

Wil Shelton Links

Interviews

- **Grooming Industry**

- Women Are Worthy Network: <https://youtu.be/qvpK1Jc0deU>



- Sisternomics podcast: <https://podcasts.apple.com/ca/podcast/how-to-survive-covid-19-as-hair-stylist-or-salon-owner/id1482370584?i=1000474286450>
- Rolling Out: <https://rollingout.com/2020/02/24/wil-shelton-built-a-network-of-100k-black-salons-and-now-promotes-global-brands/>



You searched for: Wil Shelton



ENTREPRENEURS & BUSINESS LEADERS

Wil Shelton built a network of 100K Black salons and now promotes global brands

Wil Shelton is the president and CEO of Wil Power

- National Retail Federation: <https://nrf.com/blog/black-owned-barbershops-and-salons-feel-impact-covid-19-and-black-lives-matter-movement>
- Sheen Magazine: <https://www.sheenmagazine.com/ceo-of-wil-power-entertainment-wil-shelton-gives-insight-on-african-american-women-in-the-industry-and-why-they-play-an-important-role-in-the-success/>
- Adweek: <https://www.adweek.com/agencies/this-agency-connects-with-100-million-customers-through-hair/>

Linkedin Links +Fliers

- African American Salons and Barbershops Offer a Blueprint for how America Should Be: <https://www.linkedin.com/pulse/african-american-salons-barbershops-offer-blueprint-how-wil-shelton/>
- Black Men and Women Have for Centuries Put Themselves In Social Quarantine: <https://www.linkedin.com/pulse/black-men-women-have-centuries-put-themselves-social-wil-shelton/>
- How African American Salons and Barbershop Owners Are Balancing Their Culture with COVID-19: <https://www.linkedin.com/pulse/how-african-american-salons-barbershop-owners-culture-wil-shelton/>
- African American Salons and Barbershops Are Told It's Time to Open Up. Many Are Saving a Seat for Their Customers Instead: <https://www.linkedin.com/pulse/african-american-salons-barbershops-told-its-time-open-wil-shelton/>
- Salon and Barbershop Owners and Stylists Struggle to Catch Their Breath as the COVID-19 Shutdown Continues: <https://www.linkedin.com/pulse/salon-barbershop-owners-stylists-struggle-catch-breath-wil-shelton/>
- Hollywood Marketers Flip the Script to Reach African American Consumers in Salons Barbershops: <https://www.linkedin.com/pulse/hollywood-marketers-flip-script-reach-consumers-salons-wil-shelton/>
- Movie Studios Are Betting On Beauty to Bring African American Consumers to the Box Office: <https://www.linkedin.com/pulse/movie-studios-betting-beauty-bring-african-american-box-wil-shelton/>

- Hollywood Studios Mobilize Street Teams to Engage African American Consumers: <https://www.linkedin.com/pulse/hollywood-studios-mobilize-street-teams-engage-wil-shelton/>
- Is Your Entertainment Brand Reaching Out to African-American Consumers Everywhere But in Their Communities?: <https://www.linkedin.com/pulse/your-entertainment-brand-reaching-out-consumers-wil-shelton/>
- New Netflix Show Explains Why Marketing Entertainment to African American Women in Beauty Salons Makes So Much Sense: <https://www.linkedin.com/pulse/new-netflix-show-explains-why-marketing-entertainment-wil-shelton/>
- Urban Salons Are Game-Changing for Connecting Music with the African American Consumer: <https://www.linkedin.com/pulse/urban-salons-game-changing-connecting-music-african-american-shelton/>



THE
**MIKE &
DONNY**
SHOW



WIL SHELTON
LIVE TUESDAY MAY 5, 2020
10:30P EST / 7:30P PST

Stream It Live on **FOXSOUL.TV** or on the **FOX SOUL APP**

#SoulAtHome

THE
BLACK
REPORT



WIL SHELTON
LIVE TUESDAY AUGUST 18, 2020
7P EST / 4P PST

Stream It Live on **FOXSOUL.TV** or on the **FOX SOUL APP**