service for seniors, coupon booklets, back-to-school specials for students & teachers, holiday & bridal, and prom specials. We also work with cancer patients in the "Look Good, Feel Better" program.

What do you do, product, service or philosophy, which differentiates you from your competitors? We believe wholly in our products and work w/clientele to understand all benefits of their product. We talk extensively to ensure each person who leaves the salon is satisfied and feels important.

How did you get interested and/or started in this business? In high school I had two goals: cosmetology or secretarial. I started doing other people's hair at age 15 for prom, homecoming, weddings, etc. I just loved seeing people look in the mirror before leaving and saying, "I love what you've done". Over the years I've worked at many salons and managed quite a few. I wanted my own to make it better than where I had worked; I wanted to make a difference in our industry.

What kind of training or background do you have? I went to Milwaukee College of Beauty Culture a couple of days ago (ha! ha!). When I finished school I came back to Janesville and worked for my mentor, Jo Dorsey, for 13 years. My next mentor was Barb Mathews. She got me involved with the Wisc. Hair Fashion Committee, where I taught nails all over the state. There I also got into the cancer program, "Look Good, Feel Better". I continue to educate myself and my staff.

What have you learned from this business? Take each day to learn something new about yourself and your client.

What are your future plans for your business? Keep up with all new trends in every level of my business. You can never be too knowledgeable. Continue to give 100% to serve.

What or who has had the most influence in the way you do business? I keep reading books on marketing, go to classes, go online, whatever it takes. I keep busy.

Do you have a favorite saying that applies to your business? "Pamper yourself". "If you don't take care of yourself, who will?"

What have been some of the challenges you've faced, and how did you work them out? Finding the right staff has been the biggest challenge. You need to be a team; a family.

What do you find most rewarding about this type of work? I've always loved all aspects of my work, and yet if I want to branch out and specialize, I've always had that option.

What type of customers use your products/services? We start at babies and go through death. I go and take care of my clients at the hospital, at their home, and for their funeral. It's the first and last thing I can do. They're my friends.