

425

Commonsense Business Tips

For Salons, Spa's & Clinics



Pam Stellema

Copyright 2015

Copyright ©2015 by Pamela Stellema. All rights reserved.

No part of this book may be reproduced in any form or by any electronic or mechanical means including information storage and retrieval systems, or to be sold or resold, without permission in writing from the author. The only exception is by a reviewer, who may quote short excerpts in a review.

Limit of Liability / Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose.

There are no warranties which extend beyond the descriptions contained in this paragraph. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not apply or be suitable for your situation. You should consult with a professional where appropriate. The accuracy and completeness of the information provided herein and the opinions stated herein are not guaranteed or warranted to produce any particular results and the advice and strategies contained herein are not suitable for every individual.

By providing information or links to other companies or websites, the publisher and the author do not guarantee, approve or endorse the information or products available at any linked websites or mentioned companies, or persons. This publication is designed to provide information with regard to the subject matter covered. It is sold or provided with the understanding that neither the publisher nor the author is engaged in rendering legal, accounting or other professional service. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

Neither the publisher nor the author shall be liable for any loss or loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

425 Commonsense Business Tips for Salons, Spas and Clinics

Authored by

Pamela Stellema

Principal Coach and Founder of

SalonSavy



www.SalonSavy.com.au

1	<p>Did you know that it is a fallacy that you have to be the best at what you do to enjoy the greatest success?</p> <p>It's simply not true - many other factors come into play.</p> <p>All that is required is that your clients believe you are the best. This means you need to position yourself that way.</p> <p>What can you do right away to position yourself as the best in the eyes of your clients?</p>
2	<p>Do you want more clients to ask for your therapists to deliver their services instead of asking for you?</p> <p>I thought you might!</p> <p>Well, the best way to make this happen is to make your therapists AS GOOD AS YOU ARE.</p> <p>Instead of slaving over those bikini waxes and pedicures, use your time much more effectively to train your team to be as good as you.</p> <p>As the saying goes "There is only one thing worse than training a staff member and have them leave and that is to NOT TRAIN THEM AND HAVE THEM STAY"</p> <p>Have you got your staff training schedule written down for the coming year yet?</p>
3	<p>Here's a quick tip. When you are offering a "value add" to your product or service, don't forget to mention the VALUE of the ADD.</p>

	<p>For instance, with every cut and colour, receive a free blow-dry <i>valued at \$25.</i></p> <p>Without the "valued at" tagged on at the end it is a valueless offer in the eyes of the client.</p>
4	<p><i>You miss 100 percent of the shots you never take.</i> —Wayne Gretzky</p> <p>What are you missing out on because you have not taken your shot? What have you been thinking about doing that could boost your business productivity and profits, but have not acted upon yet?</p> <p>Your lack of action is most probably costing you a great deal.</p> <p>I often hear "oh, I've been meaning to do that but haven't got around to it yet"; months and sometimes years later, I hear the same story. Is this you?</p> <p>Write down right now the one thing you have been meaning to do for quite some time. Add a finish date to it. Now list out all the things you need to do to make it happen for you.</p> <p>Get started today. Get finished soon. Make things happen and stop relying on chance.</p> <p>What do you need to get done that you've been putting off for too long?</p>
5	<p>Every business, even small salons, can hold their own mini-conferences.</p> <p>Here's what to do.</p>

Decide what your budget will be for the conference.

Start planning now - look for a close venue where you can hold informal meetings with your team. You don't even need a meeting room for these. You can make it relaxed over a coffee.

Write an agenda for the day's meeting, and make sure everyone receives a copy. This way your team know what ideas to bring along with them, and can start thinking about things in advance

Focus on future business growth rather than past mistakes.

- *"How can we do this better?"*
- *"What else could we do to increase sales"*
- *"How can we improve our customer service and retention?"*
- *"What additional products should we be retailing?"*
- *"What new services should we be offering?"*

Provide a nice morning and afternoon tea as well as lunch for your team so that it's not just work but a treat for them also. Remember this is an investment in your business. Not only will you build team morale, but also generate lots of great ideas.

Ask everyone to take notes and collect them at the end of the conference. Supply pens and notepaper for this.

Buy everyone a glass of wine at the end of the day, and let them know how much you appreciate their input.

And then stay on at the venue for a well earned break and a nice dinner out.

Next day, start implementing your new ideas ASAP.

	<p>Now only will your team perform better because they have had input into many of the new ideas, but you will have generated a ton of good strategies to help you grow your business.</p>
6	<p>Do you want your business to grow, get stronger and provide a better return on investment?</p> <p>Most salon owners want this, however to get it, you have to be prepared to spend more time working with your business owners hat on, instead of your therapist/stylists.</p> <p>I know you just love working with clients, it's why you got into this business after all, but if all you ever do is sell your precious time for money, then you will struggle to grow and thrive.</p> <p>If Steve Jobs had spent his time on the production line instead of creating incredible products where would Apple be today?</p> <p>Someone has to be at the top and ideally that person should be you. Only you can turn your dreams into goals and your goals into reality.</p> <p>Start by finding some spare time in you diary each week. Make it your management time, and tell your staff not to book clients in with you during that time.</p> <p>Use the time to:</p> <ul style="list-style-type: none"> • <i>Be creative, and think about how to grow your business.</i> • <i>Implement new and better ways of doing business in your salon.</i> • <i>Develop training programs for your staff.</i> • <i>Review salon performance and to set fresh goals and action</i>

	<p><i>plans.</i></p> <p>You simply cannot do all of that, and work 100% of the time delivering client services.</p> <p>The few dollars you do not personally make by delivering services, could turn into many thousands of dollars from the ideas and actions stemming from your management time.</p> <p>Why not start this week?</p>
7	<p>Don't make your undesirable services into the main focus of your promotion. This is like trying to sell thongs (flip flops for some) to Eskimos - they simply won't be interested.</p> <p>If you want to increase sales, do it using your most desirable services, but don't discount them. Use value adding instead, and make a profit instead of a loss.</p> <p>Remember this - profit does not come from increasing your turnover (revenue) alone. You can increase your turnover by thousands of dollars but not have any profit left in that money.</p> <p>Always think about the profit involved not simply dollars in the cash register.</p>
8	<p>When hiring, never accept a resume as the whole truth.</p> <p>Every prospective employee should complete a comprehensive job application form; one that allows you to really find out some details</p>

	<p>about the person applying.</p> <p>Resumes are a little like fairytales, and you don't believe everything you read in those do you?</p>
9	<p>Have you ever heard about radio WIIFM? Many haven't, but it sends a very powerful message, and nearly everyone is tuned into it.</p> <p>You see WIIFM means "<i>What's In It For Me?</i>" and it's the one question that almost every person asks themselves before taking action; whether that action is buying a product/service or doing something that is asked of them.</p> <p>If you want people to do what you require of them, you must be able answer this silent question in their minds in a way that will make them take positive action.</p> <p>If you want clients to refer others to your salon, then you must be able to clearly show what's in it for them. If you want staff to reach certain above average sales targets, what's in it for them? If you want clients to come back and be loyal to your salon, what's in it for them?</p> <p>Just think about it for a moment. Why are you going to work today? What's in it for you?</p>
10	<p>Managing the employer/employee relationship in a salon can be difficult, especially if the salon owner works side by side with their staff. Sometimes boundaries get blurred and then staff may take advantage.</p> <p>How do you prevent this from happening to you?</p>

Well managing staff can be a little like raising children. They need loads of encouragement and praise when they do things well, but they must also be disciplined when they do things wrong.

The first step to avoiding this boundary blur is to make sure you start the way you want to finish. In other words, at the very beginning of the employment period they must be introduced to your salon policies and procedures.

This doesn't have to be a 100 page document if you don't already have one, but a set of salon guidelines outlining how you expect your staff to behave whilst in your employ. It's never too late to create your P&P manual and get your staff back on track, so if you don't currently have one, I suggest you get cracking on yours sooner rather than later.

Next, you must never fall into the trap of becoming best buds with your staff. They are not your best friends, they are valued employees and you must always maintain that status. Yes, team bonding is occasionally good (taking the team to dinner or the movies when salon goals have been reached), but hanging out clubbing every Friday night is a major mistake. This will only send the message to them that you are on the same level as they are, and they can take advantage of your "friendship" when they feel like it.

If you act respectfully to them and expect the same in return, you will be able to maintain a more professional relationship. Never ever talk about other staff members, your clients or even your intimate personal problems with your staff. This is a BIG MISTAKE. You are setting the example here, so don't do anything or say anything that

	<p>you do not want your staff to mimic.</p> <p>Always discipline immediately after a negative instance, and ALWAYS do it in private. Give feed-forward which provides a solution to the problem so that they know how you want them to act in the future under the same circumstance.</p>
11	<p><i>“Of course motivation is not permanent. But then, neither is bathing; but it is something you should do on a regular basis.”</i> Zig Ziglar.</p> <p>The most productive salons that I have worked with are the ones that maintain their staff motivation. In nearly every case, this is done through regular interaction between team members and management - often daily.</p> <p>A short daily get together before the day starts is a good investment of time. It allows you to establish targets each day for each individual. More importantly, it also allows you to show each employee HOW they can go about achieving them.</p> <p>You can also give positive feedback on previous performance as well as helpful feed-forward suggestions based on that performance (what went wrong in the past and how to make it better going forward).</p> <p>Start each day on a positive note, set achievable goals, provide helpful ideas on how to achieve those goals and keep the motivation going throughout the day, to see improved performance in your staff.</p>
12	<p>Customers fall into 4 types:</p> <p><i>1. Dogs...those customers who are totally loyal and wouldn't ever leave your salon and go elsewhere,</i></p>

2. **Cats**...those customers who will stay loyal until something better comes along,

3. **Rabbits**...those customers who hop all over the place looking for a better deal and

4. **Rats** - well that speaks for itself really.

The ones I want to refer to today are the Dogs and Cats in your business. You see most salon owners think that because they have had a client for a long time, that they are dogs and would never leave, no matter what.

The truth is that most clients are really cats, and are only loyal until something better comes along (no matter how many times they tell you how wonderful you are).

Once you realise this, you will also realise that you must be much more proactive in client retention. You must have a solid set of retention strategies in place, and NEVER think that a client won't leave because they haven't yet.

In all ways, your long term clients are your pot of gold, and you must treat them like the gold that they are in your business. Acknowledge them and show them your appreciation for their loyalty in every way you can.

13 If you want exceptional staff you cannot simply hire them, and leave it at that.

Training in your salon procedures is ESSENTIAL, before they begin to work with your clients and other team members.

	<p>This is often not done because salon owners are too busy working in their businesses and not on their businesses.</p> <p>Initial training and ongoing training is a must to maintain professional standards. This is a huge part of successful client retention in any salon and client retention is a huge part of every salon's success.</p> <p>If you look at the industries where staff are renowned for their customer service, you would be astonished to know how much training their staff undergo; airlines are a great example. That great friendly service comes from two places:</p> <ol style="list-style-type: none">1. <i>An extremely good selection and recruitment process and</i>2. <i>Ongoing and intensive training and review.</i> <p>Don't complain if you staff are not up to your standards...do something about it. It is totally within your power to make this kind of change in your salon.</p>
14	<p>Never allow a client to become attached to just one therapist or stylist on your team. When this happens and that person leaves to work at another salon or from home, you are pretty much guaranteed to lose that client also.</p> <p>A lost client in any salon is a serious thing when you calculate the lifetime value of that client. We are talking many thousands of dollars of lost revenue.</p> <p>The solution?</p> <p>Use your marketing promotions to ensure clients have treatments</p>

	<p>with other team members. If a regular client always sees therapist A for her facials, then it's time to introduce her to Therapist B and C also. Doing this gives you at least some chance of retaining the client when Therapist A leaves your employ, especially if you are quick to run another promotion for those clients who may leave.</p> <p>For this to work well, it is vital that you have trained your team members to deliver the same treatment to each client.</p> <p>Employees who are "allowed to do their own thing" in a salon make it hard for client retention when they leave, as no one else can do what they did.</p>
15	<p>There is a world of difference between client attraction and client retention strategies.</p> <p>Client Attraction strategies are the ones that gets new clients in your door and cost a great deal of money to do so.</p> <p>However, Client Retention strategies are what keeps the clients coming back and are 91% cheaper to provide.</p> <p>If you are only focussing on client attraction strategies instead of client retention strategies, then you are spending too much time on the wrong thing. The true success in growing your database lies in keeping the clients who walk through your door.</p> <p>What are you doing to make sure that your clients stay with your salon? (Please don't tell me great customer service; everyone says that but they are still losing clients).</p>

	<p>Think about it - what are you doing, or better still, what are you not doing what you could be doing?</p>
16	<p>If you are not happy with some aspect of a staff member's performance, the best time to deal with it is straight away and in private.</p> <p>Each staff member needs feedback and feed-forward regularly to know if they are doing what is required of them. Allowing them to continue to do what is wrong does not benefit either you or them.</p> <p>Try to schedule regular meetings where you can discuss past performance (feedback), and how you would like them to perform in the future (feed-forward).</p> <p>Always remember to sandwich your critique between a couple of nice comments so that the staff member does not walk away from your conversation on a low.</p> <p>We all need to know if we are on the right track and a small subtle correction as soon as we get off track is the best way to deal with it. Once we are too far off track it becomes much harder to fix.</p>
17	<p>There is no better time to ask your client if she would like another product than straight after she has agreed to buy the first one.</p> <p>Once your client has agreed to buy, she is in a buying frame of mind, and if you introduce her straight away to another product that will be beneficial to her, you have a very good chance of selling an additional retail item.</p> <p>If you could increase your retail by just \$50 per day (one or two items) you would make an additional \$13000 per year. I think that</p>

	<p>makes it worth the effort, don't you?</p> <p>Try it, and let me know how it works for you.</p>
18	<p>Every sale should have a back end offer; whether it is the sale of a service (appointment) or the sale of a product.</p> <p>When your client rings to book their treatment, what do you offer as a back end to boost the amount of dollars that they will spend in your salon?</p> <p>When your client purchases a product, what is the additional product that you offer with it?</p> <p>In sales, it is well known that the first sale is the hardest. So take advantage of this knowledge, and make sure every sale has a back end offer; it could dramatically change the amount of money you take.</p>
19	<p>Do you have hundreds, maybe even thousands of dollars tied up in retail stock that is just sitting on your shelves collecting dust?</p> <p>Too much money tied up in stock that is not turning over, can be put to much better use.</p> <p>No matter what your Skincare Company or suppliers tell you, it's not always in your best interest to stock every single product that they make.</p> <p>Instead look at what you are selling, and always make sure you carry sufficient of those products (you can use the money you get from not carrying dead stock), and stop buying in the rest.</p>

	<p>If you find a product just too hard to sell, it may not be right for your target market (wrong product, wrong price), and it will sit and just simply cost you money until you have to throw it away.</p> <p>Try printing out your retail sales report since the beginning of the year to see what is selling and making you a profit, and what is just sitting and costing you money. Focus on the products that you know will turn over regularly and consider discontinuing the rest.</p> <p>It's time to stop decorating your salon with expensive products that you cannot sell.</p>
20	<p>How many different products within your retail range, do your staff use for their personal skin care? Are you certain?</p> <p>If the answer is not many or worse still, none and they use something else altogether, then you must take immediate action.</p> <p>Unless you staff are super salespeople (and wouldn't that be lovely), chances are they are not in love with your product range if they are not using it. And if they are not in love with it, they are not promoting it to clients. And if they are not promoting it to clients, then they are not selling it. And if they are not selling it, you are losing out on valuable retail income. And if you are losing out on valuable income, who the bloody hell is going to pay for your next holiday :-)?</p> <p>Seriously now, you must do whatever it takes to get your staff to love and use your product range. Make sure they and their families all use it. Make it easy for them to afford it (in other words don't try to sell it to them for a profit).</p>

	<p>Get your suppliers on board to see if your staff can purchase at a better price than wholesale.</p> <p>Also make sure your team members are experiencing the salon treatments you offer using your products.</p> <p>Make your training sessions as hands on as possible - even doing mini treatments on one another.</p> <p>Get them excited about your product range and they WILL sell more products for you.</p>
21	<p>It's always painful when a key therapist branches out on her own, and not so surprisingly, takes many clients with her. This is doubly devastating for many salon owners as they are not only losing a team member, but losing income producing clients from their salon.</p> <p>But, you don't need to lie down and accept this as fate; you can take action, and you should.</p> <p>After all, you have spent good money and worked hard to build your business, so you simply cannot sit back and allow a past employee to take away salon clients.</p> <p>Yes, clients do form attachments with their favourite therapist (we'll talk about that another time) but they also have an attachment to their hard earned money, and this is how you can woo them back.</p>

	<p>You must continue to offer them unbeatable deals until they either tell you to stop or come back to your salon.</p> <p>Yes, this involves some loss of profit in the short term for you, but the lifetime value of a good client is worth so much more; thousands upon thousands more in most cases.</p> <p>So, never accept the fact that you have lost a big chunk of your client base to someone else. Get determined and find your fighting spirit. You grew your client base the hard way, now it is time to let your ex-employee grow theirs the same way.</p>
22	<p>Stop for a moment!</p> <p>It's time to decide on one thing that you have been thinking and talking about doing for a while now.</p> <p>What is your one thing?</p> <p>It's time to take action on that one thing.</p> <p>What action can you take right now to begin the process of making the change you want?</p> <p>What can you do tomorrow and the day after?</p> <p>Who is going to help you do it?</p> <p>When is it going to be completed?</p>

	Better get started right away!
23	<p>Stop telling yourself you can't, and start telling yourself you can.</p> <p>Nothing was ever achieved without at least trying to do it.</p>
24	<p>The top two issues salon owners bring to me are:</p> <ol style="list-style-type: none"> 1. <i>Lack of profit and</i> 2. <i>Problems with staff (see you're not alone!).</i> <p>In fact, they are one and the same problem, because problems with staff results in lack of profit.</p> <p>Getting the issues sorted out with your recruitment and staff management are vital to building financial success. After all, in most salons, it's the staff that are interacting with the majority of your clients.</p> <p>The truth is, most of the problems lie with hiring the wrong people. I've learned this lesson through real life experience (I had one staff member tell me that ALL of my clients were just weird - hello?).</p> <p>I hired this particular girl in a rush and a panic, and can honestly say I regretted doing so for every minute of every day she remained with my salon. In the end, we agreed that we were a terrible match and she left (I had champagne that night!).</p> <p>The second truth is you cannot turn ducks into swans. You must</p>

	<p>ALWAYS hire with great care and caution because while some skills can be taught, attitude almost NEVER changes.</p> <p>Before entering into the recruitment process, be very clear about the type of person you wish to hire. Write it down. What skills and attributes are ESSENTIAL and what are DESIRABLE? Never let your standards down when it comes to those essential skills and attributes. They are the foundation on which you will have to build the perfect staff member.</p>
25	<p>Are you often left frustrated because your staff members fail to live up to your expectations?</p> <p>Have you ever considered that perhaps the blame lies with you?</p> <p>It's like this...your staff are not mind readers, so unless you are giving very clear, precise and specific instructions, chances are there is going to be some missed communication issues.</p> <p>When you say "I want you to sell more retail" what do you think that means to a staff member? Sell another one product per day, maybe two?</p> <p>Instead of offering vague and sometimes misleading statements, consider how you could be more precise. If you want your staff to retail \$400 worth of retail each day, then this is what you must tell them.</p> <p>If you want your team to answer the phone a specific way, you must give them the script you want them to use, if you want your staff to clean your salon to your required standards, then they must know what those standards are.</p> <p>Think about ways you can improve your communication with your</p>

	<p>staff so that they at least have a chance of making you happy.</p> <p>Set clear expectations and don't leave it to chance that your staff will understand what you want from them.</p>
26	<p>Have you ever been to a new salon and come away feeling not sure about returning. I know I have, and so do many others.</p> <p>Sometimes on the first visit, things just don't always go well or feel right, so the prospective client can end up feeling a bit unsettled and unsure that she has made a good choice.</p> <p>If you have prospective clients who feel this way when they leave your salon, you can take positive action to ensure they return and give you the opportunity to win them over.</p> <p>What action can you take?</p> <p>It's as simple as a welcome letter and a salon voucher for their next visit. Most people, unless they really hated your salon for some reason, can't resist a \$20 voucher to be used when they return. It's just too tempting.</p> <p>Use your welcome letter to build further rapport with your prospective client, share information about your services, your team (and their specialties) and your salon. Make sure you get it sent within seven days of their visit.</p> <p>A re-booking alone at this point is not binding, and does not guarantee they will return.</p>

27 Losing a client means losing the lifetime value of that client.

Depending on the services provided and product purchased, this could amount to anything from \$3000 to \$10,000 in total - not to mention the value of the new clients she may have recommended to your salon had she stayed.

So what should you do when this happens?

Well the very first thing is to be AWARE that it has happened. If you are computerised you should be able to run a regular report that tells you who has missed a regular appointment. If not, make time to check your appointment book and speak to your staff to get the information you require.

Once you have this information you need to ACT on it ASAP. If a client has missed her regular appointment, chances are she is trying out another salon. The last thing you want to have happen is for her to settle comfortably with that other salon, so you must take action immediately.

The offer that you make to her must be worthwhile, so that she has a very good reason to give your salon another go. Let's face it, people leave primarily because they have not been satisfied with the service or treatments they have received.

Sometimes they go somewhere else because it is cheaper. Either way, they must be wowed if they come back. A short consultation to find out what your client expects from her salon visits is in order so you can avoid the problem again (now is not the time to ask her why she left – never make her feel uncomfortable about her short break from your salon).

	Remember - most clients complain with their feet.
28	<p>Your business will move towards the things you focus on.</p> <p>If being profitable is what is important to you, then you must begin to put your focus on profitable services and actions.</p> <p>Within most salon menu's, there are very profitable and some very unprofitable services. In some cases, these unprofitable services are actually loss makers.</p> <p>As a service provider you are exchanging time for money. You can choose to drive your business toward services that will make you a profit or ones that don't. I'm pretty sure you know which ones they are (if you don't, then you need to find out immediately).</p> <p>When you know which services these are, you must focus on them during your promotions, when constructing your service menu, when talking to clients, when measuring performance, and when spending money on training.</p> <p>Your focus will eventually become your reality.</p> <p>Where is your focus taking you?</p>
29	<p>There are many different client retention strategies; however all of them are fairly meaningless unless you get the most important one right all the time.</p> <p>The one I am talking about of course is client satisfaction. If your therapists deliver only average treatments (or worse) with poor attitude, your chance of retaining clients is very low. Your clients expect much more than this. They want not only to be satisfied with</p>

	<p>their treatments, they actually want to walk away feeling that they have just had the best treatment ever.</p> <p>Did you know that in some salons, client retention is as low as 1 in 4? That's a scary statistic for any salon owner. Do you know what your client retention rate is?</p> <p>The solution:</p> <ul style="list-style-type: none"> • <i>Make sure your employee recruitment process is stringent (start with the best),</i> • <i>Invest as much as you can afford in customer service and treatment delivery training to your team (that includes you),</i> • <i>Give each team member a reason to feel motivated to deliver their best,</i> • <i>Always lead by example, and</i> • <i>Reward exceptional performance in a way that is valuable to each individual.</i>
30	<p>I recently read a Facebook post that said "All you have to do to achieve success is to give your clients what they want and need". Wrong!</p> <p>The fact is, this is only a part of the formula for success.</p> <p>Simply being good at what you do will not guarantee success.</p> <p>I have met many salon owners who are outstanding therapists, and yet have not met with much success.</p> <p>The fact is that you must learn how to "do business". This means taking off your beauty therapists/stylists hat and putting on your</p>

	<p>business hat instead. It's about taking time out from doing treatments to plan for your success.</p> <p>Staff training, marketing promotions and other activities, expense reduction, professional development for yourself; none of these things happen by themselves. You need to make them happen.</p> <p>So, the question is "Are you taking the time to plan for your success?"</p>
31	<p>There is only one thing worse than training your staff and then have them leave, and that is NOT training them and have them STAY.</p> <p>IF a staff member is not worth training then they should not be part of your business.</p> <p>No-one, no matter how experienced they may be, can come into your salon and perform services your way without training.</p> <p>So next time a client complains about a poorly delivered service, you will know where the problem lies.</p>
32	<p>The most cost effective form of marketing just has to be via email. It's a quick, simple, and best of all, cheap way to communicate to your clients.</p> <p>I am amazed by the number of salons who do not collect vital marketing information from their clients. This robs them from a golden marketing opportunity. Newsletters, special events and promotional offers can all end up in your clients' inbox with the click of a button...but only if you have collected their email address first.</p> <p>Get into the habit of collecting all of your clients' details at the beginning of your relationship so you can stay in touch regularly,</p>

	<p>keep clients more informed and interested in what you have to offer, and generate more sales.</p> <p>Special note: if you are using a program like outlook or one that is not specifically designed to handle large amounts of email, there is a very good chance your emails are not reaching their desired destinations. If you are not currently computerised or have a bulk email program, take a look at www.mailchimp.com for their free service for up to 2000 clients.</p>
33	<p>Positive emotions generate sales; negative emotions destroy them.</p> <p>This is important for all who work with the public to know and remember.</p> <p>If you make a client feel foolish for choosing to use a particular skin care product at home, or for having chosen your competitor for her services before you, you will never gain her trust enough to make another sale to her - either service or retail. Creating this kind of negative emotion will send her running from your salon never to return.</p> <p>Instead, try complimenting her on her efforts to improve her skin/self, and then make suggestions on how she can compliment her existing choices.</p> <p>You will fare much better and keep the client!</p>
34	<p>You cannot motivate another person.</p> <p>Motivation comes from within. All you can do as an employer is create an environment conducive to self motivation.</p>

	<p>Try always rewarding your staff with something that is valuable to them. If you haven't yet read <i>The 5 Love Languages</i> I can highly recommend it as a good place to learn how to evaluate what this might be.</p> <p>People will generally want to live up to your expectations. If you expect them to be amazing, believe that they have the ability to be so, tell them that you believe in them, then you are going to get the most from them.</p> <p>Always make your last words of the day to each staff member "Thank you for a great day".</p>
35	<p>Your actions speak much louder than your words.</p> <p>If you want your therapists/stylists to do what you tell them to do, they must see you do it first and always.</p> <p><i>If you don't consistently rebook clients, neither will they.</i></p> <p><i>If you don't retail consistently to clients, neither will they.</i></p> <p><i>If they hear you talk poorly about clients or other team members behind their backs, so will they.</i></p> <p><i>If they see you walk past a messy area that needs attention, so will they.</i></p> <p>This is what leadership is all about. It's NOT what you tell them to do, it's about what they SEE you do...about the example you set.</p> <p>How can you ask your staff to do something and expect that to happen, when they KNOW that you are not doing it? The answer is you can't.</p>

	<p>So, if you want to be a leader of people (and every busy owner needs to fulfil this role), then let your actions speak for you first.</p>
36	<p>If you want to run product training sessions in your salon but can't get your supplier on board, then here's a way to get your staff involved and educated at the same time.</p> <p>Next time you are having a training session, ask one therapist (or more depending on time available) to train the rest of the team on one product from your range. Provide them with your information book on your product range so they can do their research and create their training session.</p> <p>Give them the training criteria that you want presented such as:</p> <ul style="list-style-type: none"> • <i>What type of product it is,</i> • <i>What the active ingredients are,</i> • <i>What kind of skin types/conditions does it benefit,</i> • <i>What companion products does it have,</i> • <i>Tips to help sell it to clients by outlining benefits instead of features eg: The day cream also contains an SPF 15 which means that you will not need to pay for an additional sunscreen.</i> <p>Encourage the other team members to ask questions about the selected product during the meeting and to add additional information especially sales tips.</p> <p>This type of meeting is always more fun for the therapists, and therefore the learning outcomes will be much better.</p>

37	<p>How many new clients per week are you attracting into your salon? Is it 5, 10 or maybe a few more?</p> <p>Here's another question "Why isn't your business growing by 250 or 500 clients per year?" Where is all that extra money you should be making?</p> <p>Well, chances are you are not growing because your client attrition (loss) is equal to or possibly even greater than your client growth.</p> <p>If this sounds like you, then you need to look closely at your client retention strategies - and work out what more you need to do to hold on to those clients.</p> <p>Client attraction may seem like the answer to business growth, but the real growth lies in keeping the clients who walk through your door.</p>
38	<p>Turnover is not profit!</p> <p>Everything that goes into your cash register is not yours to keep - as a matter of fact in the most well run and systemised salons, only 15 cents in every dollar gets to stay in the bank account.</p> <p>Not much is it? And that's if you are a pretty switched on operator.</p> <p>This is often why your money runs out before your month does.</p> <p>With this in mind, think back to all those promotions you have done in the past where you have discounted dramatically just to get people into your salon.</p>

- *How many of those people became regular clients?*
- *How many of those clients continued to have those services?*
- *How many times did you get a shock when you still didn't have any money in the bank at the end of the month?*

Quantity does not reflect quality when it comes to clients for your salon, and the two should not be confused.

Heavily discounted packages or promotions do not attract quality clients, nor do they make you any profit.

Salons CAN have fantastic turnover but still make no profit because they don't understand this principle.

Are you making profit or simply generating turnover in your salon?

39 Every time you let a client leave your salon without her next appointment in place, you will lose money.

Why?

Because a 4 week client will push her appointment out to 5 or 6 weeks, and your 6 week client will push her appointment out to 8 weeks etc. This means a reduced number of visits per year and that means a reduced income.

To give an example- if you have 200 clients who should come in every 4 weeks and they push their appointments out to 5 weeks instead, then you will lose approximately 600 visits per year. If your client's average spend is \$50 then this equals \$30,000.

	<p>Are you shocked yet?</p> <p>On top of this, a client who is not securely locked in with her salon is more susceptible to the special on offer from your competitors. This could cost you the client entirely!</p> <p>Train your staff in how to effectively re-book EVERY client; not for just their next visit, but for several visits in advance.</p> <p>How do you do this?</p> <p>Always give your clients the impression that your salon is extremely hard to get an appointment with on short notice; even if you have gaps the size of the Grand Canyon in your appointment book. This appearance of scarcity will have your clients booking right through until Christmas!</p> <p>Making additional money can be difficult, but keeping what should be yours is easy. Just do it consistently.</p>
40	<p>Are you setting daily goals for your salon, yourself and your individual team members?</p> <p>If not, chances are you are all under-performing.</p> <p>Find the time each morning to set goals for each staff member. Discuss with each person ways in which they can reach those goals.</p> <p>For a retail goal, break it down into how many units they might need to sell, or how many clients will need to make a purchase. Suggest</p>

	<p>which treatments could benefit from certain products.</p> <p>If you want services increased, talk to them about which services they could offer to their clients as an upgrade. Create an example.</p> <p>Give a clear indication of how many clients must re-book before leaving the salon.</p> <p>When you do all these things, you will definitely improve the performance of your team and get far better results. With a realistic and achievable goal, everyone performs better</p> <p>If you work alone, you should go through this process for yourself.</p> <p>Create a day sheet and put your goals in writing for everyone to see.</p>
41	<p>I just read through an article regarding customer service trends for 2013 and one of the things mentioned was consistent delivery of service and products.</p> <p>This is absolutely vital for client retention (especially when a client's favourite therapist moves on) and forms a big part of great customer service.</p> <p>For salons, it means that EVERY time a client arrives in your salon, they must receive the same standard of treatment along with all the little extras they normally receive.</p> <p>To do this, you must train your staff in consistent treatment delivery</p>

	<p>so that every therapist is delivering every treatment in the same way.</p> <p>Believe it or not, those little extras that therapists throw in for clients can work against them because in the clients mind, they become part of the standard treatment protocol. When not received at the next visit, the client can feel cheated out of a normal part of her treatment.</p> <p>My advice is to be wary of adding in discretionary services now and then, and instead determine what additional "pamper" services will be delivered with each treatment, every time.</p> <p>Once decided, make sure your therapists know about this and deliver each service as you have determined - without the additional discretionary extras.</p>
42	<p>To stay in business, be productive, and stay sane and healthy, you need to plan for regular time out for yourself.</p> <p>Small business owners often go for years on end without a decent break. It's hard often hard to get away for any length of time, especially when the business is centred on you.</p> <p>The trouble with this is that burnout is waiting for you down the track, and it often wins the race. I see so many salons that are sold due to burnout.</p> <p>At a seminar I attended many years ago, the presenter, Dr Tickell (not pronounced tickle :-)), strongly recommended that you open up your diary, and when you find a gap of 3 or 4 days, you pencil in a short break. Once you've done this, open up your diary again 3 months on</p>

	<p>and do the same, and then again.</p> <p>When you do this, something changes. Now you have something to look forward to, a mini-holiday, time to refresh your mind and body. The secret lies in pencilling in that first break. After each break, add another one to the end of the others you have bookmarked.</p> <p>This tip is a real lifesaver, and made my life much better when I followed his advice.</p> <p>Now, I suggest you take my advice, and do the same!</p>
43	<p>Don't expect your clients to value or respect you, if you don't value or respect yourself.</p> <p>Allowing clients to walk all over you and your business is one thing you must change ASAP.</p> <p>Do not:</p> <ul style="list-style-type: none">• <i>Accept clients arriving late, do not</i>• <i>Accept clients simply no-showing, do not</i>• <i>Accept clients changing appointment times at the last minute, do not</i>• <i>Give free advice on how to use products that have been bought over the internet, and</i>• <i>Tell a client that it's ok to ring and book an appointment later on</i>

	<p><i>because they won't have a problem getting one with you.</i></p> <p>What are all these things telling your client; that you are a doormat and are prepared to act like one.</p> <p>It's time to have some solid salon policies in place, train your staff on how to implement them, and gain some professional respect.</p>
44	<p>No one thing you do or change is going to make the massive difference to your business that you want.</p> <p>What does make a difference is to improve lots of small things. It is the synergy of all these changes that will make your business bloom. The thing is that you actually have to <i>do things</i> to make things happen.</p> <p>Don't keep talking about introducing a loyalty or referral program - get it done.</p> <p>Stop saying you are too busy to collect client information - just do it.</p> <p>Find the time to train your staff; you know you should.</p> <p>Saying you can't get clients to rebook when you are not asking does not help your business.</p> <p>Stop making excuses for why you can't do the necessary things in your business to become successful.</p>

	<p>All the information you need is right in front of you. Buy a book, read the tips, make a list and take action - this is all you need to do to make positive changes, but it's up to you to do it!</p>
45	<p>I read our local newsletter this morning, and it was filled with lots of local salons promoting themselves.</p> <p>The problem was all of their advertisements were screaming "Come to me because I am cheap".</p> <p>Not one of them made me want to go to them for a service or try them out. I, like most quality clients, am not looking for cheap. Yes, I do enjoy good value for the money I spend, but as long as I get everything I am promised, delivered with exceptional and professional customer service, I remain loyal.</p> <p>So, I want you to take a hard look at the promotions and advertising you did in the past and ask yourself "What message have I been sending out to my clients?" Has it been "<i>I am cheap</i>" or has it been "<i>I am a professional and you will get fantastic results delivered with outstanding service?</i>"</p> <p>How can you market yourself to the kind of clients you want to have in your salon instead of the ones simply looking for a "cheapie deal"?</p> <p>Yes, all those cheapie deals may bring in new faces, but there are a couple of very important downsides to this.</p> <ol style="list-style-type: none"> 1. <i>Those cheapie deals are generally being run at a loss (remember only about 15% of turnover is actual profit in most salons) and</i> 2. <i>Discount seekers rarely return or purchase retail product.</i>

	<p>How do you want to be seen by your target market?</p>
46	<p>Are you trying to cram every mini, express, petite and non profit making service onto your service menu?</p> <p>Think about it; your service menu is a great marketing tool for your salon.</p> <p>Use it to promote the services you WANT to do, those that achieve great results for your clients with and the ones that make you a profit.</p> <p>You could be inadvertently attracting clients wanting cheap, short services to your salon if you are not structuring your service menus correctly.</p> <p>Is it time to make some changes on your service menu?</p>
47	<p>If you begin your year without business goals, it is very much like beginning a journey without a destination in mind; you will end up somewhere but never where you wanted or expected to be.</p> <p>Setting goals is easy, and you can do it.</p> <p>Start with just one goal. It needs to be SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, AND TIME BOUND. And most importantly it should be important to YOU.</p> <p><i>A journey of a thousand miles begins with a single step. Lao-tzu</i></p>

48 Whenever I ask what salon owners want to know how to do first, the reply is almost always "Get new clients".

One of the fastest ways to do that is to undertake a joint venture in your area with another business that has the kind of clients you would like to also have.

It involves each business making a special offer to the clients of the other business at a very low cost or even for free.

For instance, a beauty salon could joint venture with a hairdresser (of the same high standard). The beauty salon could offer a half price facial to the hairdresser's clients and the hairdresser could offer a 1/2 price cut and colour (for new clients to each business). This way each business will gain new and quality clients, and get the opportunity to retain them.

A couple of very important points:

- 1. Make sure the business you JV with has a great reputation and high standards (you don't want your customers disappointed when they go there as this will reflect badly on you),*
- 2. Ensure you know what your customers will receive (make sure that they don't get the junior or inferior products),*
- 3. The JV business has to do the promotion to their own customers (you cannot share info from each other's database as this would impinge on client's privacy). You may however be wise to draft out your own offer to ensure it is exactly what you want.*
- 4. Make sure your team know that these new prospective clients are important to your business and that they must receive fantastic service. If not, you will not retain them and you will have simply given away services for 1/2 price.*

	<p>If all goes well, look for other businesses that you could joint venture with in future. Who can you do a joint venture with to grow your salon?</p>
49	<p>Beauty therapists are generally beautiful people, and clients often take advantage of this by turning up late for appointments or simply not turning up at all because they think you won't mind.</p> <p>Many thousands of dollars (maybe even enough for a family holiday) are lost due to late arrivals and no-shows. Now while technically this is the fault of the client, salon owners must also take responsibility to avoid this happening.</p> <p>Here's what I recommend:</p> <ol style="list-style-type: none"> 1. <i>Confirm all appointments 24 -48 hours in advance. For very busy periods 24 hours is better as people genuinely forget when they are stressed and busy. A text that does not require an answer does not constitute a proper confirmation, and a phone call has been proven to be more effective even if it is a little more time consuming (however I would gladly give up 30 secs of my time to confirm a \$50 appointment)</i> 2. <i>Develop and follow through with your cancellation/late appointment policy. Clients don't know what you expect of them if you don't tell them. It could be that their last salon was very slack on this point, and so they assume all salons don't care. Choose the policy that is right for you, and make sure all your clients are aware of it. Mention it in your confirmation text or call. Have a consequence for late arrivals or no shows, and enforce it.</i> 3. <i>Take a deposit for a long or high cost appointments, especially during your busy period or if the client is new. I recommend 50% which is transacted immediately. Do not take credit card numbers to hold on to as this may get you into strife.</i> 4. <i>Never tell clients that can ring anytime for their next appointment.</i>

	<p><i>Always give the impression that a new appointment will be hard to get. This makes them less likely to simply not show or come late, especially if they wish to continue coming to your salon</i></p> <p><i>5. If you don't like clients to arrive late for their appointments, you must respect their time also. If you are running late always let them know why and how long but don't make a habit of it because if it good enough for you it should be good enough for them.</i></p> <p><i>6. Decide when it is time to fire clients who don't show or always cancel at the late minute. These clients are not an asset to your business and actually end up costing you money. Refer them on and wish them well. If they don't wish to go, accept their appointments only with prepayment in full.</i></p>
50	<p>Begin every day with a set float in your cash register, and balance your takings at the end of every day.</p> <p>This is your money, and you must take responsibility to ensure it is kept safe.</p> <p>Unfortunately, many salon owners fail to do this, and it leaves them wide open to losing money to those who have access to their till.</p> <p>Get into the good habit of counting in a set amount of cash each day so that you can reconcile your takings at end of each day.</p> <p>If you are seen to be too slack to do this one important management job, you will be taken advantage of (if you are not already).</p>
51	<p>Everyone would like to think that they are providing outstanding customer service in their salon but in fact, most salons are pretty</p>

much the same.

After all, the girls are generally polite and smile at the customers, offer a cuppa and do a reasonable job.

So how do you stand out from the rest?

Well the secret lays in the **SMALL** things you and your staff do *consistently* for your clients. The list of things that you can do is endless, and finding them is as easy as getting your team involved in the brainstorming process.

It's not good enough for just one or two of your team to be providing a great experience for your clients; it must be everyone going the extra mile.

Why not have regular brainstorming sessions with your team on ways they can, and are prepared to, go the extra mile for the salons clients.

Make it a fun occasion with cupcakes and little prizes (could be a chocolate ball) for usable ideas.

Figure out how you can implement those ideas into your salon.

Also, never forget that you are the jewel on the top of the pyramid in your salon.

	<p>Everything you do and say filters down to the clients via the words and actions of your staff. If you want your staff to do and say great things, then they must hear and see you first. Take the lead and be the example.</p>
52	<p>Does your appointment book constantly have 15 or 10 minute gaps between every client? Those time gaps that your staff like to leave for "catch-up" or to "get organised".</p> <p>If this sounds like something you are experiencing, then you have a great opportunity to add more hours back into your day.</p> <p>As an example, if you have 4 staff, and they each leave 5x15min catch-up breaks between clients in one day, then you have 5 hours of wasted treatment time.</p> <p>5 big fat non-earning hours that you are paying wages for but getting zero return on. How much more could you earn in 5 more hours of income producing time in your salon each day.</p> <p>If you are averaging \$100 per hour, that equates to \$500 a DAY. What is that in a year - somewhere in the vicinity of \$25000.</p> <p>It adds up, doesn't it?</p> <p>I see this kind of thing happening a lot in salons where staff are permitted to book their own client appointments; gaps left and treatment times extended. It all adds up to a big loss of revenue for you.</p>

	<p>So, if you have been letting your staff members take control of your appointment book it's time to take back the control. Go and check your appointment book today, and add up how much time and money your salon has lost over just a single week due to these time wasting practices.</p> <p>More importantly, do something about it, and get your appointment book looking tight and streamlined like it should.</p> <p>Try and keep your appointments consecutive by offering clients suitable times that work for the salon, and not simply allowing clients to ask for times that will leave gaps in your book. Time is money, so make yours work harder for you.</p>
53	<p>Quality communication with clients is a key (but not the only) factor in client loyalty and retention.</p> <p>Acknowledging birthdays, letting them know when promotions are available, a great newsletter giving them free and easy hints and tips about skin/body care are all ways to stay in touch in a positive way.</p> <p>Always put yourself in the mindset of your clients before sending them a communication that will take up their valuable time and ask yourself "if I were my client would I appreciate the information I have just received or would I see it as blatant and time wasting marketing".</p> <p>Avoid useless communication that does not benefit your client as this is a turnoff for most, and will generally result in the client ignoring all your future messages.</p>

54 When is the last time you took a good hard look at your salon through the eyes of a client?

If it hasn't been for a while (or ever) than put on your walking shoes and get outside your salon - even across the street, and with a pen and paper handy, begin to jot down all the things that you can see that need to be changed, improved or removed.

Pretend you are looking at your biggest competitor. What do you love? What do you hate? What impressions are you receiving? Is your signage faded or hard to read? Is the wording clear about who and what you offer? Are your windows dirty and smudged? Do you have a place for your service menus so that potential clients can pick one up on the way past? Is the footpath area clean and free of clutter and rubbish?

Once the list is made for changes to the outside of your salon, step into the reception area. Ask yourself a few more questions including:

- *Does the reception area smell nice,*
- *It is clean, well laid out and free of clutter,*
- *Do you really want to keep those kids toys in a basket in the corner (who is this attracting into your salon and are they your desired target market),*
- *Are your products clean and well displayed,*
- *Do they have a price sticker,*
- *Did your receptionist/staff members smile when you walked in the door (if they don't smile at you, chances are they don't smile at the customers either).*
- *Is your reception desk professional looking with only your*

marketing material on it,

- *Are your waiting chairs clean and free of stains,*
- *Are your walls and floors clean and free of dirty marks?*

Are you feeling overwhelmed yet??? Keep going!

Now move into your treatment rooms. You know what to look for now don't you?

- How is your linen? Is it fresh clean and professional or worn out, tired, faded and in need of replacements,
- Are your wall free of scuff marks and stains,
- Do your rubbish bins have lids on,
- Are your wax pots clean and your work tables free of tint and other stains?

Do your salon audit ASAP, even today, and consider what changes you intend to make that will impress your clients and make your salon more attractive and welcoming.

55 When is the last time you calculated your rate of client loss?

If the answer is not lately or never, I am going to strongly suggest that you take a good hard look at this part of your business.

In some salons client loss can be as high as 3 out of 4 new or almost new clients; that's a whopping 75% of clients who are not returning to your salon.

Now not all salons necessarily lose this many new clients, but I will bet you all the tea in china that yours is much higher than you realize.

When you don't have the solid numbers in front of you, it's easy to become complacent and simply "not notice" client loss.

Have you ever wondered why, even though you are getting a steady stream of new clients, that your business is still not growing and you are doing much the same number of clients as you did the previous year?

If this sounds like you, then you are probably losing as many clients as you are gaining.

There can be multiple reasons why clients leave; some up and move, some form new alliances, but by far the majority feel that they are not cared about well enough to want to stay loyal.

Dissatisfaction; it makes up around 90% of client loss.

So maybe in the future, you will put more effort into client retention strategies and while doing so, save tons of money on marketing for new clients.

Satisfied long term clients are more likely to refer others to your salon via an Active Referral Program.

56 If you employ staff and want them to improve their standard of

	<p>customer service then you must understand one important factor. Your staff are going to treat their clients just the way that you treat them.</p> <p>If you build a strong relationship with your team members they are more likely to build strong relationships with their clients.</p>
57	<p>Two policies that would benefit every salon owner are:</p> <ul style="list-style-type: none"> • <i>An enforceable no show policy, and a</i> • <i>Cancellation policy.</i> <p>With these two policies in place you will cut down the number of wasted appointment times you are currently experiencing.</p> <p><i>Only you can decide what policy is going to be right for your business. Here are some things to get you thinking:</i></p> <ul style="list-style-type: none"> • <i>What time frame will be suitable in which to cancel an appointment; how long will it take you to fill the gap it leaves?</i> • <i>What penalty will there be for changing or cancelling an appointment in less than the allowed period of time?</i> • <i>What amount of money will you need to take as a deposit; it needs to be enough to act as a deterrent?</i> • <i>Will the money be non-refundable or will you allow them to transfer all or part of their deposit to a new appointment time?</i> • <i>What methods do you need to employ to continuously remind clients of your new policy?</i>

- *Do you need to take a deposit from all clients or just new clients?*
- *Should you take a deposit all of the time or just during busy periods when no shows and late cancellations become a problem?*
- *At what point should a client be refused an appointment without prepayment?*
- *How do you intend to collect prepayments and deposits?*
- *What procedure will you use to safeguard receipts until the client comes in for her appointment?*
- *What wording can you use in your new policy that will make the client feel that they are not being punished?*

58 If selling more retail is something you would like to do more often in your salon, then get out that pricing gun or stickers and start pricing your stock; and not on the bottom or side. Price them right on the front where your potential buyers can see how much they cost.

Why?

Because hiding your prices creates a buying barrier for your clients.

We all want to know how much something is going to cost us before we commit to a purchase, and if you've been told that you have to do the big sell before revealing the price then you've been misled.

When this happens the client is not listening to your wonderful sales spiel, they are wondering the whole time whether or not they can afford your products.

If you still experience buyer resistance because of price - there's a good chance that your product range is not in alignment with your target market. Value for money salons must sell value for money retail because that is their target market for services.

The same applies to high end salons. If your product range is too cheap then your clients will not feel it is right for them and won't meet their needs.

If you don't believe what I am saying, then think about the last time you visited a lovely boutique, saw the perfect dress for you, and then couldn't find the right price tag before the sales assistant got to you. What was your reaction? Did you buy the dress in your mind before knowing the price? Did you walk out of the store without the dress because you felt too embarrassed to ask the price?

Take a tip from the best retailers - Myers & David Jones. Their products are always visibly priced to help overcome the buying barrier. Now, go and get those pricing stickers and sell some retail stock!

59 Not everyone's goals will be or should be the same.

Making money is a goal, just as having a harmonious salon team is also.

To set down your goals, list the things that are important for you to achieve; write them on a piece of paper. Once you have done that your subconscious mind will go to work on ways to achieve your goals.

The best goal setting follows the acronym S.M.A.R.T:

- *Specific (state exactly how much of something you want e.g. I want to turnover \$250000 in 12 months),*
- *Measurable. How will you measure your success?*
- *Actionable. Can you take action on your goal right now?*
- *Realistic. Is your goal realistic or just an impossible dream?*
- *Time Bound. When are you going to achieve it by?*

Also, you must ensure your goal is important to YOU.

I recommend you get a goal book and write each goal down in a separate section along with the action steps you need to take to make them a reality.

60 Here's one of the best tips you will receive from me this year.

If you are like 99.9% of salon owners, and are working non-stop in your business, then it's time to change that habit.

To grow your business, you MUST find time to work ON your business instead of just in your business. You cannot grow your business from the back facial/waxing room in your salon - it's just not possible.

My recommendation is that if you employ staff, then you must STOP taking new personal clients and instead book them in with your team members. Forget your ego that is telling you that no-one is as good as

	<p>you, and even if that is true then your job as the boss is to train your team to your high standards. - But that takes time, and you don't have that time if you are working all day on clients.</p> <p>Next, book out 1/2 day in your appointment book each week to spend working on your marketing and internal procedures. Gradually try to extend this into 2x 1/2 days etc until you are getting at least 2 full days a week working on your business.</p> <p>The best place for any salon owner who wants to grow their business is off the tools and talking to the clients.</p>
61	<p>If you are prioritising client attraction over client retention in your salon then it's time to change your strategy.</p> <p>Many salons lose between 50 - 75 % of all new clients who have come to their salon and this is costing them big dollars.</p> <p>The solution to growth is NOT getting more new clients in the door but working out why you are not keeping the ones who have already been to you.</p> <p>If your want to grow your business the fastest way possible; focus on your client retention strategies first.</p>
62	<p>If you are planning on overhauling your service menu, remember that this is a premium marketing tool for your business, and not just somewhere to list every small/insignificant service that you provide.</p> <p>Use the space you have wisely by adding benefit oriented</p>

descriptions to the services you want to promote the most (eg. the ones that are the money earners in your salon).

You do not have to list every little waxing service (unless of course you are a purely waxing salon and then you will have the room to do so).

This is the perfect time to re-vamp old services, especially facial treatments, by repackaging them, changing their names and having a price increase. By doing this, clients cannot compare prices from the previous menu.

If you currently offer a Classic facial for \$75, you could call this your Signature facial, change the routine and products a little, and now charge \$85.

See how you can apply this strategy to the services you know you should be increasing in price.

63 It is essential to the ongoing viability of your business that you increase your service prices so that you can continue to cover the additional costs of staying in business.

In most cases, your rent will increase at least by the CPI % each year, as will your overheads. Electricity costs have skyrocketed as have phone costs (now that we are more than ever having to phone mobile phones for appointment confirmation). Wages go up regularly and have recently gone up a great deal. Cost of insurance has increased as has the cost of professional products (because your suppliers also have to pay the same additional costs).

To maintain your current prices is a recipe for disaster especially if you don't have a VERY clear understanding of your service costs.

Holding off on a price increase will cause one of two things to happen to your business. You will either go broke, or you will be forced at some point in the future to have a massive price increase to make up for years of neglect in this area, which will ultimately lead to client loss.

So, what's the solution?

Increase sections of your services menu at least once per year. Break your menu down into several components to achieve these sectional price increases.

Don't have a zillion price menus printed that last for a full year (or longer) as this is a silly but major deterrent to having a price increase. Print only enough to last for 3-4 months MAX.

Review your prices regularly and make sure each service is returning a profit to your salon.

- 64 If you think there is nothing more you can do to help build your business revenue but you haven't yet created your marketing strategy for this year, then you are mistaken and still have some work ahead of you.

	<p>A big mistake that many salon owners make is being a fatalist. You know, the people who say "oh well it's always quiet in February so I'll just have to accept that and deal with it when it happens."</p> <p>WRONG!</p> <p>You CAN and SHOULD be planning your strategies right now to ensure that this year will be packed to the rafters with new and existing clients all year round.</p> <p>It is possible, you can do it, but nothing will change for you until you take some positive action.</p>
65	<p>If your salon has a computerised appointment book, consider moving from 15 min appointment to 10 min appointment slots.</p> <p>You will be able to fit more revenue earning services into your week.</p>
66	<p>When you introduce a new marketing program to your salon, it's important to be realistic in your expectations. It is the synergy of many things working together that will make a BIG difference in the end.</p> <p>5% more clients x 5% bigger spend x 5% greater client retention x 5% more visits will deliver an ENORMOUS difference to your bottom line.</p>

	<p>Don't be disappointed when your referral program does not result in a new client from every existing one. Just one new client from every ten existing clients is a fantastic result.</p> <p>When you do the sums, if you have 250 regular clients (that's not many) and get 10% referrals you will get 25 new clients. At an average spend of \$600 a year for 5 years (that's the av. client life in a salon). Then you will have made an additional \$15000 per year or \$75000 over 5 years.</p> <p>Don't be disillusioned with small numbers - together they deliver DYNAMIC RESULTS.</p>
67	<p>Salons are often quiet during the early part of the year following Christmas. To avoid having a slump in your turnover at this time, consider running a marketing campaign to bring in clients during your usually quiet period.</p> <p>A thank you gift voucher from your salon redeemable only during that time kills two birds with one stone. It provides a small gift to your clients and it also brings additional people in during your quiet month/s.</p> <p>January is also a great time to run some sales training with your team so that they can add product and service sales when those Christmas gift vouchers begin to appear.</p>
68	<p>Clients do business with those people that they (1) know (2) like and (3) trust. So before you can expect to sell either a product or a service</p>

	<p>to your clients, you have to earn their trust, get them to like you and know you.</p> <p>How do you do this?</p> <p>Start by showing them your integrity and honesty. Communicate openly without trying to come on strong or pushy. Don't show off because you think you know more than they do, forget the technical jargon and speak to them on their level of understanding.</p> <p>Treat them like you would treat a friend - with respect. This all comes first and is the foundation you need so that you can make professional recommendations that will help them to achieve their goals in the future.</p>
69	<p>If selling is not your "thing", then don't sell.</p> <p>Instead make it your goal to give each client a personal recommendation for home-care, and follow that up with a written prescription that includes the product name, price, your salon and personal name and contact details.</p> <p>There is no such thing as a salon treatment that does not benefit from the right at-home products to improve and extend the results. Even the basic lash and brow tint requires that your clients use gentle soap free cleansers to extend their life.</p>

	<p>Make time for a brainstorming session with your staff to list of every treatment you offer and their at-home support products. Once everyone knows what should be recommended to their clients after a service, make sure that every client leaves with a professional recommendation for the right products.</p> <p>This means there is no selling for those who cannot bring themselves to sell, but you are still fulfilling your professional duty as a therapist by educating your clients on ways to maximise the benefits of the services your salon provides to them.</p>
70	<p>No one knows how good you are or what you have to offer unless you tell them about it.</p> <p>Clients who come to you for a single service generally have NO IDEA about the other services you have on offer unless you TELL THEM.</p> <p>Make it a goal to introduce your clients to your other fabulous services. Stay in touch with them and communicate on their level.</p> <p>You are awesome but often others don't know it until someone tells them. Make that someone you!</p>
71	<p>Never confuse what you want with what your clients want.</p> <p>They are often vastly different things.</p>

72	<p>The beauty industry offers some tough competition.</p> <p>It seems there are salons popping up everywhere as well as home salons also competing for client dollars.</p> <p>If this is the case, what are you doing to make yourself stand out from the crowd? What makes you different and unique? Why should clients pick your salon over the others? (if you are thinking you offer the best treatments and customer service, than you will need to rethink - there are many salons out there who do this).</p> <p>Why not spend a little time trying to find your uniqueness and point of difference.</p> <p>It might turn out to be the very thing that keeps clients walking back through your door.</p>
73	<p>Have you read a fantastic book jam-packed with actionable ideas that you just never got around to doing anything with?</p> <p>If so, that's a real pity as it is your action and not just your thoughts that will bring you the results you want.</p>
74	<p>Before you set a retail price for your next new service, take 30 mins and work out the real cost of providing that service.</p> <p>Consider the cost of the products, consumables, wages and super, plus overheads.</p>

	<p>Also, remember if you are registered for GST, you must take that into consideration also as you don't get to keep that money.</p> <p>I can pretty much guarantee that the service cost will be far more than you thought it would be, but you will never know if you don't do the sums.</p>
75	<p>Something to think about..</p> <p>Just because your clients do not complain, does not mean they do not mind.</p> <p>If you change your salon policies in a major way, or save up your price increases for 3 years before having one, it's a MUST to check for client loss to see what impact your actions are having on your business.</p> <p>EVERY client has value - some more than others, and chances are it has cost you time and money to get every new person who walks through your doors.</p> <p>Don't be too blasé when it comes to losing them.</p>
76	<p>When is the last time that you cleared out the clutter in your salon?</p> <p>When is the last time you visited old procedures and protocols that are no longer serving you well?</p> <p>When is the last time you took the time to figure out how to work</p>

	<p>smarter and not just harder?</p> <p>Just asking!</p>
77	<p>Do you add your own content to your website? If so maybe you should have someone check over it for spelling errors.</p> <p>I often see websites that literally have hundreds of spelling mistakes. It creates a very poor first impression even if it ranks well in a Google search.</p> <p>This is so easily fixed - ask someone to check your site for these off-putting mistakes, and reduce the risk of turning off potential clients before you get them into your salon.</p>
78	<p>How many long term clients have quietly slipped away from your business due to your complacency?</p> <p>It's not just salons that suffer from this; however complacency about such things as client loss is a recipe for disaster. While it is important to gain new clients for your salon, it is actually far more important once you have matured as a business, to retain the clients you have already attracted to you.</p> <p>It's easy to slip into client attraction mode, with every promotion aimed at gaining and rewarding a new client, but the clients who have helped you to build your business need to be valued as well.</p> <p>It's not just about things like loyalty programs and birthday letters either. It is more about the experience your existing clients receive</p>

	<p>when they come to your salon.</p> <p>Do your existing clients always get the courtesy of a consultation to make sure that any changes or disappointments are discussed? Do you always make sure that you stay focused on their professional needs during their treatment and avoid falling into a personal discussion focused on your life and needs? Are they always offered a re-booking or do you just expect that they will come back to you next time?</p> <p>All of these actions will cost you your VIP clients - the ones who have spent money with you in the past and helped you to grow.</p> <p>Take a minute to look over your client database to find out how many of those VIP clients have stopped visiting your salon, and then make them the most amazing offer to try to woo them back. They loved you once, and hopefully with the right treatment, they will love you again.</p> <p>Always treat your existing clients like royalty and never get complacent about their loyalty. Never believe that you are the only salon that they can be happy at - that is pure ego and totally false. They are only one short phone call away from going to your competitor.</p>
79	<p>If you want to be viewed as a professional you must act like one.</p> <p>Does your doctor discount? Does your dentist discount? Does your chiropractor or physio discount? Then why do you discount? You are shaping the way people perceive you with your actions, and this will have long lasting effects on your business.</p>

	<p>Chiros offer free health checks, as do dentists. Once there, you always need something done. How can you use this strategy in your salon to sell more services to potential or existing clients?</p>
80	<p>Before you rush out and buy that expensive piece of equipment, take the time to think about the return on investment you are likely to make.</p> <p>Will that new piece of equipment allow you to do the kind of treatments your clients want and will pay you for?</p> <p>Calculate how many treatments you are going to have to do to make sufficient profit to repay the cost of the equipment before jumping in and purchasing blindly. Also, think about ways you can use the equipment you already have to offer different treatments to your clients instead of adding an additional expense to your business.</p> <p>Look for ways to combine existing modalities to create something new and exciting to add to your service menu.</p> <p>Consider completely revamping your facials by creating something new with the equipment you already have. Give them new names and new descriptions, and best of all, new prices.</p>
81	<p>Create your success by being willing to learn from others who have succeeded before you and then by implementing what you have learned.</p>

	<p>Knowing is simply not enough. You must DO as well.</p> <p>No matter what anyone else tells you, success only comes from the hard work of doing what you have learned.</p> <p>Luck, Karma or the Law of Attraction alone won't put dollars into your bank account.</p>
82	<p>When you talk, you repeat what you already know; when you listen, you often learn something new.</p>
83	<p>Eat your elephant one bite at a time.</p>
84	<p>If you want to avoid the stress that comes with lulls in your business, then you must plan in advance. Take 30 mins and review you revenue during the last financial year ...week by week. Make a graph from it if you can.</p> <p>Now you have the data you need to tell you when to expect a lull in your business in the future. Most businesses are cyclical...in other words they experience peaks and lulls around the same time each year. The beauty industry is subject to many things that impact on how busy or quiet it will be.</p> <p>If you know you have certain periods when you are going to be quiet, then you have time to plan your marketing and promotions in advance. This way you are being proactive and not reactive. Reactive</p>

	<p>marketing often comes with poor preparation and planning and this in turn can cause loss of potential profits. As the saying goes "failing to plan is planning to fail".</p> <p>Start planning for greater success in your salon today.</p>
85	<p>What is your break even amount?</p> <p>Knowing these figures allows you to gauge whether or not you are running at a profit or loss.</p> <p>To know your weekly break even figure you need to know 2 things.</p> <ol style="list-style-type: none"> 1. <i>How many weeks per year are you trading and</i> 2. <i>What your total expenses are for the year.</i> <p>Once you have these two figures, simply divide the total expenses figure by the number of weeks trading, and you have a weekly break even amount.</p> <p>You can get your expenses figure from your profit and loss report that the accountant provides you with, but don't forget to allow for your cost of goods sold as well as any extra expenditure such as increases in wages, rent, electricity etc that the current year brings with it.</p> <p>This is a must know figure so you can set your salon sales goals with the intention of making a profit.</p>
86	<p>Many salon owners put off having a price increase because they are sitting on a lot of service menus that have yet to be used.</p>

	<p>However when you think about this, you will realise that this makes no financial sense at all.</p> <p>If you sit for 6 months too long before having a much needed price increase you could be losing many thousands of dollars in potential profits - all because you have \$150 worth of unused service menus.</p> <p>Next time you have menus printed, be prepared to pay a little more per menu and only have enough printed up to last you 3 months.</p> <p>This way you will be able to not only update the services you offer more regularly, but also increase a section of your service menu's prices to stay on top of increased expenses.</p>
87	<p>Having difficulty getting your staff to sell retail?</p> <p>To create a successful goal any coach will tell you that your goals need to be SMART. Specific, Measurable, Achievable, Realistic and Time-bound. They also have to be about something that the person actually cares about. Your team members need all of these things when you set their retail goals for them each week.</p> <p>SPECIFIC means they need to know specifically how many/much retail they must sell. It's not good enough to say "you've got to sell more products".</p> <p>MEASURABLE means that you have to be able to measure their success. If their goal is 20 retail items per week you can measure their success when they achieve it and reward them accordingly.</p> <p>ACHIEVABLE means that the goal must be able to be reached. It may be un-achievable for someone who is selling 2 retail items a week to</p>

	<p>move to 20 in one week. You must be prepared to set them goals that they have a chance of reaching otherwise they will simply not try at all.</p> <p>REALISTIC means that it can be physically done. For instance, a therapist can't sell 6 cleansers a week if you never have any in stock. You must hold up your end of the deal.</p> <p>TIMEBOUND. Every goal must have a time limit attached to it. Retail sales are often tied to bonus payments paid weekly, so when you set a goal for a team member, make sure she knows how long she has to achieve it.</p> <p>You must always take the time to help your team members overcome their negative mindset around selling, and their fear of rejection when a clients says "no". They have to be educated on how they are actually benefiting not just the salon and themselves, but primarily the client.</p> <p>They also need to learn that when a client says "no thanks" that it's NOT a personal rejection of them but could be for many other reasons.</p> <p>Haven't we all said "no thanks" at some time to a service provider but still had a great relationship with that person.</p> <p>Use these guidelines to implement some structure around retailing in your salon. Set positive, achievable goals, monitor and congratulate every sale and every effort to sell, provide the tools your team needs to sell effectively and recognise and reward improvement even if your staff don't reach their goals.</p>
88	Having problems getting clients to commit to a retail purchase?

	<p>Why not offer a payment plan?</p> <p>If they only want to commit to \$10 per week, that still means a guaranteed \$520 per year in retail sales for your salon. You can sweeten the deal even further by offering a special deal for those who participate.</p>
89	<p>Just a quick tip when confirming client appointments by SMS.</p> <p>It's important that your text requires them to respond with a yes or no answer. It's not really a confirmation until you hear back from them as they may have never read your message.</p> <p>Also, you will have less no shows if you phone rather than text - a pain but still a fact, especially for those clients who continue to no-show after receiving reminder texts from you.</p> <p>Make sure you have your no-show and cancellation policies displayed in a prominent location. They are a great deterrent to poor client behaviour especially if there is a penalty involved!</p>
90	<p>If you want it to be, then today can be the day you take charge of your business and begin to turn things around.</p> <p>You must stop running around like a mouse in a maze, and take some time out to plan for a better future. You know there are</p>

	<p>improvements to make, so who is stopping you from making them.</p> <p>Only one person is responsible for your success or failure – you!</p>
91	<p>Each new financial year is a great time to chart your last financial year.</p> <p>Why do this?</p> <p>Because it will give you a visual impression of how your year looked from an income perspective and this will allow you plan for the year ahead.</p> <p>You will be able to foresee the quiet times, and instead of throwing together a quick and possibly non- profitable promotion, you can plan properly.</p> <p>I often hear salon owners lament about the ups and downs in their business, but in fact those same ups and downs can generally be predicted and planned for pretty easily.</p> <p>Once you have charted the last year you might even like to chart the few years before that to see if there has been much variation. Knowledge is power people. Use it to your advantage!</p>
92	<p>Want to get the very most out of the books you purchase to help you grow your business? Here's how to do it!</p>

1. *Get a small notebook and divide it into 3 columns.*
2. *In the left column, jot down every great idea you get from the book.*
3. *In the middle column list down all the things you will need to do to action that great idea, and*
4. *In the right hand column, write down when each of those steps needs to be completed.*

By doing this, you are setting yourself great business goals, creating the action steps you need to achieve them, and giving yourself a time frame in which to get them done.

Put one great idea on each page of your notebook, and put that page somewhere that you will see it EVERY day.

Share your goals with friends, family and staff, ask for their help and support, and make yourself accountable to someone to achieve your goals.

Now, go and get started!

- 93 If you are a professional skin care therapist, then you undoubtedly invest a considerable amount of time providing a professional consultation combined with an in-depth skin analysis for each client. You follow this with a detailed and written product prescription and then spend time explaining how, when and why to use the products you have recommended.

This is an important investment you make in your clients so as to gain a return - that being ongoing profit from the sale of your products. Unless of course, your products are readily available on-line. Then you can kiss those profits goodbye.

Clients are L.A.Z.Y.! They will buy the very same skincare products online that you have spent considerable time and effort in

recommending to them.

Why?

Because it's more convenient to do so!

Now this totally sucks if you are a salon owner, because you have invested time and money in educating your clients, only to lose your profits to online suppliers. The products sold online don't even necessarily have to be cheaper to win over your clients dollars. Convenience is a big factor as well as price.

So what do you need to do to ensure that your investment in your clients pays off?

Here are some important things to remember when it comes to maximising sales:

- 1. Make sure you always carry sufficient stock to meet your retailing needs - you can't sell something you do not have on your shelves. Know what sells and how much you need to keep on hand to meet your sales requirements between orders.*
- 2. If you do run out of something that your clients want, take the payment and send it to her at no charge. Yes this will cost you postage, but it might just save you from losing future sales to that client.*
- 3. DON'T stock products that are sold online. If you do this, then you are risking the future loss of all your product sales to your clients. There are many fantastic salon only product suppliers now in the market place. Support them so that they can support you!*
- 4. Let your clients know that you offer a product delivery service. Make it EASY for your clients to purchase their favourite products from you. Take phone and email orders that you can mail out orders to your clients.*
- 5. Have a service fee to teach clients how to use products that they have*

	<p><i>purchased elsewhere.</i></p> <p><i>5. Start a product loyalty program that rewards your clients for purchasing from you, or better still talk to your suppliers about supporting a program like this in your salon.</i></p> <p>To sum it all up, keep your sales in your salon. Don't be bamboozled by suppliers who tell you they are doing you a favour by making their products more attractive by having them available to purchase online.</p> <p>If you train your staff to retail effectively, you can make considerable profit (much more than from supplying services) from your retail sales.</p>
94	<p>A little business booster:</p> <p>Take some time over the next weekend to make a plan; think about what you want to improve in your business.</p> <p>Is it retail sales, is it customer service, is it service delivery, is it personal leadership. Whatever it is, choose just one area and focus on it for 60 mins.</p> <p>Take paper and a pencil and write the topic on the top; now list all of the things that you can do to take you from where you are to where you want to be.</p> <p>Prioritise your list, put a "to do by" date beside each one and get started on taking the positive actions you need to achieve the results you want.</p>
95	<p>How many salon owners measure the profitability of their promotions?</p>

	<p>Do you know whether your promotions are making "busy" or making "profit"?</p> <p>A quick influx of cash does not necessarily mean money left in the bank after wages and costs are paid.</p> <p>Let's face it, \$350 worth of treatments being sold for \$99 is probably making you a loss of around \$45 - and that's for every client who buys one. How many losses can your business afford to make in the name of getting more clients in the door?</p>
96	<p>So many salon owners seemingly struggle to find great therapists for their salon; but this is not necessarily because there are no great therapists out there to hire.</p> <p>Often the problem actually lies in the hasty recruitment process used by salons. Not enough time spent in preparation and using poor hiring strategies are usually at fault.</p> <p>If you want to find the perfect fit for your salon, you need to have a process - one that includes much more than a quick chat and a beautifully presented resume.</p> <p>If you don't have a great recruitment process in place - get some help. It will save you a lot of stress in the long run.</p>
97	<p>Here's something to make you stop and think.</p> <p>If we read from top to bottom and left to right, and we want our clients to see our top profit generating services first when they look at our service menu. What do they see when they open up yours?</p>

98	<p>Pricing tip of the day. Begin your menu listing with your high end, more expensive treatments and not your cheapest.</p> <p>People are basically lazy and will often choose what's near the top of the list. This is a proven strategy to increase your client's spend amount and it works!</p> <p>By the way, unless you want to build your business around your cheapest "mini" and "Express" treatments - get rid of them altogether from your service menu. These treatments generally don't deliver great results and only encourage your clients to buy "CHEAP".</p>
99	<p>Action is the foundational key to all success. Pablo Picasso</p> <p>What important business strategy have you been sitting on? What could you do today that would impact on the success of your business? Where is that "to do" list you started and never did anything with? What have you been telling yourself you must get done but haven't even started?</p> <p>Take a leaf out of Pablo Picasso's book and get some ACTION happening in your business.</p>
100	<p>Here's a reality exercise for you.</p> <ol style="list-style-type: none"> 1. Take a sheet of paper and pen 2. Write down the date of your last price increase 3. Now write down everything that is now costing you more in your salon since that date. Think about things like rent, outgoings, wages &

	<p><i>super, products, consumables, electricity, internet, accountants fees, permits and licenses, telephone, cleaning, bookkeeping, marketing & advertising and everything else.</i></p> <p><i>4. Now write down everything else you have had to buy or replace like uniforms, equipment, light bulbs, salon upgrades etc.</i></p> <p>How's that list looking? Have you started to think about that price increase yet?</p> <p>I hope so!</p>
101	<p>The critical ingredient in success is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week, but today.</p> <p><i>"The true entrepreneur is a doer, not a dreamer" Nolan Bushnell</i></p>
102	<p>Do you know what profit margins every service you provide is generating for your salon? What are your HEROs and what are your LOSERS when it comes to profitability?</p> <p>If you don't know this, how do you know which services you should be marketing to your clients and which services should perhaps disappear from your menu?</p>
103	<p>Successful business does not happen by simply increasing your turnover.</p>

	<p>Growing your salon sales by \$100,000 per year does not mean you have increased your profit by that amount.</p> <p>Before you focus on increasing client numbers or services sold, you need to ensure that you are pricing for profit first and foremost.</p>
104	<p>Is your appointment schedule full of profit eating, time wasting gaps? I'm not talking about time set aside for genuine retailing or preparation, but rather useless time that has occurred because client appointments have not been placed carefully to avoid this waste.</p> <p>Add up the amount of time wasted each week in your salon and then convert it to</p> <ol style="list-style-type: none"> 1. The cost of wages and super paid for this time and 2. The value of potential services that could have been provided. <p>What do you see? Are you shocked? More importantly, what are you going to do about it?</p> <p><i>"When you work with your hands, time is really all you have to sell. Don't waste it"</i></p>
105	<p>What did it cost you to open your salon doors today?</p> <p>If you don't know this figure, how do you know if you are making any profit after the cost of providing your services?</p>

106	<p>Salon recruitment tip: don't waste hours of your precious time doing interviews that will end up going nowhere. Have a recruitment system and stick with the process.</p> <p><i>1) Create your job description so you have a clear idea of who you want, what skills they must have and what you are offering in return</i></p> <p><i>2) Develop a 5 min phone interview form so that you can eliminate those who are not suitable early in the process</i></p> <p><i>3) Never rely on an applicant's resume to get to the facts - always use a job application form designed to get to the truth</i></p> <p><i>4) At the initial interview you should have a list of "attitude" questions prepared and rate the answers from 1-10. This way, all applicants are assessed equally.</i></p> <p><i>5) For those applicants who make it to your short list, ring previous employers for their input - forget personal references.</i></p> <p><i>6) Now is not the time to get desperate. Only invite suitable applicants back for a second interview. This is often when your candidates will loosen up and tell you some interesting stuff!</i></p> <p><i>6) Always do a skills test before hiring and ensure that you have an "out" clause in your employment agreement if your new therapists does not live up to expectations.</i></p> <p>Finally, remember when you hire in haste you will repent at leisure!</p>
107	<p>Tell me about a coupon deal you are thinking of doing, and I will tell you exactly how it will impact on your business in a negative way.</p> <p>As a Salon owner you must stop thinking quantity is better than profitability. You cannot build a solid database through clients attracted to you via discount pricing.</p>
108	<p>Would you like to take a relaxing vacation with your family this year,</p>

	<p>or perhaps buy something special for someone you love?</p> <p>If you were to sell one additional \$20 treatment to one client per day for a year you would be \$5200 richer.</p> <p>Now multiply this by each staff member and then double it.</p> <p>How much extra have you made already by simply up-selling a few small services each day?</p> <p>Perhaps now is the time to start thinking about ways you and your staff can make this a reality in your salon.</p> <p>Brainstorm with your staff about which services can be easily up-sold to clients; it's not rocket science - it's a lash tint, serum or specialized mask with a facial, or a body exfoliation treatment with a massage.</p> <p>What can you come up with that will help you to generate more revenue? It's there if you want it but you need to have a plan, train your team and set some goals.</p>
109	<p>Whether you do 200 services per week, or 500 services per week, it doesn't make one scrap of difference to your profit if each of those services is not generating a profit.</p> <p>You simply cannot guess what it is costing you to provide a service to a client, and neither can you rely on another person to tell you.</p> <p>You must know the cost of your product, consumables, labour and operating expenses to calculate your service costs, and yours will be totally unique from the salon around the corner even if she is using the very same product.</p> <p>Love what you do, but take the time to understand the one thing that will keep you doing it. A profit!</p>

- 110 Everyone likes to begin the new year with optimism - hope that things will be better this year than last.
- If you are going to make this happen you must learn how to put the word "business" back into the term business owner.
- It is sad but true that you may be an absolutely fantastic therapist providing premium services to your clients, but still run at a loss. I know this is a fact because I work with these people constantly and see this happen.
- If you are a salon or spa owner, make your new year's resolution to learn how to run your business more professionally. Learn what it is going to take to:
- *Increase your profit not just your turnover,*
 - *Reduce your expenses,*
 - *Maximise the returns on your marketing expenditure,*
 - *Minimise your client loss,*
 - *Hire and retain awesome staff members and*
 - *Get your clients spending more in your business, more often.*
- Don't let this year simply be a sad repeat of last year - do something positive to make change happen in your business.
- Buy a business book, undertake business training, get a coach - just do something now. Don't wait. A small outlay now might be the very thing that will turn your business around.
- Make this year your best year yet by taking positive ACTION.

111	<p>Whether you keep a client or lose them, very much depends on how you make them feel.</p> <p>If you make them feel special, important, knowledgeable, beautiful and unique they will never leave and risk getting less.</p> <p>If you choose to make them feel foolish, used or unimportant to you, chances are there is nothing holding them back from going elsewhere.</p> <p>Do you ever unthinkingly criticize your client's choices? If so, how do you think this makes them feel?</p>
112	<p>Today, I did the unthinkable - I missed an appointment!</p> <p>It made me stop and think about how easy it is for a client to forget an appointment, and the many reasons it can happen. Mine was because I had diarised it for a week later than my hairdresser had - who was to blame: who knows?</p> <p>What I do know however, is that if the salon had phoned or texted me to remind me of my appointment, this wouldn't have happened, and my stylist wouldn't have been left with a useless 30 minute gap in her busy appointment schedule.</p> <p>Luckily for me, the salon did not simply assume I was in the wrong and ask me to pay for my missed appointment. Much as I really like my stylist, this would have annoyed me a great deal, and I most likely would not have returned.</p>

	<p>Don't risk losing quality clients over something like this happening in your salon or clinic. Don't assume the fault always lies with the client. Don't get angry, frustrated and vengeful - it's a waste of your energy. Instead, take the responsibility for client appointments being met, by confirming all your client appointments 24 - 48 hours in advance.</p> <p>If you are still not confirming your client's appointments, make the time to do so in the future.</p> <p>Not only will you reduce those money wasting gaps in your appointment book, but you will also maintain a better quality relationship with your clients.</p>
113	<p>Business Myth - Being great at what you do will guarantee you financial success.</p>
114	<p>Profit Tip - Make sure your clients and passers-by know without any doubt that you sell Gift Certificates.</p> <p>It's easy to forget that others don't know what you know - namely you sell G.C.'s (and hopefully lots of them).</p> <p>Take advantage of every opportunity to tell people about your G.C's.</p> <p>Use your A-frames, front desk, windows, newsletters, treatment room walls and for those lucky few with bathrooms inside the salon - the back door of this as well.</p> <p>No hand-written signs please. Use your computer to make up a simple A-4 notice using tasteful graphics and tell the world about your G.C's.</p>

	<p>Don't forget to run a G.C. competition based on sales with your staff and make sure all the local businesses in your trading zone know that they can purchase these little lifesavers from you for their staff and friends also.</p> <p>Make Gift Certificates work for your salon!</p>
115	<p>Are you and your team fantastic at every service you provide (including customer service)? If not, why not?</p> <p>Now is the time to review your services, remove the stuff that you'll never be fantastic at, and organise training for your staff to refresh and update for future.</p> <p>One poorly delivered service can cost you thousands of lost dollars if you lose the client because of it.</p>
116	<p>Recruitment Tip - Before you hire in haste just to have another set of hands in your salon for the busy season, remember to take the time to create a Job Description for the position.</p> <p>Every time a new person comes on board you need to create a customised J.D. to ensure you are hiring the person you really need. The person that you hire has to fulfil the needs of your business.</p> <p>It's important to also differentiate between the "must have" and "would like to have" skills and attributes required.</p> <p>If you are not currently taking the time to create a job description prior to employing, you run the risk of employing in haste and</p>

	repenting at leisure.
117	<p>What is your goal today for your business?</p> <p>Have you written it down? Have you shared it with your staff? Have you figured out your action steps?</p> <p>Well...what's stopping you?</p>
118	<p>Time Management Tip: Effective management includes the ability to delegate jobs to others.</p> <p>This not only reduces your work load, but also gives your team members a chance to shine.</p> <p>What can you delegate to a team member this week?</p>
119	<p>How often have you reached the end of the quarter and realised you don't have enough money to pay your GST? Don't feel alone, many others are often in this same position and it's a stressful place to be.</p> <p>Rather than let yourself get into this position, consider having an account where you place money each week to cover this expense.</p> <p>If you look back over your past few BAS statements you will probably be able to calculate the amount you normally have to pay.</p>

	<p>Take this amount and simply divide by 13 to come up with a weekly figure. You don't have to put away all the GST you take because of the GST on expenses you will claim back.</p> <p>When it comes time to do your next BAS, you will be glad you did this!</p>
120	<p>I was having a quiet moment last night wondering why people post so much personal information on their Facebook and other social media pages, and all of a sudden it the answer came to me.</p> <p>People want to be "heard" by others. Sometimes we just need to tell someone what is going on in our lives, what's important to us right now, and when there is no-one else to hear us or no-one else willing to hear us, we are tempted to tell all our FB friends in the hope someone will like our post or better still, enter into a conversation with us.</p> <p>Are you wondering why I am talking about this?</p> <p>Well, I think it impacts on our relationships with our clients in a BIG way. Clients who come into your salon often not only want, but need to be heard. When their therapist never shuts up about their life, their kids, their boyfriends/husbands etc they are robbing their clients of the opportunity to be heard.</p> <p>Train your staff to listen to their clients instead of rabbiting on about things that are important only to them.</p>

	<p>Your clients will leave your salon feeling incredibly satisfied because they have just experienced something pretty rare. I would go as far as to say that if your therapists are delivering an average service but are delivering outstanding listening, then the chances of retaining your client's increases ENORMOUSLY.</p>
121	<p>Do you know why the ladies on the cosmetic counter are so good at selling?</p> <p>It's because they understand very clearly that their job hinges on meeting their sales targets. It's explained to them right up front when they are interviewed for the job. Their employers don't hire them for their good looks or ability to put on a nice face; their ability to sell is a must have factor in the decision to hire or not.</p> <p>Getting great staff members that do what you need of them is a two part process.</p> <p><i>1. If the ability to sell is an important part of the job being offered, make sure you choose someone who can and will do it, and make sure they understand that their job is dependent on it and</i></p> <p><i>2. Set retail and services targets, and follow through when they are not met.</i></p> <p><i>Let's face it, if you don't show you care whether or not that the targets are being met, why should your employee?</i></p>
122	<p>As the business owner, do you give yourself "preparation" time each morning to get your day sorted, set your personal goals and review staff performance?</p>

	<p>If not, I recommend you do.</p> <p>The time you put aside to get organised will pay for itself many times over in improved strategies that should make you more profit.</p>
123	<p>Do you own one or two (or maybe even more) pieces of expensive equipment for your salon that sits idle most hours of the day? If so, then you are missing out on potential profits in your salon.</p> <p>That expensive equipment should be working for you all day long - allowing you to charge more for your specialised services.</p> <p>The reason this equipment is not making you mega bucks is because you are no longer focussing on it, you've become distracted, you've lost your passion and then <i>so do your staff</i>.</p> <p>Make a list of each piece of equipment you have in your salon, and think about the specialised services you can offer using it. If necessary, talk to your product suppliers to get their input also.</p> <p>Develop a training session around it with your team and get them excited. Get them talking to clients about the amazing new treatments they can experience. (if you don't have them, then you might need to get creative and develop them).</p>

	<p>Stop buying more expensive equipment and start using what you already have. It's not the piece of equipment that is going to turn your business around; it's the passion behind it!</p>
124	<p>Is it time for you to take a step forward?</p> <p>Just how long have you been stagnating in the same place waiting for some miracle to happen that will change your business and your life?</p> <p>Well, the truth is that you must make your own miracles. Nothing good happens in this life that is not accompanied by hard work, a little risk taking and the willingness to do something different.</p> <p>What do you need to do next to get your business back on the road to success? I guarantee it's not what you've been doing in the past.</p> <p>If you know you need help, reach out and get it. No-one is perfect at everything, not even the very best in their field.</p>
125	<p>If you struggle with time management and getting the important things done, then here's a great technique I learned many years ago.</p> <p>Take 10 mins at the beginning of each day before you do anything else at work.</p> <p>List down everything that you need to get done that day.</p> <p>Now number each item on your list with regard to importance (this</p>

	<p>way you don't just do the short simple stuff, when the bigger more important stuff keeps getting put off).</p> <p>Begin working on your list starting with the most important item - this is very important.</p> <p>At the end of each day, review your list. Each item should be either ticked off (completed), moved over into the next day's list (if not completed), or deleted because it's just not important any more.</p> <p>The next morning, add additional items to your list and re-prioritise again.</p> <p>Keep doing this every day. You will be AMAZED at how much more important work you seem to get done, instead of just the petty stuff.</p>
126	<p>Have you ever experienced a sales person who talked so much that they talked you OUT of making a purchase?</p> <p>This happens when salespeople ramble on about things that don't matter to you and stray too far away from the topic that you are interested in.</p> <p>Make sure you fully understand your client's needs and then stay focussed on just that topic.</p>
127	<p>So how much money do you need to earn this week to make the kind of profit you want?</p> <p>Do you want to know how easy it is to figure this out?</p>

Take a look at last year's total expenses (including cost of goods sold) and divide it by 52. Now you have the average weekly expenses figure. Add your desired profit to this to get your target figure. Now divide that figure by the amount of days you are working this week. Voila - you now have a daily turnover target.

Here's how it looks.

Yearly expenses = \$250,000

Weekly expenses = $\$250k / 52 = \4808

Desired weekly profit = \$1500

Required turnover = $\$4808 + \$1500 = \$6308$

Daily turnover required to achieve this = $6308/6 = \$1051.33$

Your goal is to figure out what you have to do to make this money every day.

Also, if your expenses have increase since last year, remember to allow for increases of yearly expenses figure before you start your calculations.

Now go and dig out your last year's total expenses and do the sums for yourself.

128 I am often asked how to keep team members motivated.

Well as you all know, you cannot motivate another person - motivation comes from within. All that you can do is to provide the right environment for self motivation.

Part of creating that environment is to provide your team with professional development training regularly; along with new and interesting work to do (I am not talking about giving them a new wax cleaner for the waxing room floor here).

With this in mind, when is the last time you added new and more up to date services to your salon menu? Not only does this add more interest for your team members, but it also helps to keep your clients coming back and perhaps even spending more.

It's not as hard as you may think. New and better products are coming onto the market all the time. This provides you with opportunities to create some innovative new services to entice your clients with, as well as fun new services for your team to provide.

Just because you work with a certain range of products does not mean you are stuck offering only the services they have created for you. You are a trained aesthetician and this means you can put together a logical and quality treatment yourself using the products that are available to you.

So, why not create some fresh new treatments for your salon service menu that will help keep your team members motivated and your

	clients coming back to try something new.
129	<p>If you must use an answering machine in your salon, make sure you return all calls as fast as you possibly can.</p> <p>Make sure your message states clearly that you will get back to them quickly, and that their call is important to you.</p> <p>We live in a very "<i>I want it now</i>" society where we are all frustrated at having to wait for anything. This can lead to losing potential new clients who will often simply move on to the next salon on their list when they don't get the chance to speak to a real person on the first ring.</p> <p>Check out the message on your answering machine today and evaluate whether it is good enough to entice your clients or prospects to leave a message for you.</p> <p>Would you leave a message on your machine if you were a prospective new client?</p>
130	Business goes where it is invited and stays where it is well treated.
131	<p><i>If you make a sale, you make a living. If you make an investment of time and good service in a customer, you can make a fortune.</i></p> <p>Jim Rohn</p>

132	<i>Business is like a wheel barrow. Nothing happens until you start pushing.</i> Robert Kiyosaki
133	<i>Good people are found, not changed. Recently, I read a headline that said, "We don't teach our people to be nice. We simply hire nice people." Wow! What a clever shortcut.</i> Jim Rohn
134	<i>Do what you do so well that they will want to see it again and bring their friends.</i> Walt Disney
135	<i>A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.</i> Henry Ford
136	<i>The essence of a successful business is really quite simple. It is your ability to offer a product or service that people will pay for at a price sufficiently above your costs, ideally three or four or five times your cost, thereby giving you a profit that enables you to buy and to offer more products and services.</i> Brian Tracy
137	<i>The number one, most important, get-this-or-fail short lesson for both work and business: Do what you say you are going to do, when you said you were going to do it, in the way you said you were going to do it.</i>

	Larry Winget
138	<i>Even if you are on the right track, you'll get run over if you just sit there.</i> Will Rogers
139	<i>Remember: You will never earn the same rewards as others without employing the same methods and investment of time as they do. It is unreasonable to think we can earn rewards without being willing to pay their true price.</i> Epictetus
140	<i>My model for business is The Beatles. They were four guys who kept each other's kind of negative tendencies in check. They balanced each other and the total was greater than the sum of the parts. That's how I see business: Great things in business are never done by one person; they're done by a team of people.</i> Steve Jobs
141	<i>You can buy a person's hands but you can't buy his heart. His heart is where his enthusiasm and his loyalty is.</i> Stephen R. Covey
142	<i>Average doesn't work in any area of life. Anything that you give only average amounts of attention to will start to subside and will eventually cease to exist. Companies, industries, artists, products, and individuals who continue into the future successfully are those who approach every activity with the outlook that average is just not good enough. You need to change your commitment and thinking to be far above any concepts of average.</i> Grant Cardone

143	<i>There is only one boss: The customer. And he can fire everybody in the company, from the chairman on down, simply by spending his money somewhere else.</i> Sam Walton
144	People don't do what you tell them to do. They do what they see you do.
145	Knowing is not enough. You must also DO!
146	Everyone loves your special discounts...except your bank manager.
147	Quality doesn't come cheap. Cheap comes cheap.
148	A client made to feel foolish, is a lost client.
149	Never mistake client apathy for client loyalty.
150	An untrained staff member is a complaint waiting to happen.
151	Actions flow where attention goes.

152 Are you using that computer you are paying an arm and a leg for like it's a fancy cash register?

If you are running reasonably good salon software, you have most likely got access to loads of fantastic information in your reports section; right at your fingertips.

Those reports can give you the kind of information you need to make some important strategic decisions. If you don't venture into this area very often, then I suggest you start to do so.

And one more thing. The information you get out of your computer is only as good as the information you put in, so make sure you entering the correct information every time.

153 Do you ever wonder whether every client is worth the anguish they put you through?

There are always a few clients that can be relied upon to do the wrong thing consistently, and yet salon owners and their staff welcome them back time after time.

The question is "why?"

Some clients are simply not worth the anguish they cause you, and their lack of consideration affects not only you but all of your clients for the rest of the day.

Next time you are confronted with a client who is constantly late, indulges in no-shows regularly, complains bitterly about the price or the temperature of the air conditioning, ask yourself "Are you a client who is making my life better or worse".

If the answer is worse, then it may be time to consider setting them free to make some other poor but more desperate salon owner's life a total misery.

Choose your clients with care because when you surround yourself with stressful people it impacts on you and those you come into contact with.

154 Every salon owner I speak with tells me that they need more new clients. If this is true for you also, I ask you this question.

What are you doing that would make them want to choose your salon over the one down the road?

No, you don't have the best customer service or the friendliest staff. These are the things every salon owner says, but this is not always true.

To become the most attractive choice for your prospective clients, you must have something special to offer. Something you know they want but no-one else is providing.

	<p>This is not necessarily a unique service.</p> <p>When you think about your favourite places to visit, what is it that makes them stand out from the rest? What is it that keeps taking you back there? Is it an item, a feature, an atmosphere, an emotion or something else?</p> <p>Once you have figured out what makes you unique and then implement it, you will be on your way to becoming the salon of choice for prospective new clients.</p>
155	<p>Employees seldom do what you want them to do, until they see you do it first.</p> <p>So, if you are not happy with the behaviour of your team, look at your own behaviour first.</p>
156	<p>Are you making the most of your clients testimonials (you are gathering them, aren't you?).</p> <p>Instead of just having a load of fashion or gossip magazines in your reception area, why not add in your book of client testimonials also? This is a great way to introduce clients to some new treatments that others are raving about.</p> <p>If you're not sure how to go about gathering your testimonials just</p>

	<p>make up a short questionnaire for your clients :</p> <ol style="list-style-type: none"> 1. Why did you come to this salon? 2. What treatment did you have done? 3. What was the outcome of that treatment? 4. Would you recommend it to others? <p>From the answers to these 4 questions you can create a short sharp testimonial. Once you've done that simply get your client's approval and add it to your book, website and other marketing material.</p>
157	<p>Staff training is essential for any business to ensure standards and consistencies are both maintained. We also know that training is very time consuming for the busy salon owner.</p> <p>Solution?</p> <p>Start recording your training sessions on video so that you can use them many times over. Every smart phone now has fantastic video ability which you can use to create your own in-salon training program.</p> <p>This can be used for new employee training, when you introduce a new service into your salon as well as refreshing the techniques of existing staff.</p> <p>If you are just a little bit tech savvy, you can also create your own private channel on YouTube and upload your videos so that your team members can watch it from just about any location.</p>

	<p>So instead of wasting hours of your precious time doing the same training over and over again, consider introducing this concept into your salon to help you manage your time and maintain your standards.</p> <p>There is almost nothing you can't video for training purposes!</p>
158	Sometimes it's just about getting started!
159	<p>It's good to delegate. It can save you a great deal of precious time; allowing you to do other, more important things.</p> <p>It also has a positive effect on those you entrust with additional responsibilities.</p> <p>BUT delegation must be done correctly. If you delegate randomly and without preparation, you may be disappointed with the outcome.</p> <p>Before you delegate a job to another person, you must do three things:</p> <ol style="list-style-type: none"><i>1. Ensure that they are capable of carrying out the work you have delegated to them and</i><i>2. Explain precisely what you want them to do, when you want it done by, what outcomes you expect from their actions.</i><i>3. Make yourself available to them so they can check that they are doing things correctly.</i>

160	<p>Do you want clients to purchase more of your most expensive treatment?</p> <p>Then don't make it your most expensive treatment.</p> <p>Add another treatment that trumps it.</p> <p>Human nature tends to tell us we are being overindulgent if we take the most expensive option, but it's ok to take the next one down the list.</p>
161	<p>When you have your service menu printed, only have enough done for 3 months.</p> <p>Why?</p> <p>Because sitting on an old menu holds you back from:</p> <ol style="list-style-type: none"><i>1. Having a necessary price increase</i><i>2. Adding new more up to date services</i><i>3. Removing non profitable and unwanted services</i><i>4. Improving the layout of your menu that would help it to become a better marketing tool.</i> <p>Having 5000 menus printed up might seem like the most cost effective way to go about things, but it actually ends up costing you money instead because it restricts necessary change and improvements.</p>

	<p>Print only what you know you will need for 3 months - 6 months at the absolute maximum.</p>
162	<p>Are you often left wondering why your staff members never perform up to your expectations? Well, you are not alone!</p> <p>I hear this comment often from salon owners who are frustrated with poor staff performance issues.</p> <p>The problem though is that your employees are NOT mind readers. They don't KNOW what you want from them, unless it is clearly explained and outlined in writing.</p> <p>Not only should you take the time to sit down with your employees regularly to fully explain your expectations of them, but you should also have it in writing so that they can go back and refer to it when necessary.</p> <p>Goals, salon policies and treatment protocols are all things that we expect our team members to be fully familiar with and strive to achieve to a high standard.</p> <p>Stop expecting your team members to think like you do, and begin communicating your requirements more fully with them. You will get much better results and they will be much happier knowing what your expectations actually are.</p>

163	<p>Looking for new clients fast?</p> <p>Search your local area for clubs and associations where you can offer a free talk and demonstration to their members.</p> <p>It's all about building rapport with potential clients and the best way to do that is face to face.</p> <p>Start by asking your clients if they belong to any local clubs who may be interested. You can host your talk in their premises or your salon.</p> <p>Give your information freely (make it quality), always include a demonstration (so much to choose from here) and a salon gift voucher (\$10 should be enough) to entice them into your salon.</p>
164	<p>Those who are successful in business understand that there is a long, bumpy road to travel.</p> <p>Putting in some hard work for a short time will not return you big rewards.</p> <p>You must be prepared to put in hard work for a long time if big rewards are your goal.</p>
165	<p>When expenses in any business get out of hand, it will impact on your</p>

profitability.

It's important to review your expenses regularly and look for opportunities to reduce them. I can guarantee you will find them once you begin to look.

One unnecessary expense is product wastage in your treatment rooms.

Employees are notorious for using up to twice as much product as they need to complete treatments. (I have seen even more than this amount of waste in some salons).

You can save a considerable amount of money by taking action to prevent this.

Here's are some things to consider:

- 1. Ensure that quantity of product required is clearly explained in your treatment protocols.*
- 2. Ensure you have a method of measuring out product available to staff, so guessing does not become the usual way of measuring products for treatments*
- 3. Run a staff meeting to discuss ways to reduce product waste. Tell them exactly how much it is costing the salon when product is wasted. Ask your employees for their ideas on how this can be accomplished - this will ensure better buy in and follow through*
- 4. When training new staff, emphasize the importance of quantity*

	<p><i>control.</i></p> <p>When determining the cost of your treatments so that you can calculate the selling price, always take into consideration wastage caused by employee's overuse of product and build this into your costs.</p>
166	<p>If you are using Outlook to send out your salon newsletters, it's very important to be aware of the fact that the majority of your newsletters may be ending up in the recipients spam folder - never to see the light of day.</p> <p>Outlook is designed to send out only small batches of emails, and a max of 50 per day is recommended. I regularly receive newsletters from various salons that end up in my spam folder (I just happen to be one of those people who check in there regularly, but most people don't).</p> <p>Marketing emails that end up in the client's spam folder can dramatically affect your client response rate and therefore potential income, and yet may be totally unaware of what is happening.</p>
167	<p>Have you become a bit sidetracked in your business and forgotten about making a profit? It happens.</p> <p>It's much more fun to think about arranging the products nicely or repainting the walls or learning a new treatment technique but, before you do any of this, you need to ask yourself how this action is going to help you generate more profit?</p>

	<p>If you can't find an answer to this then perhaps your time would be better spent doing something more financially productive instead.</p>
168	<p>Do you ever wonder why you are not attracting the "right" kind of clients into your salon? The ones who keep coming back, spending money and introducing friends.</p> <p>Simply put, you bring in the kind of clients you deserve to get.</p> <p>Look closely at your salon as a whole and ask yourself "What is my salon saying to prospective and existing clients".</p> <p>If your staff are not trained well and deliver inferior services, do you think that will attract high calibre clients? If your service menu is cheap and nasty, what message does that send? If the exterior of your salon is messy or dirty, how is that attractive to quality clients? If you do not have and promote, your cancellation policy, why should your clients think it's important to turn up for services?</p> <p>So if things are not going so well in your salon, what changes do you need to make to fix things? It really is all down to you and the actions you take.</p>
169	<p>Found some unexpected free time? Last minute cancellation or simply no bookings - well you have two choices.</p> <p>You can:</p> <ol style="list-style-type: none"> 1. <i>Get busy contacting your good clients to let them know you have a vacancy and they can come and have their favourite treatment (sms is good for this), post it on Facebook or even do a quick email.</i>

	<p><i>2. Use the time to implement or at least start on an important job on your action list. If you don't have an action list, use the time to start creating one.</i></p> <p>There is no such thing as a perfect business that does not have something to change, remove or implement, so get started today on the things you know will help your salon to grow.</p>
170	<p>Have you discovered the profit gap in your salon yet?</p> <p>When you do, it's literally like finding the gold at the end of the rainbow, and often it is much easier to find than you would expect.</p> <p>It is not unheard of for a small business to find up to \$10,000 more in just one month of trading if they know where to look.</p> <p>To get you thinking about where the profit gaps may be in your business, here are some coaching questions to get you started:</p> <p><i>When is the last time you price checked your competitors to make sure you have not been left behind in your market?</i></p> <p><i>When is the last time you had a full price increase for the services and products your business offers?</i></p> <p><i>How are you measuring the productivity and return on investment of each member of your staff?</i></p> <p><i>How do you know which services or products in your business are your "heroes" and how are you maximising their impact on your bottom line?</i></p> <p><i>What incentives are you providing to your staff to ensure greater productivity?</i></p> <p><i>How are you using your current database to market to your best customers; those who have already spent money in your business?</i></p>

	<p><i>When is the last time you looked at the expenses in your business to see where you are paying too much for what you are getting?</i></p> <p>And as a final thought, if you are spending more time working in your business rather than on your business, chances are you just have created a job and not built a business!</p>
171	<p>Stop waiting for the universe, karma or good luck to fulfil your goals. Instead take some ACTION.</p> <p>Do something you've never done before.</p> <p>Don't wait until you are perfect (no-one is EVER perfect).</p> <p>Stop doubting yourself. You are more capable than you ever thought you were.</p> <p>Surprise yourself with real action.</p> <p>Be happy to make mistakes and learn from them.</p> <p>No-one but you cares about your dreams so don't expect others to make them a reality.</p>
172	<p>So, have you started on your new service menu yet? Have you thought about how you are going to describe the BENEFITS of each</p>

	<p>service to your clients?</p> <p>Each treatment should focus one major benefit so that every treatment does not sound the same.</p> <p>If you find you have more than one treatment with the same major benefit, then perhaps you need to look at altering your treatment offerings.</p> <p>Also, do you have a treatment with a major benefit for each niche?</p>
173	<p>Are you personally doing far more than you need to?</p> <p>Many business owners fall into the trap of believing that no-one can do what needs to be done as good as they can.</p> <p>Wrong!</p> <p>If you tap into the hidden talents of your staff, you will almost certainly find that many are totally capable of taking some of the admin workload off your shoulders.</p> <p>Make a list of all those time gobblers that you encounter daily, weekly and monthly, and think about who on your staff could successfully take these off your hands.</p>

	<p>Running reports, updating social media, running training sessions, stock management, article writing - and much more. Your staff are talented (you should know because you chose them to be part of your team). Tap into that talent and utilize it.</p> <p>Delegate as much as you can. Choose the right person for the job, train them well, explain clearly your expected outcomes and get them on the job.</p> <p>They will be happier with the added trust and responsibility you have given them, and you will be less stressed and have more time on your hands for the truly important stuff!</p>
174	<p>Have you fallen into the trap of offering the services to clients that you want to offer rather than services your clients wish to buy? This is easy to do but fatal for your bottom line.</p> <p>Before adding a new service to your menu permanently, consider how you could offer it as a "Salon Specialty Service" for a trial period (no less than 3 months) and then gauge how well it performs.</p> <p>If it's a service that requires the outlay of a great deal of money for product or equipment then do some thorough research first to make sure it returns a healthy profit for the investment made.</p> <p>A sound knowledge of your target market is required before rushing</p>

	<p>into adding any new service or product into your business.</p>
175	<p>Do you ever hear yourself or one of your team members slip into industry jargon while speaking with a client? If so, you should know that it does not make you look more professional - on the contrary, it makes you look puffed up.</p> <p>Talking above your client's understanding is a major turn off for them, and not something that will help you in any way. Yes, you do want to sound professional but there is a limit to the amount of industry jargon you should use.</p> <p>In future if you or one of your team feels the need to include the name of a specialised process or cosmetic ingredient, try to find a way that will explain to your clients the benefits they deliver instead.</p> <p>Clients will be much happier when they can understand what outcome they will receive from the service or product, and therefore your chances of selling it to them will increase also.</p>
176	<p>Along with excellent service, excellent delivery and great value for money (this does NOT mean cheap), one of the best ways to retain clients is through being consistent.</p> <p>This means delivering the same quality of treatments and customer service to your clients at every appointment, whether it is a slow day or a fast day, whether your oldest or your youngest therapist is delivering the service, whether it is a regular service or a special promotion.</p> <p>Your clients will leave your salon if they are disappointed by the</p>

	<p>service they receive. What will they compare their service to? It will be the previous service they have received.</p> <p>Develop your treatment and service protocols, and ensure all your team members are 100% sure of what they should be doing. Don't encourage employees to do their "own thing" when it comes to delivering treatments and service in your salon. You must set the standards and make sure they are adhered to by everyone, every time.</p>
177	<p>Do you ever wonder why your customers smile, tell you how wonderful your treatment was and then never return? Have you ever been guilty of doing that yourself? I know I certainly have.</p> <p>But as salon owners it leaves you feeling frustrated and wondering why, why, why.</p> <p>Research over the years continually points to the fact that over 90% of clients who don't return, do this because they were not happy with the "human" part of the experience.</p> <p>They felt that they were not listened to. They felt that were not respected. They felt that they were not important and didn't really matter. What a terrible reason to lose a valuable client.</p> <p>Some quality communication would go a very long way to eliminating all of these problems. Asking your client the questions that will allow her to clearly explain what concerns HER the most.</p>

	<p>Listening without interruption and with total focus. Communication is vital for client retention - over 90% vital; and not just on the first salon visit, but each and every time they cometo your salon.</p> <p>Try it - your clients will stay longer, spend more and love you for it.</p>
178	<p>Are you involving your client's senses as much as possible while they're in your salon? If you do, your chance of increasing retail and service sales will improve.</p> <p>Make sure your clients can smell, feel, and experience the results from your products.</p> <p>Increase their pleasure with beautiful smells during their treatments. This will anchor them into your salon.</p> <p>Consider having a signature fragrance that you use throughout your salon - there are many people who can develop one for you.</p> <p>Add a few drops of quality essential oil to your warm towels to make them smell luxurious (especially good if your product range does not have a great smell).</p> <p>Let your clients touch and try the products themselves (a tester unit is great for this) and of course, use and recommend products that will give the results you have promised your client.</p>

And don't forget to remove as many unpleasant odours as best you can. Salons with nail tables should consider good quality air filters to help with this.

This is especially important if you are trying to attract more men into your salon as they are particularly sensitive to the smell of monomer.

These things combined will add to your client's happiness, and will add to a positive experience for them.

179 Are you charting the "flow" of your business over a full year? If you are not doing this you are likely to fall into making the same mistakes year after year because you will not be aware of what is coming and therefore you won't have prepared for it.

For instance, if you have charted the flow of your business over a 12 month period, you will be able to see when the business is peaking and when it is in a slump.

Every industry and business has these peaks and slumps depending on their marketplace, BUT when you are armed with this knowledge you can use it to smooth out the flow so that you have a more steady income instead. (How good would it be to never have more month than money ever again?)

Just imagine what you would do to prepare your business if you knew

	<p>exactly which part of the year/month/week/day were your slump times. You could have all kinds of marketing strategies in place to ensure that you fill those gaps in your appointment books, reduce your wage expenses and grab those extra sales.</p> <p>Also, if you knew when you were going to have peaks you would be able to roster more effectively to ensure less stress and more profit from your busy times.</p> <p>There is just so much you can do with this kind of knowledge, so if you are not doing this already, I highly recommend you start immediately to better understand the flow of your business.</p>
180	<p>When you are communicating in writing with your clients, always write as if you were communicating directly to them.</p> <p>This would include your newsletters, promotions or even when you are describing treatments on your service menu.</p> <p>Try to make it sound like you are talking to them personally. Use the words "you" and "your" to help achieve this.</p> <p>If your computer software can do it, try to include their name also. It's so much more personal to receive something that says "Good morning Pam" rather than "Good morning valued customer". I know which one speaks most to me and keeps me reading.</p>

	<p>Look at these examples from a service menu treatment description.</p> <p><i>1. In this facial you will receive a soothing massage.... Your skin will feel glowing, hydrated and much smoother...</i></p> <p><i>or</i></p> <p><i>2. After this facial the skin will look and feel smoother and more hydrated.</i></p> <p>Which one speaks to you?</p>
181	<p>Are you using your front desk retailing space to effectively increase your impulse purchase sales?</p> <p>This can be very valuable real estate for sales in your salon, so if you have items on your front desk that aren't making you money, it's time to replace them with things that will.</p> <p>Look for items around the \$10 to \$20 dollar mark that your clients would be likely to purchase. Make your display visually appealing, use a display stand where possible and most importantly of all, price your products.</p> <p>Change your display monthly so that your clients see something new each time they are in your salon - this will help to increase overall sales.</p> <p>You could add hundreds of additional dollars per week to your</p>

	turnover with this simple retail strategy.
182	<p>Are your staff members lacking important treatment skills?</p> <p>Just because new team members come to you with formal qualifications and years of industry experience, does NOT mean that they are equipped to work in your salon or with your clients.</p> <p>What they need from you is your unique training - the training that will help them to deliver treatments your way, to your standards - consistently.</p> <p>To assume that they know what you expect is a MISTAKE - and a very big one at that.</p> <p>Too many salon owners tell me that they simply expect their new staff to jump right in and know what is expected of them. This generally ends up in stress, tears and sometimes lost clients - in other words a disaster that could have been avoided.</p> <p>Don't let this happen in your salon. Always take the time necessary to train each new team member fully in the beginning, and then go back to review their work to ensure that they haven't slipped back into their old ways (how many times have you heard a staff member say "but this is how we did it at my last job").</p> <p>If your team members are not delivering treatments up to your</p>

	<p>standard then who have you got to blame? I'll give you a hint - it's generally not them!</p>
183	<p>Have you done an external audit on your salon lately? Do you really know what your clients and prospects see as they approach your front doors?</p> <p>Have you taken your “boss's blindness blinkers” off and taken a REAL look at how your salon presents to others?</p> <p>What is your signage like - clean, easy to read and visible to passers-by? Do you have rubbish on the ground in front of your salon? What can people see as they look into your salon - is it professional looking or messy? How clean is the glass on your windows and doors? What do you smell as you walk through your front doors? What is waiting for your clients in your reception area?</p> <p>All of these things affect how clients feel about your business? Are you staying on top of this or missing the little things that can make a big difference to client perception?</p>
184	<p>As a business owner you will come across lots of articles that tell you that if you do just this one thing your business will be hugely successful.</p> <p>I'm about to burst that bubble!</p>

	<p>Successful businesses are getting everything right. Not just one small portion.</p> <p><i>Having a beautiful and appealing salon is important</i></p> <p><i>Having fantastic, results producing services is important</i></p> <p><i>Having a great marketing plan which is implemented is important</i></p> <p><i>Having world class customer service is important</i></p> <p><i>Having a plan and goals for your business is important.</i></p> <p>...and so it goes.</p> <p>Don't get stuck on just one aspect of your business. Look at it holistically, and don't be frightened of getting help where and when it's needed.</p>
185	<p>Surprises are generally very nice. I think most people would agree with that. However, one place that they are not so nice is at the cash register.</p> <p>Yes, there will always be the time that you have had your requisite price increase but I'm not referring to this. I'm talking about the times your client pays a different price for the same service each time they visit. This is downright frustrating for the client, and is definitely something that will drive them to another salon where pricing is more consistent.</p> <p>How do you make sure this isn't going on in your salon?</p>

Well, you must have a clearly defined service price list and then make sure all your staff understands how to price for the services they have provided.

Never add a chargeable extra to a service without making sure that the client understands there is an additional cost involved.

Don't give little discretionary extras with your services unless you are going to deliver them each and every time, otherwise your clients are left wondering why they are paying the same amount for a service when they don't get that little extra.

186 Have you tried complimenting your individual team members once a day, to help re-energise and re-focus them?

If you want your team to be happier in a way that it shows to their clients, and more productive in a way that builds your business, then find one outstanding thing about each team member and give them positive feedback on it. Not just "Great job" or "Well done"; you need to tell them WHY it was so great.

If you witness a really great customer service moment that a team member has provided, you need to tell them WHY it was so great so that they can repeat it (and they will if it is recognised).

If someone does a fabulous job on a client's eyebrows - tell them why

	<p>it was so fabulous.</p> <p>The most important thing here is your feedback must be honest and genuine.</p> <p>Don't fall into the trap of generalisations or fake compliments - these are meaningless and you could end up unintentionally encouraging unwanted behaviours.</p> <p>Take notice of what your team members are doing each day, find the one thing that they have done outstandingly well and let them know you have noticed it.</p>
187	<p>Have you ever done a SWOT analysis on your business? SWOT stands for Strengths, Weaknesses, Opportunities and Threats.</p> <p>When you undertake a SWOT analysis consider that the Strengths and Weaknesses will be internal factors and the Opportunities and Threats will come from external sources.</p> <p>This analysis of your business can be done as a brainstorming session with your staff to gain a wider perspective. Once you have identified your strengths you can build on them, your weaknesses can be strengthened, your opportunities can be actioned and your threats can be miminised.</p> <p>The main thing is that you will become more AWARE of how your</p>

	<p>business is performing, and can take the necessary actions to improve things.</p> <p>It's a great tool to use when you get "stuck" and are not sure where to go next.</p>
188	<p>Do you REALLY know what's going on in your business?</p> <p>I ask many salon owners this very question and in the majority of cases, the reply is "yes, of course".</p> <p>However when we put this to the test, well over 80% have an overly optimistic view of their actual performance.</p> <p>Re-bookings, client retention, new client numbers, average sales values for services and retail, Gift voucher sales, wages to turnover ratio - all of these things have a major impact on your salon's financial performance (along with other things) but if you can simply tweak each area just a little bit to improve your performance, you will experience an amazing improvement in your turnover.</p> <p>This is the power of synergy. Small improvements over many areas will give you incredible results that will put more money in your pocket.</p>
189	<p>Are you a Discount Demon? Do you understand why you feel you have to discount your services in order to attract or keep clients?</p>

	<p>Here are the only two valid reasons to discount:</p> <ol style="list-style-type: none"> 1. <i>You are overpriced for the quality of the services you offer</i> 2. <i>See #1.</i> <p>If you don't feel that this describes you, then you should consider other more effective and less profit killing ways to promote your services.</p> <p>Discounting is the stairway to business death, so unless you are prepared to accept these consequences, stop being lazy and relying on cheap prices to attract and retain your clients.</p> <p>You can do much better!</p>
190	<p>Do you spend too much of your valuable time worrying about what your competitors are doing?</p> <p>This is time you could spend working on the success of your own salon. Time you can never get back.</p> <p>Yes, it's good to audit your competitors occasionally, but don't allow it to become an obsession that holds you back from the actions you need to take.</p>
191	<p>Have you purchased expensive equipment for your salon or spa only to have it sitting collecting dust in your back room? If this sounds like you, then you need to focus on ways of making this costly investment work harder for your salon.</p>

	<p>Start the process by thinking about the services you could offer your clients using this equipment. For instance an IPL machine could be used in vast number of ways including hair removal, pigmentation treatments, collagen promotion as well as other services your clients might benefit from. Write these all down and find the services you believe would be most attractive to your clients. Once you have established this, consider ways you could market these services to your clients most effectively.</p> <p>Could you do an email promotion, develop treatment packages, run a competition for your team members to do in salon promotion, have a client information night? Look for inexpensive ways to get your message out to your clients.</p> <p>You should set yourself some goals around how you want to improve this aspect of your business. If you are only doing one or two of these treatments a week, start by setting a goal of doing 6 per week. Once you reach this, set a new goal of doing 12 per week, until your equipment is in almost full time use. Once you have the goal firmly in place, you will find a strategy to reach it.</p> <p>You will need to get your team fully involved in this whole process so set up a brainstorming session with them, and get them to help you with ideas on all aspects of how you can make this work for you.</p>
192	<p>When I advise my clients to "take action", I mean the kind of action that gets the desired results- in other words, making a profit.</p> <p>Simply being busy is NOT taking action.</p>

You may make yourself feel and look busy by doing non-profitable treatments, buying equipment you will never use, doing training you have done a hundred times before, re-arranging your retail display or re-painting your salon, but the BIG question is, will any of these activities actually make you any profit?

In 99.9% of cases the answer is a definite NO.

Stop kidding yourself into thinking that being busy is the same as taking real action. Start using your time to do the things that will make you more profitable.

You know what they are and if you don't, then consider getting some help to identify them.

193 Difficult clients - every salon or spa has them at one time or another.

They drive you insane and each time you see their name in the appointment book you shudder and wish they'd simply go somewhere else. Nothing is ever good enough- the music is too loud, the air con is too cold, the wax is too hot. Nothing is ever just right, and yet they keep coming back.

So, what do you do with these difficult clients?

	<p>Well, you do have some options.</p> <p>Option 1: If she is a just pain in the proverbial, but not really upsetting the salon in a big way, you could try having a change of mindset around her. Let's face it, she must love you if she keeps coming back, AND she is spending her money with you on a regular basis.</p> <p>She could be simply taking the frustrations from the other part of her life out on you because she has no-one else to do it to, or maybe she just has a demanding personality that will never change. Try just accepting that she is going to find fault with something (or many things) but understand that it is not directed at you personally, and that the problem is hers and she will take it with her when she goes.</p> <p>Option 2: If this client is really upsetting you, your team members and other clients when she visits, then it might seriously be time to wish her well and send her on to your competitors to wreak havoc on their salons.</p> <p>Instead of accepting her next appointment, simply tell her that because she has not seemed happy with the past services she has received when she is in your salon, that you believe she might be happier with another salon. Have a few names and numbers for other local salons on hand to give her, but don't take any more bookings.</p>
194	<p>Salon owners, read your social media posts carefully before publishing.</p> <p>For some reason, posts on social media seem to be full of grammar and spelling mistakes which may be okay for your personal posts, but when it comes to business it can damage your professional image.</p>

Try using a grammar and spelling editor. I use this one:

<http://bit.ly/GLite7>

195 If you have paid for expensive computer equipment in your salon but using it like a glorified cash register you are missing out on a multitude of fantastic opportunities to learn more about your business.

Nearly every salon software company allows you to produce some fantastic reports - reports that will allow you to track your sales, profitability, stock holding and productivity of not only your salon, but your individual team members also.

These are all things you should be watching very closely.

As well as that, most software incorporates great marketing features. They generally have loyalty programs, referral programs birthday letters, missing clients' letters at the minimum, and some have much more to offer.

So, if you have a computerised POS and are not taking advantage of all the features it has to offer, I recommend you do whatever it takes to learn more about it. Your software supplier is a great place to start. Ask them what reports they recommend you should generate and what the information in them means.

	<p>If you are working with a salon coach, you should be using these reports during your sessions to help you develop better success strategies for greater profitability.</p>
196	<p>Is it about time you did an expenses audit on your business?</p> <p>I can't believe the number of small business owners who are still acting like business is booming and money is flowing into cash registers like there is no tomorrow.</p> <p>Times are tight people, and it's time to cut your unnecessary expenses to the bone and get back closer to the basics.</p> <p>Pull out last year's expenses report from your accountant (yes the one you never opened when it arrived), and take a good hard look at all those expenses coming out of your turnover.</p> <p>Every dollar you see on there comes out of your pocket. Yes it does, because if it wasn't in the expense column it would be in the bit that said "Gross Profit" and that's the bit (before tax) that you get to keep.</p> <p>So, I recommend you take a good hard look at each and every one of those little profit suckers and ask yourself "how could I reduce or eliminate this from my business"?</p> <p>Talk to the bank, the electricity company, the EFTPOS provider, the phone company - they will find ways for you to reduce expenses.</p>

	<p>Fire the window cleaner, the salon cleaner and the car washer - do it yourself!</p> <p>When times are tough you have more time than money on hand, so use that resource to your advantage and keep more of your turnover in your bank account.</p>
197	<p>Are you WOWING your clients? Do you provide something unique and special that they or won't get anywhere else in your trading zone?</p> <p>Sometimes keeping clients coming back comes down to doing just that. If you want your clients to choose you over that salon with the special offer down the road, you need to ask yourself "why should they?" and then be able to answer that question.</p> <p>What do you do that is so unique and so fantastic that they simply wouldn't go without that, to try somewhere else?</p> <p>I used to visit a beauty therapist who gave me an awesome foot massage and then put my feet in warm booties during my facial. I have never had that anywhere else, and I loved it. Her facial was also very good, but it was those delicious booties that had me hooked!</p>
198	<p>If you've taken the brave jump from hands on therapist to hands off manager, but still don't seem to be getting the important things done,</p>

then here's what to do to enjoy a more fruitful day.

** Start by having a daily diary. If you don't have one, get one.*

** Each day before doing anything else, make a list of every job that needs to be done, big and small.*

** Go through the list and delegate all the jobs you can to your other team members - these are D jobs. For the remaining work place an A, B, or C beside each job depending on their importance. A is for important (the jobs you MUST get done today), B is for jobs you would like to get done today, but the world won't collapse if they have to wait until tomorrow, and C are the ones that can wait a little while without having any dire consequences.*

** Work on your A jobs ONLY during the day until you have completed as many as possible. Don't be tempted to work on the Bs or Cs, even if they are only little jobs you can do quickly. Each time you do this you take valuable time away from the important A jobs*

** At the end of the day, transfer all jobs not finished or started into tomorrow's page in your diary. In the morning add any new jobs that have arisen. Prioritise them all again using the same technique (yesterdays B jobs may have become an A job today).*

** Start over.*

I learned this valuable technique many years ago on a wonderful time management course and it definitely works if you work it.

I guarantee you that if you use this technique you will achieve much more in the same amount of time.

199 Creating a thriving business, in or out of the beauty industry, is hard

	<p>work. Don't believe anyone if they tell you differently, because it's simply not true.</p> <p>The secret is to make sure that all the hard work you are doing will return you a profit - unless of course you just want to work for love, in which case you probably shouldn't be in business.</p> <p>Making a profit from your salon is not a bad thing. It does not make you a bad person, greedy or ungrateful. It does not make you uncaring or lack empathy for others.</p> <p>If you are working hard and getting nothing in return, then you will have stresses galore. All that time and effort for no return means you cannot take a wage to help you support your family, pay school fees, medical insurance, take family holidays or any of the other nice things that life should bring to you and those you love.</p> <p>Your happiness and success does not make other peoples suffering any more. As a matter of fact, your business profit allows you to help others in a real way. You can support all the charities you want if there is money in your bank account.</p> <p>Make today the day you start working smarter and making a profit in your business. If not, you might be happier and less stressed working for someone else. At least you will definitely take home a wage!</p>
200	Are you one of the salons that make special offers to clients on social media and then fail to honour them when the client visits your salon?

If you are doing this because the client does not mention the offer (why should she, you put it out there for all to see), then you are playing a very dangerous game with your business.

Here's the thing, clients rarely complain with their mouths when they are unhappy, instead over 80% of your clients complain with their feet - they simply leave and never return.

Yes, you may take a few extra dollars by not honouring your special and highly visible offer (thinking that what they don't know won't hurt them), but think about what you are losing. Disappointed and disgruntled clients silently slipping away, never to return or recommend your salon.

My advice...if a client is entitled to your special offer but doesn't know about it, delight them by making sure they receive it. It will do wonders for your reputation and the word of mouth will be very positive.

I like to think of this as Business Karma - what you give out is what you get back.

201 Just because you CAN do something, doesn't mean you SHOULD!

Particularly in the case of adding on credit card charges at the end of a transaction.

	<p>Clients resent this because you have made it so visible. They understand that credit card charges are part of the expenses that you must incorporate into your final treatment charge, but you would be best to simply add it into the price rather than flaunt it at the end.</p> <p>Isn't it better to send the client out of your salon with a smile of happiness not a scowl of disappointment?</p>
202	<p>If you spent as much time working on your business, as you do looking at social media sites, you would be making more money and be less stressed than you currently are.</p>
203	<p>How often do you think I communicate with my clients and prospective clients?</p> <p>Now, how often do you communicate with yours?</p> <p>Quality communication can be short, but it must provide value to the recipient in some way.</p>
204	<p>How much potentially productive time each day is getting lost to browsing social medial sites? Every minute you spend doing this is a minute you could have been working on your business management. Designing your next profitable promotion, adding to your Treatment Protocols Book, sending out your Welcome Packs to new clients, creating your referral or loyalty programs and the list goes on.</p> <p>Time is a limited commodity. Once gone, you can never get it back. You must manage and use it wisely if you want to be more successful in business and life.</p>

	<p>Set yourself time to check your social media a couple of times a day, and the rest of the time, be strong enough to spend spare time working on your business. Use your social media time wisely - to promote your salon and generate additional sales, not to see what your mates are up to instead of working.</p> <p>Social media can be a useful business tool, but it can also be a major business distraction if you let it.</p>
205	<p>Today, more than ever, you are being told by "coaches" that all it takes to be successful in your business is to define your goals and create a pretty vision board depicting where you want to be in 12 months time.</p> <p>While it is valuable to define your goals and have a vision for your future, along with believing in yourself, conquering your fears, stepping outside your comfort zone and saying daily affirmations, the truth is that nothing breeds success like achieving success does.</p> <p>So, how do you achieve success?</p> <p>Through planning and action. That's it folks. Nothing airy fairy. Simple hard work, doing the right things at the right time and being consistent.</p> <p>Anyone can do it, but you must be serious about doing some hard</p>

	<p>work.</p> <p>So if you are spending your valuable time setting good intentions and dreaming about the future, then it's time to stop, put away the vision board and start taking some action instead.</p> <p>Leave the airy fairy stuff for your competitors!</p>
206	<p>You may think that you have so much to do in your salon to become financially prosperous, that getting there is almost impossible. You read the articles and devour the tips and are fully aware of what you are NOT yet doing, but still you just can't seem to get started.</p> <p>But it doesn't have to be like this.</p> <p>By simply doing one small thing to improve your business each day, you will make giant leaps in the long term.</p> <p>Here's a challenge for you. Take a pen and paper and write down 6 things you've been thinking about doing or changing in your salon that you <i>know will improve your business</i>.</p> <p>Choose just one item on your list and, for the time being, forget about the rest (you can go back to another item once your first one is done).</p> <p>Now think about what you need to do to get that one thing working for you. What steps do you need to take? What can you do right now, today, tomorrow that will get the job done?</p> <p>Real success comes from making small but regular improvements to what you are already doing, and not slipping back into bad old habits.</p>

	<p>What can you do today to make your salon more successful in 12 months time?</p>
207	<p>I often speak with salon owners who have told me they have tried various client retention or attraction strategies, but were so disappointed by the results that they gave up.</p> <p>Well here's the thing; these strategies DO work if done properly. I have found that there are 2 major reasons why they get ditched.</p> <p><i>1 The offer being made to the client or prospect is at fault. And number 2 The outcome expected by the salon owner is unrealistic.</i></p> <p>This is an example of a client attraction strategy gone wrong - One salon owner decided to run a client referral program - so far, so good. Now, here's where the faulty offer kicks in. She expected her existing clients to refer 5 new clients before they received a small salon voucher! This is crazy and unrealistic.</p> <p>Put yourself in your client's place before deciding on your reward for action. Would you be motivated to send five friends to a salon to pay full price so you would receive a \$10 or \$20 voucher? Most likely not, and so the program failed for this salon owner and has not been replaced.</p> <p>Another example, but for client retention this time, is a salon owner who gave up sending birthday letters with a gift voucher attached to clients on their birthdays. She got a really poor response so decided</p>

	<p>not to bother. Why didn't it work? The offer was too restrictive. The client could only use the voucher for a stipulated service- something that the majority of clients weren't interested in. Because of this restrictive offer, only the few clients who had this service normally used their birthday vouchers, and she lost the opportunity to build a closer bond with her clients and improve her client retention numbers.</p> <p>So, does the fault lie with the strategy in general, or the unrealistic mindset of the salon owners who developed them?</p> <p>My opinion, always think through your special offers with your owner's hat OFF and your client's hat ON.</p>
208	<p>No "one" thing is the secret to success. When you understand this, you will have more realistic expectations from everything you undertake!</p>
209	<p>Various articles I have read have said that we are exposed to between 247 and 20,000 marketing messages per day. That's a huge variation in numbers, and probably goes to show that at best these are just guess-timates.</p> <p>However, one thing that everyone does agree on is that if you want people to read your message then you must have something worthwhile to say. Something that benefits your reader, something that is valuable to them and something that is fun and interesting to read.</p>

	<p>If that's not the case, chances are your message will meet with the majority of the rest and end up in the round filing tray (in the bin).</p> <p>Whether your message is a newsletter article, a blog post, a Facebook update, a salon promotion or your service menu, it's vital that you engage your reader and get them excited about your message.</p> <p>Your message needs to read like it's directed solely at the person reading it. Asking and answering questions, providing solutions and also building rapport.</p> <p>A few extra minutes thinking through and planning your message carefully could make all the difference to whether or not your message gets read or gets dead.</p>
210	<p>Is your business being affected by "subtle sabotage"? It is silent but deadly when it comes to growing or even maintaining your revenue.</p> <p>Here are some of the signs your salon might be suffering:</p> <ul style="list-style-type: none">* <i>Staff are leaving catch up gaps between appointments</i>* <i>Staff are rejecting requests for appointments when you are not around</i>* <i>Staff are making no attempt to up-sell services or retail sales</i>* <i>Retail stock is always missing</i>* <i>Professional stock is missing</i>

- * *The cash register rarely balances*
- * *Your re-booking rate is very low*
- * *The salon always looks messy*
- * *Your staff call in sick with little thought of clients appointments*
- * *Salon procedures are abandoned*
- * *Staff don't attend team meetings*

Does any of this sound familiar?

Chances are your salon is being attacked from within.

But why does this happen?

It's because your staff are unhappy and dissatisfied with their jobs. They do not feel valued and are not being shown sufficient leadership.

Poor staff behaviour almost always stems from the leadership problems at the top and filters down through the ranks.

It might be time to examine your leadership skills to see where you are going wrong. After all, your staff members are just human beings who respond to the way they are treated just like you do.

211 Are you maximising the performance of your receptionist/front desk person?

Chances are you may be under utilising them and their skills.

Your FD employee can add thousands of dollars to your bottom line by simply up-selling additional services to clients at the time of booking (amongst many other things).

If you have a computerised salon, it literally only takes a couple of button presses and the client's service history is right there in front of you. Having the client's history, your FD employee can see if a client is due for a past service that she may have forgotten to book in for, and can even see if a client is due to purchase new skin care products (This is valuable information for your therapists to have when the client comes in for their treatments).

This also prevents you losing income from clients when time doesn't permit you to provide that extra service that she forgot to book for.

Your FD person should always have performance goals around re-booking rates and up-selling services so she knows what is expected from her. With goals in place she will become an income earning asset to your salon, and not a non-income producing expense.

212 *"Lack of direction, not lack of time, is the problem. We all have twenty-four hour days."*

– Zig Ziglar

I love Zig Ziglar. He gets it right every time.

Many people tell me time management is what holds them back from being successful in their salons. But as Zig says, we all have 24 hours in each day. It's how you manage those 24 hours that makes you either a successful businessperson, or someone who stays at the bottom of the heap.

A little planning and preparation will do wonders for your productivity. I use and highly recommend for clients, the simple diary system. This is the heart and soul of my business day. Everything that needs to be done is recorded and moved forward day by day until it's either achieved or no longer relevant.

I also used this technique in my last salon as a communication tool between my staff and myself; to record client messages, to remind me of things I wanted to achieve and keep me motivated to get things done. These "things" are what helped me to grow my business. Nothing was ever left to slide because it was forgotten.

How effectively are you spending those precious 24 hours you have at your disposal every day?

213 I'm pretty sure most of you have heard of niche marketing for your salon. If not, then simply put, it's about finding a select group of people who are perfect for the service you offer, and then targeting

them with your salon marketing and branding.

For instance, if you want to provide anti-ageing treatments to mature women who have a high disposable income then you would not:

- 1. Locate your salon in an area full of young families struggling to make ends meet financially*
- 2. Advertise your services in places where only young people are likely to get your message (school newsletters for example)*
- 3. Employ super young therapists to give advice to ageing mature women about skin-care*
- 4. Decorate your salon in a way that is only attractive to younger people*
- 5. Play inappropriate music in your salon*
- 6. Encourage clients to bring in their children by having a kiddies corner.*
- 7. Make your main product range one that specialises in younger or problem skin*
- 8. Focus on treatments for younger skins on your website, service menu or advertisements.*
- 9. Brand your salon for a young market.*

So, if you want to target a certain market that you think is a financially viable choice for your business, ask yourself these questions:

1. What selected services do I wish to be seen as an expert in? (you can't be an expert for everyone)
2. Who are the ideal clients for the services I wish to provide?
3. What is their biggest concern and keeps them up at night?
4. What can I offer these people (your niche market) that will solve their problems?
5. How can I get my now refined marketing message out to these people most successfully?

214 When talking to your clients about how great a product or service will be for them, it's really important to tie the benefits to the actual wants of the client.

For instance, you may have a client with pigmentation problems and introduce her to a treatment cream that re-hydrates, minimises pigmentation, reduces fine lines, induces collagen production and fights free radicals which is all fantastic - but the client is really only interested in what it can do to improve her pigmentation.

By focussing too much on the other benefits and not enough on the benefits the clients wants (reducing her pigmentation), you may confuse your client and lose the sale.

Try to pinpoint the real problem that is bothering the client (not you), and stay focussed on selling the benefits of the service or product that will meet HER needs and wants.

The rest is just a bit of a bonus for her so don't stay too long on that part of the conversation.

215 If client retention is important to your business (and it should be), then developing quality strategies for this is a must.

Allowing your valuable clients to simply just disappear without taking action is a mistake; one that could be costing your salon tens of thousands of dollars a year.

Many salon software packages can monitor this kind of thing however, even if yours doesn't do this, you should make it a point to watch out for clients missing their regular appointments. This could indicate that they have found a new salon to go to, and the longer they keep going to a new salon, the more difficult it is for you to get them to return.

When it comes to clients who are missing in action, the sooner you act the better. Get in touch, let them know they are missed, make them a great offer and ensure you do a great consultation with them when they return to fix whatever went wrong in the first place.

216 Are your team members enthusiastically selling services and retail to their clients, or just cruising along doing the bare necessities? When their get up and go has got up and gone, it's crucial to find out why and do something about it.

Without their support, it's very difficult to keep your salon humming along and making a great profit.

So what things should you look at? Here's what I suggest you do:

1. Make sure that you are communicating regularly with each individual team member so that they fully understand their role and your expectations of them. No-one is a mind reader!

2. Set personal targets for each team member around each Key Performance Area that are realistic and achievable for them to meet. Not everyone is a super salesperson so keep that in mind when

	<p>setting your goals.</p> <ol style="list-style-type: none"> 3. Reward high achievement. Rewards can be financial and non-financial so make sure you use both forms to show your appreciation. 3. Say thank you at the end of each day and send them home happy. 4. Acknowledge great behaviour ASAP after you have seen it happen. 5. Deal with poor behaviour ASAP after you have seen it happen, and make sure you do it in private. Tell them why you're not happy and what you would like them to do instead. 6. Learn how to become a great leader. Always set an impeccable example for them to follow. <p>Remember, Your team members will treat their clients in exactly the same manner that they are treated by you.</p>
217	<p>If you've decided to sell your salon then you must understand that prospective purchasers don't want to buy someone else's problem. They want to purchase a business based on what it can return to them immediately.</p> <p>Here are a few things that you can do to help you get a better price:</p> <p>Have up to date figures prepared by your accountant that has the owners expenses added back</p> <p>Have your treatment policies and procedures up to date and in place</p> <p>Have your client information current and complete</p> <p>Give your salon a freshen up - get rid of clutter and invest in small things that will give you a more professional appearance</p>

	<p>Clean, clean, clean all dirty marks off walls, doors, tables beds until everything sparkles</p> <p>Make sure the external appearance of your salon matches the internal appearance</p> <p>Make sure your salon smells inviting and you are playing appropriate music when your prospects come for a viewing</p> <p>Ensure your information is protected before handing it over to a prospective buyer. This is usually done with a signed privacy document.</p> <p>Once you've decided to sell, don't let your enthusiasm slip. Keep working your business as best you can to keep up your figures because in the end, this is the main selling point for your salon and what will ultimately decide the price you will get.</p>
218	<p>Do you desperately need to have a price increase in your salon? Are you one of the many salon owners that have held off for too long and now you are worried your clients will leave if your prices go up?</p> <p>Well, the reality is that if you don't keep pace with price increases your profit margin is going to keep dwindling. Your costs have continued to increase. Wages, rent, outgoings, electricity and salon supplies.</p> <p>So avoid having a big increase in one hit that may scare off your clients, try dividing your menu of services into 4 segments. Every 3 months, increase one of your segments by 5-10%. (10% on lower priced services is not much but can be a big jump on your higher priced services).</p> <p>When it's time to put up your higher prices services in the facial</p>

	<p>category, consider having a change. Re-jig your service offerings and deliver something new. This way you can have a price increase more easily on your new services.</p> <p>Keep production of your service menus small so that you can have these quarterly price increases without having loads of menus to dispose of.</p>
219	<p>Now is as good a time as it gets to review best (and worst) practices in your salon and make some changes.</p> <p>One area you may want to look at a bit more closely is your stock holding. Once you've done that stocktake and you know exactly how much money you've got tied up in product, it's a good time to re-evaluate just how much stock your salon really needs to hold to maximise the return on investment you've made.</p> <p>Not enough of the good sellers and you may miss out on valuable sales, but too much of others means dead money just sitting on your shelves gathering dust.</p> <p>Now is a great time to look back over your sales figures to determine how much of each retail item is just the right amount to have. If you are ordering monthly, look at the monthly sales of each product, then add in the face stock* you wish to hold (maybe one or two items) plus how much stock you need to have from the time you order until delivery (maybe a week in some cases).</p> <p>As an example, if you sell 20 of a particular item per month, plus you want to always have at least one product on the shelf for a facing, plus</p>

you need another five for the week it takes to get your delivery after your order, than the most stock you need to have of this one item is 26 units. This gives you enough stock so that you won't ever run out; providing you order regularly.

The last thing any business needs is to have excess stock simply sitting and not earning. Not only do the items deteriorate, but it is keeping valuable cash out of your bank account that can be used for other purposes.

*face stock is the stock that ensures your shelves are never empty.

220 Are you one of the guilty salon owners who put together a delicious pamper package or special, then promote it far and wide in print, by email and social media, and include these words "For New Clients Only".

Why, why, why would you want to totally ignore those incredibly valuable clients who are already supporting your salon in favour of someone who may only visit your salon once?

I simply don't understand this logic!

Put yourself in the shoes of the existing client who has been coming to your salon for YEARS and paying out money to your business on a regular basis.

	<p>What do you think that they feel when they are told by you that they are EXCLUDED from your special offer? Why should they, a long term and loyal client, have to pay full price to enjoy the same treat or special that someone who walks in off the street can get?</p> <p>Think people, THINK. That's a terrible piece of marketing that just may lose you more loyal clients (the ones keeping you in business) than gain you new ones.</p> <p>My advice - don't do it! EVER!</p>
221	<p>Are your client reward programs a fizzer?</p> <p>Many salon owners tell me that their response rate to these programs falls far short of expectations, but don't understand why.</p> <p>The first thing you must do is be clear about whether you are offering your clients a gift/reward or a special promotion. Don't be confused about these two different offers.</p> <p>A gift/reward is when you want to build greater rapport with your clients. You are seeking to strengthen the relationship by giving something to them with no expectations in return. As an example, when you send out a salon voucher for a client's birthday, but put restrictions on how or when she can use it, you will get poor results. Is it a gift/reward or is it a promotion? If you gave your mum a salon gift voucher but told her she could only use it if she cleans your house, do you think she would see that as a true gift. I doubt it. She</p>

	<p>might even resent you a little for it. What makes you think clients do not feel the same way?</p> <p>So, if you are giving a birthday gift or a reward for loyalty, you might want to think more deeply about the conditions you are imposing on them when they are used. No conditions will result in higher redemption rates and a much stronger relationship with the client.</p>
222	<p>Are you a half decent speaker? Then why not search out some of the local clubs and associations in your trading zone and offer to do a skin care presentation for free? What a fantastic way to put yourself in front of potential clients and start building some personal rapport.</p> <p>p.s. don't forget to hand out those salon vouchers at every get together.</p>
223	<p>Reality check...</p> <p>Before I begin coaching with a new client, I ask them to fill in a few questionnaires. On one of these questionnaires I ask them to rate their salon and staff on their level of treatments and customer service. Invariably they always come back 8 or above (out of 10). This astounds me a little, as salons who truly offer this level of service and treatments generally are doing very well.</p> <p>This tends to make me think that salon owners are not being total truthful with themselves about these two aspects of their business, and that is a problem.</p>

	<p>You see, to improve you must first acknowledge there is room for improvement. You must take off the blinkers and see what is really happening.</p> <p>I doubt very much that there is a salon or spa that offers 100% satisfaction in both of these sectors, and that means there is always a way to improve. You must be constantly looking for ways to make your treatments and service better than they currently are. If you look, you will find. And if you find, you will improve. And with improvement comes greater success.</p> <p>Have a better day!</p>
224	<p>Happiness in your salon is contagious.</p> <p>If you are happy, there's a good chance your staff will be happy.</p> <p>If your staff are happy, there's a good chance their clients will also be happy.</p> <p>Happy clients come back.</p> <p>End of story.</p>
225	80% of salons who tell me their biggest need help with client

attraction; actually need help with client retention. They do get loads of new clients walking through their doors but for some reason are not getting them back, or they are losing them after a few visits.

Continuing to focus on client attraction when the real problem lies with retention is a bit like a dog chasing its tail - a never-ending journey that gets you nowhere.

If your clients are declining to re-book or not showing up after re-booking, then it's time to take a good hard look at why this is happening to you.

Clients, just like you and me, complain with their feet. They may not tell you they were unhappy and instead they simply don't return. It's up to you to find out why and fix the problems (there's usually more than just one).

Maybe it's time to run a reality check on what is going on in your salon.

226 Staff wages are one of the biggest expenses in any business, and salons and spas are no different.

Many salon owners could actually take home a much healthier pay-packet if they could get their staff roster under control.

Here's an exercise for you to do that will tell you how much wasted

	<p>time you are paying for.</p> <p>A: For the past month, add up how many hours you have paid staff to work in total.</p> <p>B: Now go and check your appointment book to see how many hours during that same period were spent on delivering services.</p> <p>C: Turn B into a percentage of A. If you are sitting below 80% you have wasted time in your roster and need to tighten things up.</p> <p>Let me know how you go with this.</p>
227	<p><i>"Customer loyalty is not the same as bribery and hostage negotiation. Loyalty happens when you really care about your customers and have a customer focused business. People are not loyal to things, brands or companies; people are loyal to other people". Shaun Belding</i></p>
228	<p>Success in business requires clarity around what you are trying to achieve.</p> <p>Often people just go into business with no real idea of what they want to achieve. Many salon owners just accept that they will get whatever is left over after expenses. This is a sure fire recipe for financial disaster because if this is what you are prepared to settle for there's a</p>

	<p>good chance there won't be much!</p> <p>Begin by setting a goal around what gross wage you want to earn from your business each week. Once you have this, add that figure to your weekly expenses. Now you understand what your salon must generate in turnover so that you can reach your goal.</p> <p>Break that figure down into daily revenue required and begin exploring ways that you can reach that amount of money. How much do you need to turn over in service revenue? How much in retail? Think about ways you can make this happen. What do you have to do; what steps do you have to take. Can you achieve part of your goal by reducing unnecessary expense, can you achieve your goal by adding one additional service to every client or one retail product.</p> <p>Success doesn't happen by accident, it happens by having a plan and working it every day. What's your plan?</p>
229	<p>What really constitutes "great customer service"? Well, all things considered I believe it's about how you make your clients feel. A beautiful environment with highly trained staff is a great place to staff, however if your client leaves your salon or spa feeling bad about themselves, they will most likely not return.</p> <p>What can contribute to this? A couple of things that come immediately to mind is when they are criticised by their therapist for using another product line for their skin care. Another thing is when they are pressured heavily into purchasing something that they simply cannot afford (I've personally seen this happen in a salon with dire consequences). Even small things like giving a large lady a</p>

	<p>treatment gown that does not fit her can create a negative emotion.</p> <p>To retain a client, your goal should be doing whatever it takes to make her feel great about herself. She needs to be understood, supported, encouraged and praised for making the effort to care for herself. If this is not your current philosophy, I can assure you that it will be affecting your client retention.</p> <p>What do you do to make your client feel special and valued?</p>
230	<p>I have visited at least 10 salons over the past 12 months for personal services and it has been over 3 months since I have been to the last one. Guess what? Not one salon has acknowledged any of the following:</p> <p>My birthday</p> <p>Me as a new client</p> <p>Me as a client who never returned</p> <p>I have not received any form of communication - even a newsletter. Of course that's because some of them never bothered to take my details.</p> <p>If I came to your salon, would you be number 11?</p>
231	<p>Is your salon profitable or just busy?</p>

	<p>Yes, low prices attract more people BUT if the prices are too low, you could be making zero or worse still, a loss with each treatment.</p> <p>The fact is, a thousand times \$0 is still \$0.</p> <p>Do you know what your services are costing you to provide? Labour, consumables and product? You might be very surprised by the answer.</p>
232	<p>Have you ever thought (or heard) about the Pareto Principle and how it could dramatically change the way you think, and do business?</p> <p>Wikipedia says this "The Pareto principle (also known as the 80–20 rule, the law of the vital few, and the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes." It was named after the Italian economist Vilfredo Pareto.</p> <p>In a very simplified explanation, it means that often 80% of your return will come from only 20% of the whole. Consider this: 80% of your income will often come from 20% of your clients. Wow! If this is true, then how can you tap into this vital information to make sure those 20% are always looked after and even given special consideration?</p> <p>It can also apply to the way you use your time. Which 20% of the things you do is returning 80% of your results. Find that 20% and do more of it for bigger results.</p> <p>Which 20% of your retail stock is returning 80% of your retail revenue? Which 20% of your display area is returning 80% of your income? Which 20% of your services is returning 80% of your service</p>

	<p>revenue? So much to consider that could impact on your business.</p> <p>Google the Pareto Principle to see for yourself how it could be impacting your business.</p>
233	<p>As one of my clients said to me when asked how she arrived at her selling price "There was no maths involved!"</p> <p>After picking myself up off the floor, I explained to her the importance of using a little bit of maths when it comes to selling goods and services.</p> <p>How can you sell a service if you don't know at least what it is costing you to provide; product+consumables+labour. It's not that difficult to work out, but so many times after doing this little exercise, clients realise that they are working for almost nothing. I did this exercise not long ago with a client for a high end service using a high end product line. The cost of simply providing the service including the 3 things mentioned was a few cents under \$75. I did this with another client around the same time, and her cost was \$94. Neither of these calculations included general expenses such as rent, electricity, advertising, insurance, cleaning, uniforms, superannuation, loan repayments, and much more. No wonder salon owners are saying that even though they worked very hard during the month there is nothing left after the bills have been paid.</p> <p>You must know your costs before you can begin to work out your selling price. Do NOT simply rely on your provider to tell you or look at what the salon owner down the street is charging - neither of them</p>

	<p>knows your business or other costs.</p> <p>Do yourself and your business a major favour and work out the costs involved in providing every service you offer. I guarantee that you will get a few surprises along the way.</p>
234	<p>Making a profit does not include guesswork, good luck or even being great at providing services.</p> <p>Making a profit requires accurate information, planning and persistence.</p> <p>If you want to be sure you are going to make a profit this year, you must first know how much it is going to cost you to run your business. Once you know this figures you can add a realistic profit margin to it and then begin to plan ways to achieve it.</p> <p>Get out that information that the accountant sends to you and find out what your total costs really are. If you can't figure it out yourself, ring your accountant and ask him/her.</p> <p>If you divide this figure by 52 you then have a very important number - your average weekly break even amount. If you can keep your revenue over this amount, you will make a profit.</p>
235	<p><i>You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win.</i></p>

	Zig Ziglar
236	<p>Begin every working day with the same question. "What can I do today to make my business better"?</p> <p>Don't expect your business to get better by doing the same thing today as you did in the past. The same actions reap the same consequences. Think broader and braver, and do things that push your boundaries a little. The more you push the easier it gets.</p>
237	<p>How are your time management skills? Are you awesome or awful at managing your most precious commodity - time?</p> <p>Well, making a "to do" list is a little like setting mini goals for yourself. You write it down to help cement it into your subconscious. This is good and gets the ball rolling...however it doesn't stop there. Lots of useless little things can make it onto your to do list that will rob you of your time, and take you away from the important things.</p> <p>How do you get around that? Simple.</p> <p>Before you tackle the things on your list, give them a priority grade according to what is going to have the most impact on your business. Let's face it, when it comes to dusting the shelves or implementing a rewards program, it's easy to see which one should be done first.</p> <p>Yes, those dirty shelves are annoying, but are they really going to change your business in a big way once they have been dusted or could they wait one more day; or better still, could that job be delegated to someone else.</p> <p><i>"Managing your time without setting priorities is like shooting randomly and calling whatever you hit the target."</i> - Peter Turla</p>

- | | |
|-----|--|
| 238 | <p>Would you like to improve the performance of you poorest retailers? I'm sure the answer to that is a resounding "YES". After all, retail sales are a very important part of any salon's revenue.</p> <p>So, here's the thing, you can't take a poor retailer and turn them into a superstar overnight, no matter what anyone tells you. Unless your poor performer has an epiphany overnight, changing habits, beliefs and performance is a gradual process.</p> <p>Begin the process with a conversation. One that focusses on where she is at right now. Create an awareness of her poor performance and be clear about your expectations - but make those expectations realistic and doable. It's no good saying "Mary, you only sold one product last week but this week I expect you to sell 15". When you set the target too high, Mary's brain is going to go into shutdown mode. She knows she can never meet your target, and so she won't even try.</p> <p>Instead, try asking Mary if she feels she could perhaps reach 3 product sales in the week. It's important to get her to agree to what she believes she can achieve. Also, remember she may need some help with her sales skills. You can either do this yourself or have one of your superstar salespeople mentor her throughout the process.</p> <p>Once she reaches her target, make a big thing of it; congratulate her and tell her she has done very well. Now you can begin to slowly raise the target number - small bites at a time. Remember success breeds success.</p> <p>Keep a target in front of Mary, review her performance weekly, congratulate her successes, give her the tools she needs and soon she will be enjoying the process of selling much more.</p> |
| 239 | <p>You will often hear people to tell you that you should lower your expectations to be happy. That may well be true, because if you expect nothing you can never be disappointed.</p> |

	<p>However, I believe that in business you should never lower your expectations. You should set the bar high, and then always work toward achieving the best.</p> <p>Your team will follow your example, so if you work towards reaching the high expectations you have of yourself, your team must follow your lead. If you set low expectations of yourself, they will follow that as well.</p> <p>You cannot expect your team members to be better than you. In your business, you are the pinnacle, and while team members may never reach your heights, you want them to get as close as possible.</p> <p>Expect yourself to be outstanding and then live up to it!</p>
240	<p>There is nothing more frustrating than leaving a message on an answering machine or sending an email enquiry, and waiting long periods of time (hours) to hear back.</p> <p>If you use an answering machine or email to take bookings or enquiries, then you must allocate regular times throughout your day to check for messages and get back in touch.</p> <p>Clients will not wait around forever for you to get back to them. As a matter of fact, you are lucky if your client even leaves a message on your machine. Many new enquiries simply move on and ring the next salon on the list.</p>
241	<p>BUSINESS BUZZ:</p> <p>Do you have a problem getting your staff members to do what is required of them? I hear this often from salon owners, and it can put a great deal of stress into your life.</p>

	<p>This is what I suggest:</p> <ol style="list-style-type: none">1. Don't just give verbal instructions. Always put your instructions in writing. Be very specific. Say exactly what you want done, what the outcome should be and when you want it done by. Re-read your instructions (or better still have someone else read it also) to see if there can be any misunderstanding about what you want achieved.2. Once instructions are given, follow up to see how things are progressing and if they are completed. Your follow up is essential to success. Ask your staff member to report back to you when the job is done.3. Don't blur the lines between being their friend and their boss. Staff who see you as more of a friend, will take more advantage. You can be a benevolent boss, but you must always be seen as the BOSS. Never let the boundary lines get blurred by your actions.4. Always show appreciation for a job well done. This positive reinforcement of desirable behaviour will help to ensure a repeat in the future.
242	<p>Something I mention regularly is the difference between client attraction and client retention strategies. They are not the same, and most salon owners are busy busy busy with trying to gain lots of new clients, when they would be far better served being busy busy busy trying to keep the ones that are walking through their doors.</p> <p>If you are gaining new clients every month, but your business numbers are not growing, then client attraction is not your problem, client retention is, and you should be dealing with this first.</p> <p>Client attraction strategies are far more expensive to implement and not much use to you at all if you aren't keeping those clients after one or two visits.</p> <p>Take a look at the number of new clients you have seen come into</p>

	<p>your salon over the past six months and see if that is reflected in the number of clients you are seeing in your salon every month.</p> <p>If you simply learn how to keep what you already have, you would be FAR better off!</p>
243	<p>Every year, most salons have peaks and slumps. It's a cycle that is fairly constant each year.</p> <p>The crazy thing is that although many salon owners know in which months they are going to struggle to make money, they do nothing to prevent it from happening.</p> <p>They are fatalists! Prepared to accept whatever is handed to them by the universe!</p> <p>But it doesn't have to be like this. If you have the last years figures (or two), you can effectively pinpoint your quiet times, and therefore plan some marketing to help you build your business during this time.</p> <p>Sitting back and simply accepting that "this is always a quiet time of year" does not help pay the bills or reduce the stress.</p> <p>So, if you haven't been big on forward planning in the past, then now would be a great time to begin to ensure your quiet times are a thing of the past.</p>
244	<p>When I have asked a client in the past "How do you calculate the selling price of your services?" I've been answered with "no maths was involved!". This is a scary thing for a business coach to hear.</p> <p>If maths was not involved in working out the selling price, then it must have been pure guesswork, and this, in the end, is why so many salon owners are closing their doors and walking away from their businesses.</p>

The fact is, salon owners who are making a profit don't mind putting in the hard work and long hours required of owning a business, however it's very disheartening to work your butt off and never have enough money left over after paying the bills to take home even a modest wage.

You must know the cost of every service you provide. 1000 times \$0 is still \$0 (that's the maths). If you are relying on the quantity of zero profit services provided instead of ensuring you are promoting profitable services to your clients, you will eventually not be able to keep your business functioning.

Selling hundreds upon hundreds of services that have no profit margin is not the way to run a profitable business. I suggest you start doing the maths today!

245 Is your business suffering from lack of staff performance because you have a communication problem?

Are the expectations you have of your team members being clearly communicated with specific details and expected outcomes?

I've often heard phrases such as "you must deliver good customer service", but what constitutes "good customer service". What this phrase means to you is likely to be completely different to what it means to someone else. You must be specific about what you expect. Include the details and if possible have a measurable outcome.

What does "sell more retail" mean to a team member? Does it mean, sell another item a week, a day or an hour? Does it mean sell more expensive items instead of cheaper ones? If you want a team member to meet a retail target, whether it be in units or dollars, you must give them a specific and measurable number. If you want them to sell 12 units of product a day, tell them that and then measure the results daily.

	<p>Good leadership requires clear and specific communication to those who have to follow your instructions and meet your expectations.</p>
246	<p>Here's a really simple tip. It's something that drives me nuts when I phone some salons. Ring, ring: pick up phone: the rest is garbled. What a terrible introduction to your salon when the client can't understand a word that has been said. Did she accidentally call some foreign embassy instead of your salon?</p> <p>Most people begin to speak about 2 - 3 seconds too early when they pick up the phone. This means the first few (very important) words are lost. Instead of this happening in your salon, here's what I recommend:</p> <ol style="list-style-type: none"> 1. Have a salon phone script. "Good morning/afternoon/evening, XYZ salon. This is Sally speaking". 2. Practice this with your team members, using the delayed answering technique so that no words are missed. Teach them to speak more slowly so that words can be clearly heard. 3. Phone your own salon regularly to experience what your clients are hearing when they call. <p>It mightn't seem that important, but it is an accumulation of small things that can make or break a business.</p>
247	<p>There are many client retention strategies you can use in your business. Regular and quality communication, rewards and loyalty programs, special promotions and the list goes on.</p> <p>However, the one thing that stands out above all others in my opinion is the quality of the salon experience. The actual treatment plus the customer service delivered are the major reasons why your clients either stay or go elsewhere.</p>

	<p>Salon owners constantly tell me that clients receive 100% when it comes to service delivery and being cared for. If this is true, then those very same salons should not be having difficulty keeping the new clients that they have attracted (unless they came in simply for a discounted service), but they often do.</p> <p>This tells me that while they believe they are delivering the best, the clients do not. Maybe it's time to take the blinkers off and truthfully review what your clients experience in your salon. Be open to better ways of doing things to improve your client's salon experience.</p>
248	<p>Well this post is a little close to home, but I think it's important to share this information with you. It's about how to choose your business coach if you feel you ever need one.</p> <p>Like any situation where you need to choose from a host of providers you must find the right coach that you feel you can work with comfortably and successfully.</p> <p>Here's a short checklist for you to consider before deciding to work with a coach in your salon.</p> <ul style="list-style-type: none"> Do they have specific coaching qualifications? How long have they been coaching? How much experience do they have as a coach? Have they got experience coaching in your specific industry? Do they offer regular contact between coaching sessions for support and encouragement? Can they show how they will hold you accountable for the actions you decide to undertake during your coaching? Has the coach worked in business? Have they run their own successful business? What other business experience do they have? How do they manage their business? Does the coach have appropriate Professional Indemnity and Public Liability insurance?

	<p>Does the coach demonstrate professional commercial acumen in your dealings with them? Do they hold membership with professional or industry bodies? Do they abide by a code of ethics? Would you feel comfortable being coached by this person? Do they share your professional and business values? Do they show an ability to listen to you, respect you and demonstrate the ability to achieve results for you?</p> <p>Any professional coach would be more than happy to answer all of these questions so don't be afraid to ask them and any others you may need to have answers for.</p>
249	<p>So you know you have much to do to get your business humming, but you don't know how to get started.</p> <p>This kind of "overload confusion" can stop you in your tracks, and you end up getting nothing new started or finished.</p> <p>My advice - eat your elephant one bite at a time. Just find one important item that needs to be done and get started. Don't worry if it's the right one, just choose one and take action.</p> <p>Tell someone you respect that you want to be held accountable to get it finished. This will help to ensure you follow through and get the job done.</p> <p>So, what are you going to get started on today?</p>
250	<p>I've found it a very interesting experience recently as I contacted suppliers to see who would like to participate in our 12 months of special promotions on this group. I often encountered disbelief that I was offering them an opportunity to participate and not ask anything</p>

	<p>in return (except for great deals for my members of course :-)). I believe that their first train of thought was "Where's the catch?"</p> <p>This made me think about salon clients, and how they are becoming jaded by "unbelievable promotions" that some salon owners have promoted in the past (and still do). You know the ones I mean: "\$399 dollars worth of treatments for \$99" - most of which are totally valueless, and the clients know it.</p> <p>Salon clients are much more savvy than you may imagine. That refreshing cup of tea or cafe quality coffee valued at \$5.00 in your promotion is "fake" value and your clients know it. That hand massage valued at \$15 is something that they always get with their normal facial; and they know it.</p> <p>So, what I'm saying is that you should ensure that your promotional offers have some integrity. Your clients are not fools, and you will lose their respect and your credibility if you treat them like they are.</p>
251	<p>In-depth knowledge of your product range is essential if your staff are going to deliver professional treatments and make the right recommendations to their clients. One way to ensure that your team is always up to date with their knowledge is to incorporate a short product knowledge segment in each of your team meetings.</p> <p>However, instead of doing this yourself, delegate this to others on the team. Let each team member present a short training session on a product you choose. Tell them what information you want delivered such as product features and benefits, conditions it can treat, contra-indications etc and how long they should take to do so. Give them access to the product manual so they can research the product thoroughly before their presentation.</p> <p>Not only will this improve your team's product knowledge, but because they are delivering the training they will engage more with the product and feel more confident when talking to clients.</p>

	<p>Encourage questions from the rest of the team at the end of the presentations.</p>
252	<p>A couple of days back I attended a webinar by Amy Porterfield. Amy is a social media superstar and teaches you how you can maximise your return from Facebook advertising.</p> <p>One of the interesting points she made was that only 16% of your fans actually get to see your posts. All things considering that's pretty poor and why Facebook is only one tool to have in your marketing toolkit.</p> <p>However, a couple of things occurred to me that could help you to improve your response rate when posting to your business page. Here they are:</p> <ul style="list-style-type: none"> * Post regularly - up to 4 or 5 times a day to ensure that you're getting seen on clients newsfeeds. * Add images to your posts to grab the viewers attention * Post interesting information that ties in with a service or product you offer and let them know that you offer that service or produce in your salon. * Always include a call to action. "phone us today on 1234 567890 to make your appointment" * Never say you have loads of appointments available (even if you do). This doesn't make you sound very busy or give the best impression. At the most offer a "morning and afternoon" appointment * Encourage your clients to Like your FB page. Obviously if you are going to only get a 16% exposure to your clients, the more clients you have the more exposure in actual numbers you will get. * Make your posts sound personal - as if you are speaking to a single client. Use the words "you" and "your" - "Ring us to grab your spot" rather than "ring us today to grab a spot" * Always give your clients all the information they need to act on your call to action. If you want them to ring, give them the number. If you want them to go to your website, provide the link etc.

253	<p>Communication with clients is vital to sustain a great relationship. Here's what I recommend.</p> <ul style="list-style-type: none"> * Stay in touch with your clients at least one a month * Don't do information overload - 3 topics/articles is enough. We are all time poor and more than this may end up in the trash folder * Make sure your information benefits the client in some way. Keep it focussed on them * Make at least one of your articles a good advice article that they can use to help them to maintain their services at home. * Use nice images to support your articles * When you are writing, write as if you were writing to just one person. Make it personal. * If you are promoting a special offer, make sure you include a call to action with clear instructions about what you want them to do. "Phone the salon today on 123 456 789 to book your package/facial/massage" * Dump the technical jargon and speak in plain English. You do not impress the clients with jargon you simply confuse them. * Get someone to proof read your work to ensure you haven't made grammar and punctuation mistakes. You want to make a good impression, don't you?
254	<p>Leadership requires that you set an exemplary example in all things in your business.</p> <p>If you want to see your team members doing something positive, then they need to see you doing it first. If you don't deliver amazing customer service to clients, then you have set a low benchmark for your staff. If you talk about clients or other team members when they leave the salon, so will your staff. If you stand around drinking coffee and reading magazines when you are not busy, what can you expect when your staff have gaps between clients.</p> <p>Telling your team members to do something while doing the opposite</p>

	<p>yourself will not work. If your team members need to lift their sales, show them how to do it...be the best example they could have.</p> <p>Good leadership, the kind that sets a high benchmark, must be exhibited by those at the top. Not just now and then but all day, every day.</p> <p>How are your leadership skills? What are you going to change?</p>
255	<p>Is stress eating its way into your life? Running a small business comes at a cost and often includes being more stressed more often. How do you cope with this? Here are some things I implemented to keep stress at bay in my last salon business:</p> <ol style="list-style-type: none"> 1. If you have stress at home, make it a point to leave it there when you go to work. Taking stress with you only doubles the intensity, so leave your home problems at home, and try to see work as a sanctuary away from those problems. 2. Deal with work issues as quickly as you can. Sitting on problems only seems to make them worse, and you spend more time worrying about them. 3. Always have a short break planned for yourself so that you have something to look forward to. When you are stressed, just knowing you have a break coming up can really help. 4. Don't let negativity into your life. Protect yourself from unnecessary trash talk. If you participate in forums that are nasty and negative, you are allowing this into your life. 5. Get organised. Disorganised people get overwhelmed more often. Get your business in order. 6. Get help - sooner rather than later. If your business is struggling, don't wait until it's too late. No-one can help you if you do this. Speak to your accountant or get a business coach to help you sort through

	<p>things and prioritise necessary changes.</p> <p>7. Do something positive - anything that will help your business to run more smoothly and become more profitable. Stop procrastinating about what needs to be done and instead choose one thing and do it. Action feels great.</p> <p>8. Leave work at work. Take time out to live your life. Have a cut off point (mine is 6pm every night). Don't let work stress cause problems at home with your family. Enjoy your family time. Work problems can wait for work time.</p>
256	<p>The goal of your marketing material should be to create an emotional connection to your reader. When they read your website content, your service menu or your newsletter, they should "feel" what you are talking about. This is why you need to always lead with and focus on, benefits and not features or ingredients.</p> <p>You clients or prospects don't really need or want to know which products you intend to use in your facials or even the steps you intend to take; what they want to know is how it will make them feel and the benefits it will deliver to them.</p> <p>The same goes for images. Forget about using pictures of rocks, bottles of products or images of this kind. Instead why not choose an image that will portray how the client will feel during her treatment instead. Something she can connect with at an emotional level.</p>
257 ST	<p>Have you ever considered sharing financial information with your team? I had a client who always pinned her bills on the staff notice board and said it was the best thing she ever did.</p> <p>Staff are often aware of how much money goes into the cash register but often forget how much goes out at the other end. Letting them see the accounts can be a real eye opener for them and give them some</p>

	<p>appreciation of how much it costs to run a business.</p> <p>Would you be comfortable doing this in your business?</p>
258	<p>Making A PROFIT that you get to keep from your salon or spa is NOT only about how much turnover / revenue your business takes.</p> <p>You also have to know how to keep as much of it as possible.</p> <p>Think about this when you decide to grow your business by working with a zero profit margin or minus profit margin, as most coupon promotions involve.</p> <p>You may think that it's all about client attraction, but here's a bit of news that shouldn't shock you - clients who are attracted to you because of discounts, don't remain loyal. They're too busy chasing down the next discount offer at another salon.</p>
259	<p>I just finished an article for The Science of Beauty and the topic was "Conflict in the Workplace". It was interesting researching the article, and I learned a lot.</p> <p>One thing that came up repeatedly was the importance of quality communication to both avoid and resolve conflict. The ability to listen actively (really listen by turning off your internal chatter), and the ability to ask quality questions (which you can only do after you actively listen).</p> <p>Now, you may think that you are a good listener, but if you are, then you are a rarity because it doesn't come naturally to most people. If you have ever cut someone off in mid sentence, then you are not an active listener. Most of us listen to formulate a quick reply. While the other person is speaking, most of us are already thinking about what we are going to say back to that person and therefore we are not really listening properly.</p>

	<p>What are your listening skills like? Could they be better? Do you listen to offer a quick response, or do you really listen to your team members when they have something to tell you?</p>
260	<p>Recruitment tip: When checking with past employers about a job candidate, ask this question "Would you re-hire this person for your salon?".</p> <p>You're going to get a very good indication of whether or not to hire when you get the answer.</p>
261	<p>Just because your clients absolutely love your amazing price-slashing promotions doesn't mean they'll come back and pay full price when your promotion finishes.</p> <p>What the clients love and what puts profit in your pocket are often two completely different things.</p>
262	<p>Are you maximising the return on investment for your front desk person?</p> <p>This is a vitally important role in any salon or spa. A well-trained FDP can increase your bookings, increase your service dollars, increase your retail dollars, maintain the appearance of your reception and common areas, minimise gaps that are costing you money in your appointment page, manage your stock at the correct levels and organise effective displays, ensure your clients get the welcome and farewell that will keep them returning, manage the day to day marketing for your salon including your referral and reward programs, handle unwanted interruptions from sales reps and even manage some of your dreaded paperwork.</p> <p>A well-organised and well-trained FDP requires a unique set of skills that often the average beauty therapist does not have. Expecting your</p>

	<p>therapists to do all of this for you may well be beyond the realms of possibility.</p> <p>How well organised and trained is your FDP?</p>
263	<p>Do you know the best time to offer your client a second retail product?</p> <p>It's right after they agree to purchase the first one.</p> <p>Why? Well I'm no psychologist, however I believe it's because the client is in the mood to buy. She has said yes to one product so she is in the "yes" frame of mind.</p> <p>If you ever purchase a book or item from Amazon, do you know what happens once you've selected the item you want to purchase? That's right, up comes another screen that says "Customers who purchased this item also purchased these items". Pretty clever. They know they have a customer in the "yes" frame of mind, and they capitalise on it.</p> <p>Imagine how many more retail items you might sell if you use this method in your salon. Why stop at one when you client is ready to say "yes" to two (or maybe even more).</p> <p>Try it out and tell me how it works for you and remember to be realistic in your expectations.</p>
264	<p>Do you set your service and retail goals for each day?</p> <p>In the most successful and profitable salons I've worked with, the owner/manager spends time each morning before clients arrive to guide their therapists towards more successful days. Clients histories are examined to see if there retail or service opportunities, and ideas are suggested on ways each therapist can introduce their clients to additional services or retail products.</p>

	<p>Even if you are a solo-preneur, you should do this for yourself each morning. You will be amazed at how it will focus you on doing better than you would have done without this exercise.</p> <p>Daily goal setting is well worth the time you invest in it.</p> <p>"Without goals, and plans to reach them, you are like a ship that has set sail with no destination." Fitzhugh Dodson</p>
265	<p>A question posed by many clients about where to advertise has prompted me to talk about identifying your target market so that you can zone in on your marketing and hopefully get more bang for your advertising buck.</p> <p>I know you've heard this a thousand times, but it's true - you cannot be all things to all people and if you try to do this you may end up being nothing to everyone. Instead you need to find your special market, understand what they want (and more importantly what they'll spend their money on), work on ways of giving it to them and letting them know you do.</p> <p>So, if you're the kind of salon owner that places adverts everywhere from the local kindy notice board through to the senior newspaper, you are clearly spreading yourself too thin.</p> <p>Take a minute to really think about who your target market is. If you're computerised print out a report that tells you who your top spenders are. Expect this to be about 20% of your database. Who are these people? What kind of services are they buying, what is their age group? Drill down and be clear about who is spending money in your salon, and then actively target more people like them.</p>
266	<p>I was wondering if anyone could tell me the price I should sell a jar of skin cream for so that I can make a profit?</p>

I can hear you mind turning over and thinking "What the hell is she talking about. I can't tell her what to sell it for because I don't know what she paid for it. It might have cost \$20 or it might have cost \$50 and until I know that, I can't tell her what it should sell for so she can make a profit"

Am I right?

Is this the advice you would give me about working out a selling price? Is it that important to know what something costs you before you put a retail price on it?

Well if that's the case what are your services costing you? You obviously know because you have a retail price on them. You wouldn't just price them using the guess-timate technique, because if you did you wouldn't know whether or not you are making any profit from them.

Am I right?

267 It seems that there are new salons and spas opening up left right and centre. Now instead of having just one salon per suburb, there are multiple salons to choose from. This means you have to be more vigilant than ever when it comes to your client retention strategies.

What are you currently doing to keep your clients loyal to you? Please don't answer, I have the best customer service. I'm over hearing this one, and it's simply not true. Most salons are offer pretty high standards of customer service and even though it's important it's not the only thing that keeps your clients returning.

A few questions to ask yourself are:

Am I communicating often enough with my clients between their visits to the salon?

	<p>Is my communication focussed on the needs of the client rather than my needs?</p> <p>How can I make my client feel special each and every time she comes into the salon?</p> <p>How can I reward my clients for their loyalty?</p> <p>What do I offer my existing clients that they cannot get elsewhere?</p> <p>How do I know that I am offering my clients what they want from my salon with regard to services and retail options?</p> <p>How can I ensure that my therapists are delivering high quality and consistent treatments and service for every client at every visit?</p> <p>Is my client complaint strategy in place and working to retain my disgruntled clients?</p> <p>What is my strategy for dealing with lost clients? Is it working?</p> <p>Do I know why my clients have left in the first place?</p> <p>A retain clients if far more valuable to your business than a new one. She will spend more on services and retail and will refer more people to you. What can you introduce into your salon to ensure you are retaining more of your clients?</p>
268	<p>When's the last time you did a one on one review with each of your team members? For many salon owners, the answer to that question would be "never". And that's a pity. For some reason, salon owners often dread doing this necessary task. They are not sure what to say or how to say it, so important things get left unsaid altogether.</p> <p>If done correctly, a one on one review can produce outstanding results. For a start, it is an opportunity for the team member to know how they are performing, what they are doing really well and what they could do better.</p> <p>It does not have to be a negative experience. As long as you, the team leader, are prepared to support your employees and listen fully to their ideas and thoughts, it can be a positive experience for both parties.</p>

	<p>Not only do you get to help your employee perform at a higher standard, but they also get to be heard about the things that are bothering them.</p> <p>So don't put this vital meeting off any longer. Schedule meetings with your individual team members and remember that what you praise you will get more of.</p>
269	<p>A few of my clients have mentioned that September was a quiet month for them.</p> <p>The fact is, every business traditionally has busy months and quiet months.</p> <p>Revenue can be influenced by a number of factors such as elections, school holidays, end of financial year, when rates fall due to name just a few.</p> <p>To avoid stress when this happens you need to be prepared. By monitoring this fluctuation each year on a graph you can take action to prepare yourself and reduce the effect quiet periods have on your business</p> <p>If you know you are always quiet during school holidays, you can then create an action to reduce its effects. The main thing is to be aware and prepare. To be aware you must monitor your figures properly so you have a history of your sales.</p>
270	<p>Do you have a clear plan when it comes to marketing? Do you know where to spend your hard earned dollars to maximise your return on investment? Have you tackled next year's marketing plan yet?</p> <p>As the saying goes, failure to plan is planning to fail. It's no good to throw together a quick marketing promotion because business is</p>

suddenly tight. These kinds of promotions are too little too late. It's no point throwing together a quick promotion to try and maximise the busy times. You could end up simply making life busier for yourself and not necessarily making more profit for your salon.

All marketing should be well thought through. First and most importantly, know what you are trying to achieve with your marketing. Are you trying to increase your client database? Are you trying to retain existing clients? Are you trying to get back lost clients? Are you trying to bring in quick money? Are you trying to introduce clients to something new in your salon? What are you trying to do? If you think you can do it all with a single promotion, you are wrong.

To ensure your marketing achieves what you want from it, you must be clear about what you want to achieve, who you are going to target, what you are going to offer and how you are going to price it for profit (or at least not loss).

Time to put on your thinking caps for the year ahead.

271 I had an interesting conversation with a lady yesterday who is a frequent user of salons and spas. I asked her what is the one thing that she dislikes about her visits, and her answer was "When I book in for a 1 hour treatment and I don't get out of the salon for 1hr 45 mins."

After a bit more conversation, she told me that her time was in short supply and very valuable. She works, she runs a home and while she enjoys her salon time, she does not like to be kept waiting, and she does not like therapists to drag out her treatment time - even though they are including complimentary services she is not paying for.

I think this is an important lesson to all salon owners. Clients time is also valuable - women are now busier than ever with less time to waste away. They have places to go after their treatments - even if it's

	<p>just to head home to spend time with their families.</p> <p>The lesson? Respect your client's time. Start and finish your treatments on time. Don't stretch an hour's treatment out to 1 hr and 45 mins. Extending their treatment time is not always appreciated, and in some cases may be just the thing that loses you the client.</p>
272	<p>Thought I would share this with you today. It's called The Ten Commandments of Managers and Business Owners.</p> <ol style="list-style-type: none"> 1. Thou shalt never hire in haste. 2. Thou shalt reward only accountable people. 3. Though shalt seek advice from those who do the work and those who buy the product. 4. Thou shalt focus on what is wrong before who is wrong. 5. Thou shalt not equate seniority, credentials or even experience with performance. 6. Thou shalt rely on facts before opinions. 7. Thou shalt honour results over activities and effectiveness over efficiency. 8. Though shalt not dwell on past mistakes. 9. Though shalt set individual goals with each employee. 10 Though shalt resist the temptation to believe that control of resources and authority yields respect. <p>Plus a bonus commandment</p> <ol style="list-style-type: none"> 11. Thou shalt understand that managers are not responsible for the work people do, but for the people who do the work. <p>I think these commandments are pretty spot-on for business owners. So what do you think?</p>
273	<p>What is the biggest expense in your salon? Do you know?</p> <p>When's the last time you looked at your end of financial year figures</p>

	<p>from the accountant (yes, the ones you file away nervously not daring to open the booklet).</p> <p>These figures can be vital to your business and they are interesting. Don't you want to know where all that hard earned money has been spent?</p> <p>I do, because it gives me the chance to trim away some of the wasteful expenses that are robbing me of additional profit.</p> <p>As a great example, "What % of your turnover (revenue) is eaten up by wages?" This is often a place that needs to be monitored carefully as wages can eat away a very big chunk of your profit if they are not kept in check.</p> <p>Go on, pull out those end of year figures and take a look. I dare you.</p>
274	<p>Everything you say and everything you do, with and to your clients, results in them experiencing a feeling.</p> <p>If that feeling is very positive, you have created a wonderful customer service experience, however, if it's negative, chances are you will never see the client in your salon again.</p> <p>Telling a client she is using the wrong products can create a negative experience, but complimenting her on making an effort to care for her skin can create a positive experience. Both your words and your actions tell the client all they need to know. All words and no actions will not suffice, and all action and no (or negative) words are probably worse.</p> <p>Listen to the way you and your staff speak to clients and look for ways to create a more positive experience for them, so that they will feel great when they are in your salon. Replace criticism with compliments. I will do wonders for your business.</p>

275	<p>Have you considered how much more your revenue could be if you increased the number of male clients visiting your salon or spa?</p> <p>Treated well, men love their treatments and if invited, will usually return and purchased retail.</p> <p>Why not start by adding a Men's Package to your Christmas Package offer. The ladies will love the chance to give their guys a bit of pampering and tidy up, and you could create an opportunity to keep them returning.</p>
276	<p>Is it time to take full responsibility for the outcome of your actions?</p> <p>Are you still taking the credit when things go well, but looking for something or someone else to blame when they don't, even though you know you are ultimately responsible?</p>
277	<p>Christmas</p> <p>Are you going to make it through this Christmas in one piece and with your sanity intact? If you work alone, then you must be disciplined enough to take on only what you can manage and do all the sensible things like appointment confirmation and re-booking of your regular clients.</p> <p>If however, you have a team of people working for you, then you must understand that they are the cream that keeps both sides of your biscuit held firmly together.</p> <p>They should become your number one priority. Making sure they are happy, rested and feeling motivated to achieve great things. A happy team member will work harder for you than someone who feels</p>

	<p>resentful for what she needs to do. You need to be able to show your team that they are number 1.</p> <p>You can do this easily enough. Each day, give your team members clear goals on what you need from them and show them how to achieve those goals. Make sure that each staff member gets time out to eat and rest. That 1/2 leg wax should never rob someone of their break. Supply some nourishing food and drink for the team during that frantic last week so that they can keep up their energy. This is a small outlay for a big return. Always say thanks before they leave each day. Don't take your frustrations out on your team when things don't go well. Take some deep breaths and try to let stressful things go. Nothing is really that bad that it's worth making everyone else stressed also. Small things can make a huge difference to their performance and your sanity.</p> <p>Knowing that you appreciate their efforts and have noticed their hard work will go a long way towards keeping them motivated and happy, and this in turn will keep things moving smoothly in your salon.</p>
278	<p>I had an interesting question sent to me the other day by a salon owner. She asked if it were true that the more variety of services a client has in the salon the more loyalty it would ensure. She said had read it somewhere a long time ago.</p> <p>It's an interesting question but I think it places the focus on completely the wrong area of your business. But the real question is "why do clients remain loyal?". Why do clients have multiple services in your salon?</p> <p>Well, it not because the customer service is lousy and the treatments are below average, that's for sure.</p> <p>The reason the clients have more services in a salon is because they are content with the quality of the service and treatments they</p>

	<p>receive. They remain loyal because of this, and not because they are having multiple services.</p> <p>The multiple services are a result of the client satisfaction not the other way around.</p>
279	<p>I've just read an interesting article by a lady called Jill Konrath who is a sales specialist, and there was one segment of the article that I thought provided invaluable advice when it comes to making sales to your clients. Here's what she had to say...</p> <p>1. Augment, Don't Replace</p> <p>Your prospects already use something or someone to address their needs. You can make it a whole lot easier for them to get buy-in for your product or service by positioning it as an "add on" to an existing program, process, or technology.</p> <p>For example, when I talk to VPs of Sales, I always stress that my workshops on selling to crazy-busy buyers or cracking into new accounts compliment their existing sales training initiatives. I even assure them that I'll tie my strategies in with their current methodology.</p> <p>By coexisting with the status quo, you can get your foot in the door without encountering a major battle. Once you're in, you can work to expand your relationship and win additional business.</p> <p>What I took from this was that when you're talking to your clients about products, you need to find that "add-on" product that works in with what they are already using. This information is gleaned during your client consultation when you find out what she is already using on her skin, and more importantly, what she isn't.</p> <p>Your client may have a huge selection of skincare she has purchased elsewhere so it's your job to find that one product that she is not using, but needs, to complete her needs. It might be a mask or an eye</p>

	<p>cream, it's up to you to find out, and show her how this product will work in beautifully with her existing products and routine.</p> <p>Once she has bought from you once, you have a much better chance of introducing her to your other products when the time comes to re-purchase.</p>
280	<p>So I get asked all the time "Why don't my clients return". The answer that comes to mind is that I can only honestly find 2 reasons why the majority don't come back.</p> <ol style="list-style-type: none"> 1. They came to you for a discounted service and now they've moved on to another salon for another discounted service. 2. They weren't happy with the service you provided for the price you charged. <p>I had an experience like this just a few days ago. I called a mobile dog groomer to wash, clip and dry my poodle. After a bit of confusion about the address (she didn't spell the street name correctly when she wrote it down), she arrived with her little doggie grooming trailer and we chatted about what I wanted. She asked all the right questions and sounded knowledgeable so I thought all would be good.</p> <p>That is until she had finished. To say it nicely, poor old peppy looked like he'd been run over by a blunt lawnmower. His hair was short where it should have been long and vice versa. He had scraggy bits of hair hanging off everywhere, and he was a sorry sight for my eyes.</p> <p>So what did I do? Like nearly all disgruntled clients, I said nothing. I simply smiled and paid. I even re-booked (which I will most definitely cancel shortly). Why? Because she was a nice girl and well meaning but totally without dog clipping talent. I didn't want to hurt her feelings.</p> <p>What's the lesson in this? As a professional, if your clients don't come back or rebook and then cancel (or no-show), you may need to take a</p>

	<p>totally hard look at what you are providing to your clients. Just because they smile nicely and say thank you as they walk out your door, does not mean they are happy and will come back.</p>
281	<p>Often when I talk to clients about having a well overdue price increase in their salons, I'm told "I couldn't possibly do that. I'm frightened all my clients will leave".</p> <p>And my next question is "What makes you think all your clients will leave?"</p> <p>This is a business owner operating in fear. Fearful every bad thing will happen if they alter anything about their business. Fearful their clients will leave if they charge them a cent more. Fearful they are not good enough to maintain their business and make a profit. Fearful that their staff will leave and take clients with them. Every decision is based in fear.</p> <p>This is not the way to run a successful salon (or life). This is a negative mindset that will hold you back from reaching the success you want for yourself.</p> <p>The first thing you must do, before making any other change, is to get out of this destructive mindset. Buy some books to help you change the way you see yourself; there's plenty around. Tell yourself every day that you are worthy of great success and you won't continue to operate in fear. You will be quietly confident and that clients will swarm to be part of your salon family. Staff will love you because you are fair and professional.</p> <p>If you are good at what you do, and you are well overdue for an increase of your prices, then you should have no fear about have a price increase. There is always going to be cheaper salons than yours, but no one can ever offer exactly what you offer. It really isn't just all about the price when it comes to attracting and keeping great clients.</p>

	<p>So change you first, and the rest is a breeze.</p>
282	<p>This is an example of a client reactivation letter I would NEVER use.</p> <p>In the very first paragraph the salon owner is practically saying they stuffed up and did something wrong. If the client didn't think so before, they sure will now.</p> <p>And the message is confusing; it doesn't make sense to me. Are they offering something for free or something with \$30 off?</p> <p>Desperate comes to mind by the time I get to the end. Not a good message to be sending to a client.</p> <p>They also go on to say that they've picked up their act and had some more training. All in all, not the kind of letter I would write for a salon owner trying to win back a missing client.</p> <p>What are your thoughts on a letter like this?</p> <p>Dear (NAME),</p> <p>Can you believe it's been nearly 6 months since you last visited our salon? Is there a reason? Did we do your hair wrong? Were you unhappy with something we did? Is it something else?</p> <p>If the answer to any of those above was yes ... if you promise to let me know I'll do your next appointment hair cut FREE!</p> <p>Either way I really would like you to use our salon again so...</p> <p>As a good will gesture so as to encourage you to use our salon again soon, I would like to give you a \$30.00 voucher against any salon service of your choice, and you may also use it with any stylist of your choice, any day of the week! (even the salon manager, even Saturdays)</p> <p>As usual you can expect the usual high standard of hair and beauty when you get here, we'll blow you away with our high-end service as</p>

	<p>always. I promise you'll walk out of the salon looking and feeling amazing!</p> <p>The same brilliant team are still working here, and we have gone out of our way to increase our re styling service and quality for clients so you leave looking drop dead gorgeous!</p> <p>Will you come back to our salon? Great, just pick up your phone right now, talk to Suzie at the front desk; she has a space waiting for you to confirm right now.</p> <p>Remember when you ring from this letter you get \$30.00 OFF your service and ... we have a very cool, packed to the top goodie bag waiting for at the front desk It's worth \$40.00, you get it absolutely free.</p> <p>Ring us right away; I look forward to seeing you back at our salon next week.</p> <p>Yours truly,</p>
283	<p>Christmas</p> <p>Stay sane this Christmas. The best strategy you can have is to plan ahead. Think about your staffing needs, product needs, client's needs, marketing needs and your personal needs. Write these down as make a list of all the things you need to do under each heading.</p> <p>Nothing reduces stress like a comprehensive action list.</p>
284	<p>The term value adding does not mean discounting all your services first and then giving away every cheap service you provide. This is financial suicide, so if you are currently doing this when creating your packages you must rethink your strategy.</p> <p>Value adding is this - Compile a list of your primary services. Let's say they come to \$175. Add secondary services to the value of \$20. Now you have a package valued at \$195 but for which you can charge \$175 (the full value of your primary services). You have value added with</p>

	<p>\$20 worth of secondary services which is about 10% of the overall value.</p> <p>Story complete.</p>
285	<p>Christmas</p> <p>Before you rush headlong into cramming every single appointment space with client bookings this year, remember that it can be very difficult for highly stressed and overworked staff to deliver first class treatments and service.</p> <p>Many good clients are lost to salons at this time of year due to over-cramming resulting in disappointed clients.</p> <p>To ensure your regular quality clients do not miss out on their appointments begin your campaign of reminders to them now. You do not want these clients to miss out on their appointments for the people who come out of hiding once a year to pretty up before Christmas.</p> <p>Remember to look after your regulars first and foremost by making sure they are booked and looked after.</p>
286	<p>How much do salon owners feel that they need to give away before they are offering value to a client?</p> <p>Sincerely - I want an answer to this question.</p> <p>When creating packages for clients why do salon owners want to give away the whole box and dice. Are the treatments already not great value? Aren't the value add services being given for free, costing time and money?</p>

	<p>Why is there this mindset that everything has to be sold for next to nothing?</p> <p>Here's a very important thing to remember: When you sell time for money, which is what salons and spas do, then you cannot afford to discount. Time is finite, you cannot squeeze another 6 hours into the day.</p> <p>If you create a package for \$250 for a client it does not have to contain \$350 or \$400 to be "good value". Think no more than 10% as your value add. This means what you sell for \$250 should have a menu value of \$275. \$25 worth of services is a lot of money to give away.</p> <p>Sorry guys, pulling my hair out dealing with this at the moment. Please don't give your valuable services away for a song. This is a bad trend to establish. Be valued for your quality of service and treatments not your cheap prices.</p> <p>Now, have a great day.</p>
287	<p>Package Tip: When you are building your salon packages, remember to leave room for an upgrade package you can sell with it.</p>
288	<p>Christmas packages. Most salons have them to help sell their Gift Vouchers but if you get it wrong it might hurt more than help you. Here are a couple of tips to make sure you get it right.</p> <ol style="list-style-type: none"> 1. Don't have too many. 5 is the most you need 2. Have a range of price points from very affordable to luxury. 3. Don't put the same treatments into every package. Focus some on target areas just like the face or body for some and top to toe for others. 4. When writing the descriptions, remember the purchaser is not the

	<p>end user. They are looking for a treat to give as a gift. Make it sound that way and avoid just listing treatment names or worse still treatment protocols - you know...first we do a cleanse and then we exfoliate the skin - ho hum....</p> <p>5. Don't discount. It's not necessary. Value-add if you wish.</p>
289	<p>I had an interesting encounter this week with a new acupuncturist I visited. She asked me what I did for a living and then immediately told me all the reasons why she wouldn't do the kind of things that she presumed I would tell her to do, if she was my client. I was fascinated.</p> <p>One of the first things she said is "I don't do reminder calls. If my clients can't remember their appointment times then it's their loss. I'm not molly coddling them and training them to be reliant on my reminder calls".</p> <p>I never said a word. She's not my client and not my responsibility. However, I couldn't help but ponder on how many wasted hours she had with client no-shows. Hours that she has to sit in her little room and twiddle her thumbs, earning a big fat zero income. All because she was not going to molly coddle her clients with reminder messages. I did wonder if this is a prime example of cutting your nose off to spite your face.</p> <p>The fact of the matter is that no-shows have been an increasing problem for salons and spas over the past 7 years. Client's lives are busier and more hectic than ever, and the truth is that a salon or spa visit is not generally given the same consideration as a specialist's appointment. In fact, over the busy periods like Christmas, clients often forget their salon appointments because they are so busy.</p> <p>If you want to take the high ground and not molly coddle your clients with reminder messages - good for you. You'll most likely have tons of time on your hands to have your hair done, or legs waxed in time for</p>

	<p>the silly season.</p>
290	<p>Do you want to increase your price-point? If you do, then you must first improve your clients' experience.</p> <p>What can you do to improve salon ambiance, customer service and treatment outcome?</p> <p>Do this first, and a higher price-point is much easier to implement.</p>
291	<p>What is the biggest expense in your salon? Do you know?</p> <p>When's the last time you looked at your end of financial year figures from the accountant (yes, the ones you file away nervously not daring to open the booklet).</p> <p>These figures can be vital to your business and they are interesting. Don't you want to know where all that hard earned money has been spent?</p> <p>I do, because it gives me the chance to trim away some of the wasteful expenses that are robbing me of additional profit.</p> <p>As a great example, "What % of your turnover (revenue) is eaten up by wages?". This is often a place that needs to be monitored carefully as wages can eat away a very big chunk of your profit if they are not kept in check.</p> <p>Go on, pull out those end of year figures and take a look. I dare you.</p>
292	<p>Christmas</p> <p>Doesn't seem to matter how much I say it, salons out there think the</p>

	<p>only way to attract more business is to offer a discount. Really?</p> <p>Where's your imagination? I thought salon owners are supposed to be creative. Discounting is the least creative and most destructive marketing tool in your kit. There are a few occasions where a discount may be appropriate - but very, very few.</p> <p>I've seen 20, and 30% discounts being bandied around in just the last two days. Don't you know it's December people?</p> <p>Did you know that most of you are not making 20 let alone 30% profit margin on your service sales? This means you are running at a big fat LOSS. Do you believe it's better to run at a loss than not have clients in your salon? If you do, then it's time to go back to working for a boss.</p> <p>There are much better ways to get people in your door. Put on your creative thinking cap and stop discounting your services (and sending yourself bankrupt).</p>
293	<p>I often hear salon owners comment on the ever growing number of no shows in their salons and spas. Yes, it's important for you to have a cancellation policy in place - highly visible to clients, and for some, taking a deposit has become the norm.</p> <p>However, I think it goes a little deeper than that. I believe that it has a great deal to do with respect. Your client's respect for you, your business and your time.</p> <p>We all have a mental ladder with regard to the people we respect. There are definitely people we are more likely to late cancel with than others.</p> <p>Doctors are generally high on that ladder, but many therapists and salons don't rate as well. The question is why? Does the doctor demand more respect in the way they behave and present themselves?</p>

	<p>What does this tell you as a salon owner?</p> <p>Do you lose the respect of clients because of the way your employees behave in your salon? Are clients subconsciously led to place your business on a low rung of the ladder by the things that they see and hear?</p> <p>Do you or your team members say things like "just ring when you want your next appointment" or "we'll always be able to fit you in when you're ready"? What does this say to the client? To me it says that this person's time is not that valuable. They are not in demand and therefore they go low on my ladder.</p> <p>Listen out for these kinds of flippant statements in your salon, and teach your employees how to act and speak in a manner that will elevate their and your position on the respect ladder.</p>
294	<p>Dedicating the first 15 mins of each day to planning is the best time you can invest in your business.</p> <p>Use it to motivate and focus team members on what you expect them to achieve during the day, and if you are a solo operator, do the same for yourself. You must have daily goals to strive towards.</p> <p>Know what you want to achieve and plan on how you will do it.</p>
295	<p>Is it time to let go of the things in your life that are holding you back? Fear of failure, old & outdated policies, unproductive employees, non profitable services, thinking you always know best - all of these things could be getting in the way of your success.</p> <p>Let them go and free yourself of the stress that they bring. You will feel much better for it, and be open to better and more profitable choices in your life.</p>

296 BUSINESS BUZZ:

One thing you must have before you can become financially successful, is a positive mindset around having money. Deep down many people don't fully believe that they deserve financial success and so end up sabotaging themselves by not taking the action needed to grow. They allow fear to take hold and become fearful of many things.

What if I try something and it doesn't work – *fear of failure?*

What if I try something and then I'm committed – *fear of success?*

What if I try something and everyone tells me I'm being silly – *fear of rejection?*

I deal with these types of fears by asking myself "What the worst case scenario here?" And if the worse-case scenario doesn't involve me losing everything I own or someone getting hurt, then I figure it's worth taking a closer look at.

Letting go of fears isn't always easy, but it's definitely worth a try.

Each day, remind yourself of WHY you wanted to do what you do.

The ability to follow your own path so you can make your personal mark on this industry? The ability to be financially successful so you can look after those you care for? Or something else?

	<p>WHY did you choose to become a business owner? What is your driving force?</p> <p>Revisit your “why” today (and keep doing so in the future), and begin to let go of the fears holding you back.</p>
297	<p>Are you watching your P's and Q's when it comes to social media?</p> <p>Many salon owners have Facebook friends who are also clients, but sometimes this is forgotten. Although you want your clients to feel right "at home" in your salon, this doesn't mean they should be privy to the private part of your life.</p> <p>Every time you make a post you should ask yourself "Am I ok with everyone on my friends list seeing this?". From personal experience, I can tell you this question is not being asked enough.</p> <p>Why not investigate grouping your friends so that you can ensure that your posts are seen only by those who should be seeing them? By doing this you can still maintain a professional image to those clients who have friended you on FB.</p> <p>Clients who think they are your personal friends will eventually overstep the boundaries of proper behaviour. I see it regularly with question like "Why do some of my clients think it's ok to cancel at the</p>

	<p>last minute or no show up at all" or once salon owner shared with me that her clients actually stepped around the counter to make their own bookings on the computer. This comes from over familiarity, and it's always the fault of the salon owner for allowing this to happen.</p> <p>My advice - maintain a professional distance from your clients at all times. You will gain more respect by doing so.</p>
298	<p>There are two sides to the coin when it comes to making a profit. One is your revenue (turnover) and the other is your expenses.</p> <p>Together these two things determine your PROFIT.</p> <p>Take a look back over the expenses you generated in 2013 and ask yourself if there are some expenses that are unnecessary, too expensive or simply not delivering any worthwhile results. Consider ways to remove or reduce them.</p> <p>Look at bank charges, phone costs, credit card charges, electricity, wages, advertising, external services, ongoing website charges. Where can you make savings without impacting on results? Are there ways to utilise your staff to do some things that you are paying someone else to do for you?</p> <p>Every dollar you save becomes another dollar in the profit column.</p>

299	<p>Do you feel like your business is on top of you instead of the other way around? Then perhaps you're experiencing some leadership issues. When your leadership is weak, it directly impacts on the performance of your team, and you soon notice how everything begins to deteriorate.</p> <p>In a salon this can mean: your team are not selling additional services and retail, they're not keeping the salon looking clean and inviting, they're leaving gaps between clients bookings, they're not re-booking, they won't be flexible about working the odd additional shift and they aren't building relationships with their clients.</p> <p>If this sounds familiar to you, then perhaps it's time to look inward. Is your lack of leadership skills causing much of this mayhem?</p> <p>Good leaders = Good communicators. Leaders who communicate daily with their team, who share their goals and vision, who treat their team with respect, who offer guidance and coaching rather than criticism and punishment, who make time for each team member, are the ones who have the most successful and happy businesses.</p> <p>Those who "can't find the time" (read that as those who don't make the time) to communicate openly and often with team members, expect their team to simply work towards their goals even though they don't know or understand them and don't train and guide their team members, will never get the optimum performance, but will always blame the staff rather than look inwards and accept that they are at fault.</p> <p>Even the smallest salons need to have a strong leader to grow.</p>
300	One of the essential skills of a great leader is being able to

communicate with others. And one of the really important parts of being a great communicator is being able to listen...really listen when someone is speaking to you.

Now you may consider yourself a great listener, but in fact, most of us aren't that great. Why not? Because, without even realising it, we're thinking about our replies before the person who is speaking has even finished what she was saying.

True isn't it?

It's all about us and our answers, instead of truly focussing on the other person's message.

Next time you want to have a quality conversation with someone, make sure you use your listening skills. Practice maintaining eye contact while they speak to you, and when you feel your mind starting to formulate answers, shut it down and simply focus on the message coming your way.

Never, ever interrupt the other person speaking, and when they have finished what they wanted to say, and then it's your turn to speak.

Try it. It's not that easy at first, but it does get better with practice. You will soon be seen as a great listener; someone who cares about others and what they have to say.

It works equally as well for friends, family, employees and clients.

301

Today I want to talk about your expenses. Just lately, I've seen many salons whose expenses seem to be super boosted. This is not uncommon in many businesses, but it is deadly.

Let me put it simply. For every dollar that you add to your expenses

column, you are taking a dollar off your profit line. It's that simple. It's easy to think you can afford your hearts desires when you look at your turnover (revenue) figure and so let your expenses get out of hand, but this will eventually lead to financial disaster.

The fact of the matter is that your salon is running on a very small profit margin, and your expenses have to be monitored closely and kept under strict control.

Now, there are good expenses (those that make you a great return on your investment in them) and bad expenses (those that don't). The secret lies in knowing which is which.

I want to encourage you to take some time to review all your expenses for 2013. Get out all your credit card bills and invoices, and really look at how much money you are paying out for things or services that you don't really need any longer.

If money is leaking out of your business at the rate of water from a spaghetti colander, then there's no time to waste. Either stop the flow of money out the bottom, or risk a major amount of financial stress entering your life.

302 Is your creative nature holding you back in your business?

I think it might be in many cases. In order to be a great therapist or stylist, bucket loads of creativity are needed. However, often people who have an abundance of creativity struggle with structure. I see this a great deal with the salon owners who join me for coaching.

For me to coach a salon owner successfully, I need to add some structure to their business. Consistency with their marketing and day to day activities. Structure around sending me their figures every month to have their reports generated. Attention to detail around these things often proves challenging for the highly creative person,

	<p>but if you are going to drive your business to the next level it is essential.</p> <p>Even though it may not be something you enjoy doing, you must put some structure in place. You must be consistent with your daily to do list. You must be consistent with your client marketing. You must be consistent when it comes to reviewing your salon reports.</p> <p>Structure may going against the grain, but without it your business will tumble down like the Leaning Tower of Pisa without it's support structure.</p>
303	<p>It takes a special skill to be a great leader.</p> <p>Most of us have to work hard at it because we have to leave egos at the door, and give up needing to be right and needing to be best when it comes to our team.</p> <p>Leaders genuinely listen to others and put value on someone else's ideas.</p> <p>Leaders bring people together not pull them apart.</p> <p>Leaders lead by example not by instruction.</p> <p>Leaders are people that others follow because they want to, not because they have to.</p> <p>How are your leadership skills?</p>
304	<p>You can't live with them, and you can't run your business without</p>

them... but they are undoubtedly the biggest stressor for most salon owners!

In many cases, the problems start with poor selection on the part of the salon owner. Anyone will do as long as they're breathing, hold a diploma and say they can start straight away. You and I both know however that this is where most of the problems start.

Careful selection of a new team member is essential for such a wide variety of reasons.

- They must not only have the skills required, but they must have great skills.
- They have to be able to build rapport with your customers quickly.
- They need to fit into the salon culture and get along with other staff members.
- They have to quickly come on board with your vision for your salon or spa.

All of this and much more is required if your team member is going to stay long term and become a valued part of your team.

And it's not just a one way street.

You must also be able to fulfil their requirements. They need to work a certain amount of hours and earn a certain level of income if they are going to stay. They have to feel valued and respected. They need to feel that they are growing professionally. They need to feel like they are part of a great team. They need to be acknowledged when they provide outstanding results. All of these things will impact on whether or not a new staff member stays.

Making sure you get the right person, requires careful planning and preparation. Great interviewing skills on your behalf, the willingness to research each applicant, the time needed to train them in your ways, a very detailed job description outlining exactly what the job requires of them and of course regular, clear and supportive

	<p>communication to help them improve.</p> <p>This is the first stage in getting and keeping great employees for your business.</p>
305	<p>Do you know where your clients are coming from?</p> <p>This is one of THE most important pieces of information you should have for your business.</p> <p>With this knowledge you can direct your marketing dollars to the most appropriate places (which means you will save money), and you can also determine if past client attraction promotions have been successful or a dismal failure. You will discover whether or not your website is actually doing it's job of attracting new clients. You will find out whether or not your referral program is working, and if not you can tweak it to make it more successful.</p> <p>So much information to be gained that you can use in so many different ways to improve your business. Don't waste it.</p> <p>Most computer salon software will track this information for you if you have it set up correctly. If not, you must keep a manual ledger of this information that you ask for every new client in your salon or spa.</p>
306	<p>How are your communication skills? I bet you think that you're a pretty good communicator, but being a great talker is not the same as being a great communicator.</p> <p>Occasionally one of my clients will come to me totally frustrated because their staff never seem to do what they are told or what's expected of them. In their eyes, the problem lies with the staff</p>

	<p>member. However, the problem generally lies with the salon owner and her lack of communication skills.</p> <p>You see, it's simply not enough to say "I want you to go and do this". This is too vague, and lacks the details required to ensure you get the outcome you want.</p> <p>If you want to ensure your team members follow through on the things you expect them to do, then you must be detailed in not only what you want, but also when you want it done by and the expected outcome as well.</p> <p>Notice, I didn't say to tell them how to do it? That's bordering on micromanagement which is a real time waster. Yes, if you are delegating a job that hasn't been done before, and that person has few skills in that area, you may need to give them the "how", but otherwise let them handle that themselves.</p> <p>If verbal communication is not working for you (not everyone communicates well verbally), try writing things down instead. Your team members may respond better to that style of communication so give it a try.</p>
307	<p>Staff loss! The bane of all business owners. Just when you get comfortable and complacent, one of your key staff decides to move on. And that would be something you could deal with if they didn't take a whole bunch of clients with them.</p> <p>What do you do? You take action of course.</p> <p>I've actually heard salon owners say "Oh well, I'll just have to live with it" and I say "NO you don't and stop being so defeatist".</p>

Staff come and go - its life in business and it will NEVER change. There are things you can do to minimise that, but that's for another post.

So, if you have a key staff member who has resigned, you must have an action plan.

1. You must do whatever you can to limit access to your database (this is why I don't like staff becoming fb friends with salon clients)
2. You must prepare your other staff members to take on as many of the departing staff member's clients as possible.
3. You must create a special VIP offer to the clients of this employee that is just soooooo good that they can't refuse to take you up on it. Make sure that you are directing those clients to your best employees who will wow them
4. As the client departs the salon after receiving her VIP experience, hand her another salon voucher. You must lock her loyalty in with another staff member quickly. If in doubt about her loyalty still, give her a third voucher even.
5. Never, ever rubbish the employee who left, and tell your staff not to either (remember, that client loved that particular employee)
6. Take this action as soon as the departing staff member leaves your employ. Don't wait!
7. Prepare yourself to employ another fabulous employee to replace her. Have a recruitment system in place that will get you the staff member who will love your vision, work to your standards and expectations and stay for as long as possible.

308	<p>While I'm not an advocate of becoming best friends with your staff, I do advise that you find a few minutes each day to connect with each team member on a personal level.</p> <p>Your team members will work much more diligently and be more loyal to a person who shows that they care not only about their work performance, but also about their personal life.</p> <p>Now there is a fine line to tread here. You do not want to be giving advice to them on how to live their lives, or try to take on the role of second mother - this is a mistake to be sure.</p> <p>Simply show a genuine interest. Be caring yet not too involved. Be a good listener for them (it's so rare for someone to actually listen fully these days).</p> <p>Let them know that you are approachable so that if work issues arise, they will feel comfortable talking to you knowing they will be heard.</p> <p>A good boss always makes time to connect with their team members regularly and this is repaid with hard work and more loyalty.</p>
309	<p>Have you run a promotion lately, and it turned out to be a big fat dud?</p> <p>Who did you blame? Yourself? Your clients? The economy? Something</p>

else?

Well, I'm going to burst your bubble. You see the chances are that if you've run a promotion and it wasn't successful, it's probably because of something you did or did not do.

Here's a little checklist that you need to refer to before you run your next promotion:

- Ask yourself first "Why am I running this promotion?". The "WHY" is one of the most important things to consider because everything else hinges on the answer. Do you want to attract new clients, get existing clients to come in more often, get existing clients to try new services, get existing clients to try a new therapist, get missing clients back into your salon, make some quick \$\$'s, or some other reason?

- Once you know why you're running the promotion, you can decide on what is going to be appropriate to offer because you will clearly understand "WHO" your target market is.

- Now that you know who you want to reach, you can consider "WHAT" would be the most attractive offer to them. What will motivate them to pick up the phone and make that appointment with you"

Too often I see promotions that have either unsuitable price points for their target market or unsuitable service offers. Think about the people you are targeting and what they want - not what you want to

	<p>sell them.</p> <p>As the old saying goes "you will never sell ice to Eskimos", and this is because they will simply NEVER want or need it, no matter how cheap it is.</p> <p>Always build your promotion around what your target market wants and the price point they will be happy to pay. Value-add to build your promotion up, and don't indulge in the lazy and uncreative habit of discounting.</p>
308	<p>Do you ever feel angry or frustrated because your team members don't share your vision for your business?</p> <p>Chances are they don't share it because they don't understand it. Let's face it, It's hard to get excited about something you know next to nothing about.</p> <p>Now, you might THINK that everyone on your team knows your vision, especially the people who have been with you a fair while, however, I challenge you to ask your team members to explain what your business vision is. I bet most of them can't or would say something like "to deliver exceptional customer service" because that's what they think you want to hear.</p> <p>But, before your team can share your vision, you must have one first. Spend a little time really thinking about how you want your business to operate. What standards do you want to set and what goals do you</p>

	<p>want to reach. Make them SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, TIME BOUND and important to YOU.</p> <p>Once you've got that sorted and on paper, schedule a fun team meeting (coffee, cupcakes etc) and discuss this with your team. Put a copy on your staff notice board, refer to your vision regularly, set goals that are true to your vision, even get your team members to suggest ways to improve your vision.</p> <p>Don't keep it a secret!</p> <p>Communicate clearly and often and set your expectations higher than they are at present. Expect your team members to come up to meet your expectations and don't back down.</p> <p>Excellence is achieved through clear goals, persistence, and hard work.</p>
309	<p>Success does not happen by accident.</p> <p>Successful people have a big work ethic, they are willing to take some risks, they are happy to learn from other people who have come before them, they don't let failure shut them down, they are optimists, they are delegators, they are great leaders, they follow through, they are consistent, they have written goals to follow, they are clear about what they want from their life and they won't settle for mediocre - ever.</p>

	How close are you to being successful?
310	<p>Are you "Facebook friends" with your clients?</p> <p>If you are, you may want to go and revisit your profile picture to see if it's in keeping with your professional image.</p> <p>Now you may say, "but that's my private page", but the fact is that once you begin friending clients your private page becomes a pseudo business page also.</p> <p>When you realise that your clients are also viewing it, you should realise that it's really not appropriate to have pictures of you dancing drunk on a table as your header or profile image - think about the message you are sending to your clients.</p> <p>Remember who is looking at your images and posts, because it will impact on your professional image also.</p> <p>Better still; don't make clients personal friends on Facebook. Direct them to your business page instead. (You do have one, don't you?)</p>
311	<p>When you decide to hire a new staff member, you must be absolutely clear about what skills you need them to possess. It's pointless hiring them only to find out that they are hopeless at what is essential to you. In some cases, a new skill can be taught but in many cases this doesn't happen.</p> <p>One thing that comes to mind is sales. This is one of those cases where if you don't hire someone who is great at sales, it can be almost impossible to shift their mindset without putting in a great deal of training with them.</p>

	<p>If sales are important in your salon, then employ someone who loves to sell.</p> <p>www.SalonSavy.com.au</p>
312	<p>Discounts = laziness+zero marketing creativity = losing money in your salon.</p> <p>Value Adding = marketing creativity + positive action = making a profit for your salon.</p> <p>I don't need to say any more.</p>
313	<p>Are you one of those salon owners who lets all the local businesses put cards, flyers and posters in your salon and on your front desk?</p> <p>If you are then you may want to reconsider because it could be doing damage to your business. Do you really want to take the focus away from what you offer and place it on another business? Do you want to give up your prime marketing areas to another business? Probably not!</p> <p>Today's action - get rid of the marketing material from your salon or spa that does not relate directly to your business. Instead fill those spots with things that will educate your clients about what you offer or use areas on your front desk for impulse purchase items.</p> <p>You will be helping your business and removing items that make you look unprofessional at the same time.</p>

314 When you communicate with your clients, always include the "why and the benefits" so that they understand the importance. Whether you are educating them or trying to sell them a product or services, the "why and the benefits" are very important.

"I recommend this cleanser" as opposed to "I recommend this cleanser because it will remove all traces of makeup which means that your serums will penetrate more effectively giving your faster results"

or

"I recommend the XYZ facial for your skin type" as opposed to "I recommend the XYZ facial because it will deeply hydrate your skin leaving it looking firmer and plumper with less wrinkles and fine lines".

Remember to tell the whole story to your clients. Don't be a lazy communicator. When you include the why plus the benefits, your clients are far more likely to say "YES".

Practice this in your next retail training program. Don't stop with the product/service, don't stop with the product/service and the advantages, make sure you keep going until you've identified the benefits that the clients is looking for.

315 Commitment to consistent. This is what I see lacking in salon owners who do not move forward in their salons.

When you master a new business tool and implement it initially, that's great...but it's not enough.

You must stay with the program. It's pointless sending out client birthday letters for a few weeks or even months, and then telling yourself it wasn't successful and just stopping.

It's pointless sending out a few client re-activation letters and when they don't all come back to you, giving up.

It's pointless to run a referral program to attract new clients and then stop because not enough new clients walk through your door.

This is lack of consistent persistence, and it's your worst enemy when you're trying to grow your business.

None of these strategies is going to bring clients flooding through your doors. What they will bring instead is a trickle. But that trickle, if consistent, is a powerful money earner.

Reset your expectation around these business growth strategies for more realistic outcomes and stay committed. In the long term, you will be glad you did.

316 I heard a salon owner make this comment the other day "I do xyz in my salon because it's what I like".

What an interesting statement.

My thoughts immediately went to "But what do your clients like (and want)"

	<p>To me, that's far more important.</p> <p>For instance, I loathe having my scalp massaged during a facial. I mean really loathe it big time, and I generally try to remember to ask that they leave that out if it's part of their general routine. However, sometimes I forget to mention it and just when I'm feeling nice and relaxed, the cap is whipped off and my head is attacked (well it feels that way to me).</p> <p>I also had a client who loathed having her feet touched. A foot massage to her was pure torture which is not the norm by any means.</p> <p>So what am I trying to say? Don't make assumptions about what your clients want/like just because you or your best friend like it. Find out from the only person who actually knows the answer - the client.</p> <p>By taking the time to communicate effectively with each and every client prior to delivering their treatment, it may well save you from the loss of that client.</p>
317 ST	<p>This was said to me a while back by a client I was coaching at the time, "I don't want to live to work, I want to work to live".</p> <p>I think it was good that she understood finally what she wanted from her life, but it wasn't going to get her a fabulously successful business.</p> <p>You see, being a business owner involves lots of work. It's not a 9-5 commitment. If you want perfect work life balance right now, then don't go into business for yourself. Get a job instead.</p> <p>Running a successful business involves long hours, hard work, fearlessness, leadership, persistence, and determination.</p> <p>The fact is that you have to do the hard yards now, if you want to be able to have a good life and take it easy later.</p>

318 Do you consider the Human Factor before implementing policies in your salon.

What do I mean by Human Factor?

Well, it's thinking about how others will feel and be affected by the decisions you make. It's not just putting yourself in another person's shoes. It's going beyond that.

Every decision you make and every policy you create will have a ripple effect on those around you. If you don't want negative consequences to come back and haunt you, then you must try to see what the consequences will be - both good and bad.

Sometimes policies might seem to address a problem that you are having, but in fact will cause much greater damage in the long run than the problems they solve.

If for instance, you have a policy that negatively impacts a client in some way, then you must be prepared for what comes afterwards. Lost client (and all her future spendings), lost friends and family that support her (even more lost income), negative word of mouth that could reach hundreds of others and so the ripple goes on.

My advice - consider how the human factor and the ripple could have a short term positive accompanied by a long term negative effect on your business.

319 Have you ever wondered whys some people thrive in the beauty industry and others struggle?

Well the truth is that when you break it all down, those who thrive don't do so because they are the best beauty therapists or because they employ the best beauty therapists. They thrive because they have the best business skills. That's an absolute fact.

They understand how to gain clients, keep clients and make a profit.

	<p>That's it.</p> <p>Now those three things break down into lots of individual strategies, but successful business people create a great strategies that works and they stick with it. They don't try things for a couple of months and then jump ship because their business hasn't doubled. They understand that it's the small improvements across many areas that will grow their businesses.</p> <p>Are you a consistent and skilled business person who sticks with great strategies or do you jump ship when miracles don't happen fast enough.</p> <p>It might be time to take off your floaties and put on your long term thinking cap.</p>
320	<p>How many hard won clients do you lose each time you lose a staff member?</p> <p>If the answer is "lots" then it might be time to think about how you can minimise this loss in your business.</p> <p>First, you have to understand why your staff are leaving your salon. To do this, you can implement an exit interview where your departing staff member can explain why they are moving on.</p> <p>Here are some reasons you can expect to hear:</p> <ul style="list-style-type: none"> ~They expected more professional development opportunities (training in new products and services). ~The job wasn't what they were told it would be (lack of an accurate and well thought out job description). ~They are kept in the dark about what is going on in the salon. If it was running successfully and if their job was secure. (lack of regular communication) ~They were promised full time hours and were only receiving part time. (lack of understanding by the salon owner of what their business requirements really are)

	<p>~They didn't feel respected by their employers or co-workers. (poor leadership and management)</p> <p>~They were working to unrealistic goals that they had no hope of reaching. (lack of poor management skills by the team leader)</p> <p>~The boss always blamed the staff when something went wrong. (poor leadership skills by the boss)</p> <p>~They never got a proper lunch break. (poor management skills by the boss)</p> <p>~ They were expected to attend unpaid training.(poor management skills and lack of foresight by the boss)</p> <p>~ They never received any positive feedback. (poor leadership skills again)</p> <p>~ They never heard "thank you" (poor leadership skills)</p> <p>~They were never given a clear job description and felt that they were never sure of what was expected of them. (poor management by the salon owner)</p> <p>There are other reasons of course such as a therapist who wants to begin their own business (is this because they can't find a good boss to work for?).</p> <p>But the good news is that most reasons why staff wish to leave you are preventable and fixable.</p> <p>Knowing in advance that a team member is not happy will help you to avoid losing them and the painful process of replacing them.</p> <p>I recommend a monthly sit down with every team member to chat about their job satisfaction. What they need from the job and what you can do to provide it for them.</p> <p>A few paid minutes of time each month could save you literally thousands of dollars in replacing staff, training new staff and lost clients. I think that's a good investment of time and money, don't you?</p>
321	<p>Another interesting comment from a salon owner I was speaking with the other day. Her statement was "Loyalty Programs don't work". I</p>

	<p>thought this was an interesting statement for two reasons.</p> <p>First reason, just because her program did not work for her does not mean that loyalty programs in general don't work. It means that it didn't work for her salon. My thoughts immediate were "Perhaps it's not the program that doesn't work, but the offer you are making is of no or very low interest to your clients".</p> <p>My question is, does this loyalty program answer the major question going through the client's mind which is "What's in it for me if I give this salon my loyalty and business". If the answer is "not enough to warrant my loyalty" then you have a dud program on your hands. The fault though does not lie with the strategy but rather with the offer.</p> <p>Second reason is that the likes of Qantas, Virgin, Myer, David Jones, Woolworths, Coles and countless other major retailers have very successful loyalty programs that come in the form of reward programs. They have the best marketing minds in their employ so I think that if they believe it works, then it most likely does.</p> <p>My advice - before you blame the strategy for failure, look at how you're implementing it.</p>
322	<p>What are the basics of good business? I don't think it's all that difficult to understand really. As a salon owner you need to consider what your clients and prospects want from your business but as a person, you are also a client or prospect of other businesses.</p> <p>Ask yourself, what would absolutely wow me as a client or prospect? What would make me give my undying loyalty to that business?</p> <p>Consider things such as quality of treatments, quality of customer service, communication, cleanliness and appearance, professionalism, staff, pricing, being treated as a unique and important individual, education, special offers and promotions, friendly policies, trading hours, waiting times and convenience.</p>

	<p>Take off your salon owner hat and put on your client hat. Revisit your salon through fresh eyes to see what needs to be changed or updated. What would wow you if you were a client of your own business?</p>
322	<p>A couple of nights back we popped out to our favourite Chinese and there happened to be a Nail & Beauty Bar next door. It was good to see that they had their service menus available outside their salon even after hours, so I picked one up to peruse when I got home.</p> <p>This is what I found. A one sided DL brochure with a list of services and prices. Wow, I was underwhelmed. A fantastic opportunity to "sell" me on their salon and services and all I got was service names and numbers. They didn't even use the back of their brochure to give me a little bit of information about their salon. I suppose they thought I could just guess.</p> <p>If you have a price list (this is not a service menu) that looks like this, then I heartily recommend you revisit this important marketing tool. Don't expect your readers to know anything about the services you offer, because most people don't. Use your valuable space to give benefits based descriptions, especially for your high end services.</p> <p>People and prospects are not mind-readers. Just because you know what Sonophoresis, Microdermabrasion, Dermal Planning, and Collagen Induction Therapy are, does NOT mean your prospects do.</p> <p>If you want new people to give your salon a try, at least give them enough information so that they can make an informed decision about whether or not you're going to make a good fit for them.</p>
323	<p>Many salon owners, when asked about their target market, say they believe it's everyone. They would be wrong.</p> <p>You see, even though everyone might benefit from your services and</p>

products, not everyone wants them.

Your target market is comprised of the people who actually want to do business with you - not the ones you wish would do business with you.

Why do you need to know this? Because when you are developing your promotions and advertising you need to know who you are speaking to. You can spend a small fortune in marketing, but if you're aiming it at the wrong people who don't want to hear your message, then you're wasting your time and money. You can scream your message from the rooftop day in and day out and it won't make a shred of difference - they won't listen or act.

So how do you determine your target market? It's actually quite easy. Look at your current client base and find the core clients. The ones who come regularly and spend well. What do these people have in common? What age range are they? What is the level of their disposable income? Where do they live? What value cars do they drive? Once you clearly understand who your true target market is you will begin to understand what they want and how to reach them.

Stop throwing good money after bad. Take the time to really understand who makes up your core client base and target your message to people just like them. You will have a much better response and return on your marketing investment \$.

324 Moving from therapist, to business owner, to employer has to be one of the most difficult things you have to undertake.

I'm often asked, "Why can't I get my staff to treat my business like I do?" and of course the answer is, "Because it's not their business".

Expecting your staff to worry about the success of your business is totally unrealistic. In their thoughts their job is to come to work, provide services, be nice to the clients, and go home - nothing more than that.

	<p>If you are stressing yourself out over this situation then STOP. It's not doing you an ounce of good and will eventually affect your relationship with your staff as well.</p> <p>Instead, focus your energies on learning better leadership skills balanced with a realistic expectation.</p> <p>If your staff are going to worry about anything, it's going to be related to them. Their hours, their security, their pay, their lifestyle. If you can reach them on the things that matter to them and show them how doing what you want will give them what they want also, you will have a win-win-win situation. You, your staff members and your clients all come out winners.</p>
325	<p>Sometimes a see pretty picture quotes saying something along the lines of "just be fantastic at what you do, and you'll have all the business you want"</p> <p>Rubbish</p> <p>Yes, you must be great at what you do, but that is not what will get you all the business you want. If you really want to be busy, people must KNOW how fantastic you are and that means marketing and advertising that fact.</p> <p>In reality, few people know how great you are unless you go out of your way to tell them, and this is why you should have your marketing and promotions plan in place and well organised in advance.</p> <p>If you always have your plan in place you will be prepared for your quiet times and be able to maximise your revenue. Last minute promotions are often not well thought out and can even cost you money.</p> <p>Be organised and reap the rewards.</p>

326	<p>What does the front of your salon say to your passing prospects?</p> <p>Is its appearance in alignment with your desired client's expectations or is it saying something completely opposite to what you want it to say?</p> <p>The saying "you only have one chance to make a great first impression" is absolutely true in this instance. How can you expect people to walk in your salon door if the outside does not say "welcome".</p> <p>Step outside your salon tomorrow morning and with your prospects hat on your head, try to see what others see. Is the message you're sending the same as the one you thought you were?</p>
327	<p>Do you ever feel like a dog chasing its tail when it comes to getting consistent improvements in your bottom line?</p> <p>If you do, chances are the reason you're not seeing those wanted improvements has everything to do with consistency - the lack of it.</p> <p>After working with salon owners for many years, I can easily spot the ones who are going to be successful and those who are going to fail. And it's not that hard to do.</p> <p>The ones who succeed are those who:</p> <ul style="list-style-type: none"> Are prepared to learn new things from others who know more than they do Implement the new things they learn Stay consistent with what they implement and don't give up after just a couple of months Are self motivated and can move forward by themselves

	<p>Good leaders who choose and manage the best people to have on their team</p> <p>The ones who don't success are those who:</p> <p>Don't do any of the above.</p>
328	<p>Baby steps are ok! As long as you're prepared to take plenty of them. If introducing new strategies or revamping old ones makes you cringe with fear of "what might happen", then start with small things instead. Take 15 minutes today to write down a list of small things that you could do to make your business more profitable and enjoyable. It might be to write a cancellation policy, develop a training schedule, upgrade your salon linen, and make your treatment rooms a little more welcoming.</p> <p>Whatever it is, we all start with baby steps and those baby steps, once we see how successful they are, lead us to bigger more courageous steps.</p> <p>Imagine what would happen if babies never took those first few teetering steps. Yes, they walk a little, fall over, get up and keep going. This is how they get better until they can walk and then run. But if they never took those tentative first wobbly steps they would never walk or run and we'd all be getting around by wiggling on our bums.</p> <p>So don't let fear of change hold you back. Start with some baby steps and keep moving forward from there.</p>
329	<p>Your thoughts will dictate your actions. A great business person accepts what mistakes they've made, but they don't dwell on them. Instead, they focus their energies on how to improve the results.</p> <p>If you are running or have tried and given up on a business strategy for your salon that has less than acceptable results, then rather than throw it away, you could look at how you could make changes that</p>

	<p>would improve your results.</p> <p>If your strategy offers a client reward, then perhaps you need to look at the reward you're offering. Is it meaningful to your clients or did you choose it because it's what you wanted them to have? If it's not getting redeemed, do you need to look at time restrictions you've included? Are your expectations realistic or should you be happy with smaller but regular results. Are you being consistent? Have you given it enough time? Have you marketed your strategy so your clients are aware of it?</p> <p>I speak to many salon owners who have tried and given up on proven business strategies in their businesses. Often it's due to unrealistic expectations, often it's due to poor implementation and sometimes it's just plain laziness.</p> <p>Where you place your focus is where you will see change.</p>
330	<p>Consistency! If you read my tips regularly you'll already know that I'm always talking about being consistent in your salon. Consistent in what you offer, consistent in how you treat your clients, and consistent in how you manage your staff.</p> <p>Doing something pretty good ALL THE TIME, is more beneficial (by far), than doing the odd thing really well now and then.</p> <p>The best way I've found to gain consistency is to have written procedures and schedules for everything you do in your business. Whether it's remembering to send your welcome letters, or run your staff training sessions, you must have a written schedule.</p> <p>One of the easiest ways to stay on track is with the use of a diary. I like the old fashioned desktop diary that you write in. Whatever you use, it must act as a daily visible reminder of the things you need to do on a consistent basis.</p> <p>It's also extremely satisfying to tick something off a list as you</p>

	complete it!
331	<p>I often see posts on Facebook that say "Just be great at what you do and you will be successful". I think salon owners get confused when they read these kinds of posts.</p> <p>You see, when you take on owning a salon, you stop being just a beauty therapist, nail technician or hairdresser. You have become a business owner instead. You may still provide personal services to clients, but the reality is you traded in your service provider cap in exchange for a business owners' cap.</p> <p>So when you look again at the saying about being great at what you do, you should understand it to mean "Just be great at being a good business owner and you will be successful". This, in fact, is the real truth.</p>
332	<p>Are you good enough? Good enough to run a business successfully?</p> <p>To run a truly successful business you must have the attitude that good enough isn't good enough. You must always be looking to achieve great, fantastic and amazing, not just good.</p> <p>Along with this you must be able to accept that the buck stops with you. Everything that happens in your business is a direct result of the actions, or lack of actions, that you take.</p> <p>If your clients aren't returning, with whom does the problem lie?</p> <p>If your staff keep leaving, with whom does the problem lie?</p> <p>If your expenses are too high, with whom does the problem lie?</p> <p>Until you are ready to answer, "me, me and me" then you are not ready to run a business. Until you are ready to accept responsibility for everything that happens in your business then you are not ready to run a business. Unless you are prepared to take action to rectify those problems, then you are not ready to run a business.</p>

	<p>My advice? Stop blaming others for your lack of success and start taking responsibility for your own outcomes.</p>
333	<p>Are your team members constantly up and leaving?</p> <p>There are few things that are more stressful and financially demanding than constantly replacing staff.</p> <p>But there are a few things you can do to improve this situation in your salon.</p> <ol style="list-style-type: none"> 1. When you employ a new person, make sure you fully understand their needs before agreeing to hire them. Ask as many questions as it takes to get to the truth of the matter. <p>We all have financial needs and a job that doesn't allow us to make enough money to live will eventually need to be replaced.</p> <p>Another need may be a certain amount of time off. Women who have children may need to take unexpected days off when their kids get sick or may need time off over school holidays. You need to be sure you can accommodate this comfortably before hiring.</p> <ol style="list-style-type: none"> 2. Make sure you hire people with the skill-set that they need to do the job. It's stressful for both employer and employee when a team member is constantly underperforming. As an example, if you need your new hire to have great selling skills, make sure she already has them in place. Some people are just not willing to take themselves out of their comfort zone to learn the skills necessary for successful selling. Don't set yourself or your team member up for failure by hoping they will get magically better at something they are not great at in the first place. 3. Lean to channel your stress into a more productive outlet. Many salon owners take it out on staff in a degrading way when times are tough. This is both destructive and demeaning to staff. In nearly all cases, poor salon performance stems from poor leadership and

management skills and you're the only one who can fix this. Stop blaming others and look within for the answers to your problems.

4. Show your appreciation. Learn to say thank you when someone has done a great job. Find out what your team members appreciate and use that to show you've noticed outstanding performance. It's not all about more money - sometimes it's just about being recognised and thanked. We all love to feel appreciated.

5. Be open and honest with your team members. Let them know how the business is travelling and welcome their input on ways to improve. After all, they are the ones at the coalface each day so open yourself up to their thoughts and ideas.

Hope this helps someone today to make their business a little better.

334 Is your life filled with stress? Are there simply not enough hours in your day to get everything done? Do you forget to do things and then stress over that?

There are simple things you can do to minimise that stress and get your life back on track. This is vitally important because at the end of the day, stress is the number one cause of salon owners shutting shop or regressing back to owner operator status.

My tips are:

1. De-clutter. Take a bit of that valuable time and get rid of things that are no longer serving you. This includes outdated protocols in your salon.
2. Learn to delegate. You are NOT the only person who can do what needs to be done in your salon. Your staff must be good otherwise why did you choose them? Good delegation means finding the person with the right skills for the job, giving them very clear instructions and desired outcomes, and following up with them when the job is done. Much can be delegated in any salon.
3. Outsource. If you don't have time to write newsletters, do the books or clean your salon, then get someone to do it for you. It will

	<p>free up valuable time for more important management duties and time to spend with your family and friends.</p> <p>4. Get organised. Use a salon diary and write things down so that nothing gets forgotten. This provides a huge amount of peace of mind when you can go home at the end each day knowing that everything that still needs to be done is written down and won't get forgotten.</p> <p>5. Spend the first 15 mins every day preparing for the day ahead.</p> <p>6. Stop trying to multi-task. You end up doing lots of things poorly. Prioritise what you need to do and do it one job at a time.</p> <p>7. Allocate serious training time so you can pass over a portion of your clients to other staff - believe it or not with a little bit of training, they can be as good as you!</p> <p>We all have 24 hours in a day. Some people can run multiple salons successfully with this, while others can't run a one man show with the same amount of time.</p> <p>Which one would you rather be?</p>
335	<p>Growing a successful business is not only about increasing your revenue. A salon that is turning over good revenue can be severely impacted by too high expenses leaving nothing left over for profit.</p> <p>If you're one of those people who never opens your report from the accountant or bookkeeper (I know they can look scary), then take a deep breath and do so.</p> <p>Look for areas where you can trim your expenses. One area of your business that is a money gobbler is wages. This is one of the highest expense areas in a salon and needs to be watched very carefully. It's not unusual for me to see wage expenses costing thousands of dollars a month more than they should in any salon. It all adds up. Just a few hours too much per staff member per week and you might have spent over \$2000 a month more in wages than you should have. That equates to \$24000 per year and I know you could do with that money in your bank account.</p>

	<p>I recommend you watch your roster very carefully to ensure your wage expense is actually a good investment in your salon.</p>
336	<p>Before actual success comes mental success. You simply must believe that you can achieve great things and then go on and do just that.</p> <p>Believing alone is not enough and just blindly working from day to day isn't either.</p> <p>You must be able to take set-backs in your stride. They are guaranteed to happen in every business. When your business knocks you down to the ground, it's ok to spend a minute there to think about how that happened but then you must have the ability to get back up and take what you've learned to keep moving forward.</p> <p>A positive attitude is the one vital ingredient that you cannot be without if you're going to succeed.</p> <p>So next time you hear yourself saying "no, I can't do that" or "but, this is why it can't be done" you must stop. Stop feeding yourself all the reasons why you can't and instead begin focussing on all the reasons why you can.</p>
337	<p>I've written about this before, but it's just so important, it's worth writing about again.</p> <p>Just because you're busy all day does not mean you're making any profit (you know that stuff that keeps you in business).</p> <p>It's pretty simple really. If your selling price does not exceed the cost of providing your treatments, you are not making a profit and most likely are making a loss.</p> <p>Do you know what it costs you to provide your services?</p> <p>If not, how do you know what you need to charge to ensure you're</p>

	making a profit on the treatments you provide?
338	<p>Want better performance from your team?</p> <p>I suggest you invest 30 mins each morning preparing for the day ahead.</p> <p>~Review each employee's day with them, tell them what you want them to achieve. Offer thoughts and ideas on how they can achieve that.</p> <p>~Update your salon diary so that nothing gets forgotten or missed.</p> <p>And at the end of the day...</p> <p>~Find the time to make positive comments to your employees. Remember - what is praised is repeated.</p>
339	<p>Have you ever been tempted to spend a great deal of money on programs or courses that promise you huge returns?</p> <p>The thing you need to remember is that those huge quick returns often come with a heavy price attached to them.</p> <p>Just think about what happened when thegroupon/scoopon rage hit the beauty industry. What a disaster for nearly all the people who participated blindly thinking they were going to attract hundreds of new people into their salons, when in fact the people they attracted were one time savings seekers who were highly unlikely to return or spend any additional money. You may think, but these programs don't cost much but you'd be wrong. They take 50% of the already heavily discounted prices being offered which left salons running heavily in the red.</p> <p>To make matters worse, I'm still reading dreadful online customer reviews on salons who participated in these strategies only to find</p>

	<p>themselves caught in a loss producing cycle that seemed to have no end. Lots and lots of new saving-seekers (taking the spots of regular full price paying clients) who complained bitterly when they received less than quality services. All that negative press is still out there on the internet when clients and prospects Google a salon name - and it never goes away!</p> <p>My point for today is that nothing produces long-term sustainable results for your business like the consistent application of quality and proven marketing and management strategies. Nothing.</p> <p>Don't be sucked in by things that offer a quick fix/return. Remember the old adage, "if it looks to be too good to be true, it probably is".</p>
340	<p>If you have a team member who is constantly underperforming, but you're doing nothing about it, then their performance will continue to disappoint and perhaps even deteriorate as time goes on.</p> <p>I've found that a majority of salon owners would rather not undertake performance reviews with staff. They feel uncomfortable with the process and so put it on the back burner hoping the problem will simply go away.</p> <p>It doesn't. Instead, it's you must learn to "Eat that frog" or in other words just do what you don't enjoy, and do it sooner rather than later.</p> <p>The best action to take is to first get clear on the details of the problem - write it down so you know exactly where the employee is faltering right now. Then write down what you want to see happen instead and when you want to see the change happen.</p> <p>Once you have this clearly stated, set up a time to chat to the team member. Give them any positive feedback relating to other aspects of their work and then move into discussing the problem at hand. Refer to your written notes and explain why you're not satisfied and what you'd like to see happen instead. Ask your team member to come up</p>

	<p>with the solution to the problem (this bit's really important - it must be them who finds a suitable solution) and then wrap a 'to do by' date around that solution.</p> <p>Meet up again on the 'to do by' date to review the progress, and if things haven't improved enough, go through the process again.</p> <p>If you want improved performance, then you have to take positive action to get it.</p>
341	<p>No.</p> <p>No, No, NO</p> <p>Learning how to say "no" can be one of the best things you can do for yourself in business (as it is in life).</p> <p>I'm not talking about saying no to great opportunities. Rather, I'm talking about being strong enough to say no when you feel you really don't want to do something that doesn't feel like it's going to be right for you.</p> <p>Have you ever been asked to sponsor a local event that you knew was not going to be advantageous to your salon? Did you say no?</p> <p>Have you ever been asked by staff for time off in your critically busy times that was going to affect your business? Did you say no?</p> <p>Have you ever been told by an advertising rep that you must spend money in their newsletter, local magazine or something similar. Did you say no?</p> <p>There are times when it takes some courage to say no. But it's a word all business owners need to master to ensure they make the right decisions for their future success.</p> <p>Now, take a deep breath, smile sweetly, and say "No" next time you're asked to do something you know is not right for you.</p>

342	<p>Do you understand the difference between a good expense and a bad one?</p> <p>I regularly see salon owner's spending money on things that will not give them one cent return on their investment and not spending enough on things that will help them to expand and make more profit.</p> <p>Next time you're spending money on your salon, ask yourself the question "Is this money I'm spending going to help me grow my business and improve my profitability?"</p> <p>If the answer is no, then you should know what to do next.</p>
343	<p>Do you think you're a good listener? Chances are you're not as good as you may think. Being a good listener means blocking out all the buzz and conversation that is bubbling around in your head when others are speaking, and concentrating on every word they say.</p> <p>In fact, most people are so busy thinking about what they're going to say next, that they hear very little of what the other person is saying.</p> <p>When it comes to client consultations, this is a vitally important skill. Instead of really taking in what the client is saying, most people are hearing "blah, blah, blah" because they aren't focussed on what they are listening to. This is why client's eventually give up complaining or asking for what they want, and just go somewhere else.</p> <p>I had a hairdresser like this once. No matter how many times I asked her to not cut my fringe short, I always ended up with a short fringe. In the end, I made her put a big clip in it before she started so she didn't get sidetracked by her own conversation, and end up cutting it off like she had always done in the past. It would have only taken a recommendation to a new hairdresser and I would have been gone in a shot, and my old hairdresser would probably be left wondering why I didn't come back.</p>

	<p>So, if listening isn't your strongest skill, I suggest you make a conscious effort to improve it. Next time you begin to start talking to yourself mentally while a client is talking to you, shut up your brain, and refocus on your client. You'll have a happier client when she gets what she really wants.</p>
344	<p>Do you run promotions in your salon or spa?</p> <p>Do you know why?</p> <p>Sometimes I ask salon owners this question and they get a strange look on their face and say "Well, doesn't everyone?"</p> <p>Whatever you do in your business, you should have a very clear understanding about the WHY you're doing it...and "because others salons are doing it" isn't the right reason.</p> <p>Before you run your promotion, are you clear about your why? Are you incredibly clear about the outcome you're seeking? Is your promotion designed to (a) get more new clients (b) get existing clients to visit your salon more often (c) increase cash flow (d) promote a new service (e) make additional profit (no, this isn't the same as increase cash flow) (f) some other good reason?</p> <p>So, before you do your next monthly promotion/s, stop and ask yourself why you're doing it and what you want to achieve. What additional things must you do to meet your goal? Until you have answers to these questions you may just be constantly selling your services for a cheap price and not gaining something in return.</p>
345 ST	<p>Stop focussing on trying to sell your clients things they don't want, and instead focus on selling them things they do want.</p>

346	<p>To keep things simple, there are two ways to look at your business growth - long term and short term.</p> <p>One (short term) will give you a quick influx of money which sounds great until you're doing all those treatments down the track and getting nothing on the day. These strategies include some membership programs, selling courses/programs, discounted services, and promotions, and of course the well knowngroupon/scoopon, pooon vouchers.</p> <p>Now, this doesn't mean that all short term strategies are bad, but what many salons fail to do is to look what will happen down the track and plan for it. What happens when they're doing 6 or more treatments in a day that have been prepaid, and therefore, there is no revenue coming in to pay the current bills? Usually that little cash injection is gone by then and not available to pay the bills and this can lead to major stress at the minimum and closure at the worst.</p> <p>Two (long term) is about growing your business in a long term, more sustainable way. It includes all the usual strategies such as loyalty and referral programs, regular communication, providing exceptional and consistently high quality customer service etc. These strategies ensure long-term sustainability and growth, but won't do the trick if you're in desperate need of some cash.</p> <p>So obviously the answer lies in the 80/20 rule. 80% of your marketing should be around long term sustainability with only 20% being your short term strategies. Any more than this and your business may begin to have cash flow problems.</p>
347	<p>Do you ever feel overwhelmed by how much you need to do to successfully run your salon or spa?</p> <p>If you don't, then you're pretty amazing.</p> <p>Here's what I do when I feel overwhelmed by my to do list.</p>

	<ol style="list-style-type: none"> 1. Short list the things that you need to do that you know will have the biggest impact on the result you want to achieve. No more than 3 items 2. Let those items on your list simmer for a day or so until you know which one is the most important. 3. Put everything else on your to-do list completely out of your mind and focus only on achieving one thing - the most important item. 4. Create a to-do list of things you need to achieve to make that one item come to life. 4. Be persistent. Don't get sidetracked by other less important things. Use your spare time wisely to get your most important item completed and implemented (these means less FB time and more working on the issue time). 5. Celebrate with a glass of something special when it's done and feel proud of yourself. You've just achieved something important! 6. Go back to step 1 and tackle the next thing that needs to be done.
348	<p>Is your goal to have a financially successful salon or spa?</p> <p>When you see a successful salon, be assured it didn't happen by chance. It took great planning and implementation.</p> <p>Filled appointment books don't happen by themselves. It means that someone has spent time to ensure that their team delivers consistently high quality services It means that someone has taken the time to market their salon to the people who want to do business with them. It means they've taken the time to get new clients in the door and introduced strategies to keep them coming back.</p> <p>None of this can happen by accident - it can only happy be design.</p> <p>Can you design success for your salon? Yes you can, but only if you're prepared to do the work and planning involved.</p>

349	<p>When everything gets a bit overwhelming you have two choices.</p> <ol style="list-style-type: none"> 1. Do nothing and worry yourself sick or 2. Make a plan and take action. <p>I can guarantee that the second option will leave you feeling a whole lot less stressed.</p>
350	<p style="text-align: center;">10 Principles of Advertising</p> <ol style="list-style-type: none"> 1. Appeal to the HEART not the head 2. The brand is and must always be KING 3. Preach to the CONVERTED 4. Speak to the consumer in their OWN LANGUAGE 5. Aim to create a MEMORABLE LINE or positioning that becomes part of the vernacular 6. You'll be sweet....sweet....sweet.... if you REPEATREPEAT....REPEAT 7. Be SINGLE MINDED in your execution – don't deviate 8. Look for the BIG idea 9. Don't just inform – ENTERTAIN 10. Don't be afraid to use HUMOUR
351	<p>When looking for a new person to bring into your team, it's easy to fall into the trap of employing someone 'just like you'.</p> <p>But is someone just like you who you really need?</p>

	<p>Would you be better served employing someone who isn't just like you? Perhaps someone who brings new skills and attributes to the mix? Perhaps someone who fills a gap in your business?</p> <p>This is something you should consider before you employ your next team member.</p>
352	<p>Are you looking for a quick fix for you business blues? Are you searching for the secret to overnight success? Do you want it all RIGHT NOW?</p> <p>If your answer to these questions is YES, YES AND YES, then you're chasing a pipe dream. You may hear some salon owners say that they've achieved 'overnight financial success' and I would say to you, be wary of that person.</p> <p>Quick financial success (increased revenue) can lead to long term cash flow problems. If you want proof of that, simply look at how the coupon craze affected the beauty industry. Many salons had to shut their doors because they got involved with this without VERY careful planning. That quick surge of cash and clients soon turned into a nightmare for many, with no ongoing income and hundreds (if not thousands) of coupon holding people wanting to be serviced for months on end. And worse still, they had their service and then went on to the next salon offering a 'special price'.</p> <p>If your goal is long term viability plus true financial and sustainable success, then forget about looking for the 'one' secret to achieve this. There is no 'one' secret to success in any business. In reality, it's an accumulation of many small successes that will get you over the line and keep you in business for the long term.</p>
353	<p>Want to have a six figure salon? Easy - discount your prices.</p>

	<p>Want to stay in business for the long term and make a profit - never discount your primary services.</p>
354	<p>Nearly every salon owner I speak to goes into business for themselves because they love providing services for their client and are generally very good at it.</p> <p>Nearly every salon owner I speak to doesn't think too much about making money when they go into business for themselves and therefore they're often not very good at it.</p> <p>This is when stress slides in, reality bites and the fun stops becoming fun.</p> <p>If you're going to be a business owner you must be equally as enthusiastic and focussed on making a profit as you are on providing excellence to salon clients.</p> <p>Without profits, you simply can't stay in business for long.</p> <p>This takes a direct change in mindset. You need to be focussed on how you're going to become a profitable salon as when you are nearly everything else falls into place. Money may not make you happy but it sure minimises a great deal of stress.</p> <p>As someone special once said to me "When money walks out the door, love flies out the window".</p> <p>Be passionate about being the best you can be; both in your profession and your business.</p>
355	<p>Need an instant boost to clients?</p> <p>Run a marketing program designed to get more men into your salon.</p>

	<p>Men make great clients - they love to be pampered, and will happily pay for the services and products you suggest.</p> <p>Tap into your existing database full of ladies with men in their lives, and give your profits a testosterone boost.</p>
356	<p>When your entire focus is on being the cheapest, everyone sees you as CHEAP.</p> <p>Do you want to be known as CHEAP or do you want to be known as GREAT?</p>
357	<p>When you market to your prospects, do you like to woo them with love and helpfulness, or are you a Wham, Bam, Thank you ma'am kinda person?</p> <p>I'm always slightly taken aback when I see salon owners take this approach with their marketing. No time spent building a relationship to grow trust, just straight into 'Buy, buy, buy NOW' mode.</p> <p>What builds trust and rapport? Well it's all about what you give, and not what you want to take from the relationship. By giving freely of your knowledge and experience, you clients will have the opportunity to get to know more about you. They will feel much more inclined to do business with someone who shares their knowledge than someone who obviously just wants their money.</p> <p>Keep this in mind, next time you post a blog or on FB.</p>
358	<p>You know how wonderful it feels to have a WIN don't you?</p> <p>Well to boost the self-esteem and confidence of a team member, let them have a WIN also.</p>

	<p>Don't set goals for them that are simply unachievable, even if your other team members can achieve them easily.</p> <p>Goals should be unique for each individual, if you don't want to unintentionally de-motivate them.</p> <p>If they never achieve a win, they'll soon give up trying.</p>
359	<p>I simply can't emphasise how important it is to find the time to work on your business.</p> <p>You may feel that those 2 hours you spent working with clients was time well spent. Maybe that \$200 feels just great.</p> <p>But what if that same 2 hours could have been spent working on your next few marketing promotions. What if each of those promotions generated an additional \$1000 for your salon.</p> <p>How does that \$200 look now compared to the \$2000 your salon could have earned instead?</p>
360	<p>If you are not on close terms with your calculator, and your idea of hell is doing maths, then you will need some help with your business.</p> <p>No matter how fantastic your skill set may be, unless it includes the ability to evaluate the numbers and understand what they mean in terms of business growth, you will struggle to improve your business.</p> <p>No maths skills? Get some help from someone who loves their calculator.</p>
361	<p>I often hear salon owners say that they want help to change their businesses. To make them better and more profitable. To improve the performance of their team members. To reduce their stress and make life better.</p>

The truth is that absolutely none of these things can or will change, unless there is change at the top. The only person who can create change in their salons is the salon owner who is willing to let go of past ideas that did not serve them well and adopt better ideas and strategies.

Believing that new things can happen when you continue to do the same old things every day is completely unrealistic.

If you want change, you must be that change. It must start with you. You must be willing to admit maybe you got some things wrong and are willing to give something new a go.

Stop resisting the idea of change and that there may be a better way of doing things and you've taken the first step on your journey to improving your salon and your life.

362 As someone who gives advice to business owners nearly every day, I want to ask you to consider each and every piece of advice you receive. Whether it's from a professional, another salon owner, or just a well meaning friend.

What is often the perfect answer for the salon owner in the next suburb, may well be a disastrous solution for you. Each salon and salon owner is unique. Their personalities, their team members, their clients, their location, their financial situation, and even their confidence can all affect the way they need to do business, so that it's right for them.

So, before you jump right in and take someone's advice as gospel, give it serious consideration first, and if it doesn't feel right for you and your business, don't implement it until you understand it fully and feel 100% comfortable that you can handle the consequences (because there are always consequences to every decision you make - some good and some bad).

363	<p>What YOU want and what your CLIENT wants are often two very different things.</p> <p>Successful business owners always remember this and cater to the client's wants in their business.</p> <p>Are you able to clearly see the difference?</p>
364	<p>Do you sometimes run out of money before you run out of month? Knowing how much money you have to pay your bills and your GST is incredibly important. It's very stressful to not have enough money for these things.</p> <p>My advice is to pay your bills as they fall due. Have a weekly payment schedule. This way the money is out of the bank and you're less likely to spend it on something extra for the salon instead.</p> <p>Paying your bills on time also keeps you in good standing with your suppliers.</p> <p>Also, learn to put money aside weekly for your GST. Don't wait until the end of 3 months arrives only to find out that you don't have enough \$. Look at what you've paid over the past 3 GST cycles and average it out for a single cycle. Divide that number by 13 (13 weeks are in 3 months) and religiously set that money aside into a separate untouched bank account.</p> <p>You will feel less stressed when you know that your accounts are up to date and you have enough money to pay the tax man. Knowing where you are financially can sometimes be scary, but it will help you stay on top of things before they get out of hand.</p>
365	If you need to know your cost price before you decide on a selling

	<p>price for your retail stock, what makes you believe that you don't need to know your cost price on your services before you set a selling price?</p> <p>Savvy business owners don't guess their retail prices, they understand their costs, determine what profit they need to make, and then calculate their selling price.</p> <p>Business owners, who guess, generally go broke.</p>
366	<p>Do you write your own salon newsletters? Are you getting loads of un-subscribes?</p> <p>We all get occasional un-subscribers from newsletters - it's just a fact of life But if your readers are leaving in droves, then perhaps you need to try to find out why and rectify the problem.</p> <p>One of the biggest mistakes I see with salon newsletters, (and I see quite a few) is the headlong rush into self-promotion.</p> <p>Within the first two sentences, I am often reading all about what they're trying to sell to me. This is a BIG mistake, and the major reason why clients unsubscribe from your newsletter.</p> <p>If you think about the word 'newsletter' then you will see that it should be first and foremost about news - interesting and happy news. News that talks about what's happening in the salon, ways to look after your hair/skin this season/ introducing the new employee, talk about the new renovation-loyalty program-re-booking promotion, etc.</p> <p>In other words, giving the clients lots of information that will benefit THEM rather than benefit you. As a colleague of mine likes to say "you have to have a courtship and romance, before you make a proposal". Very good advice.</p> <p>Make sure your newsletters spend time on the courtship and romance. Give more than you ask for. Don't make your newsletters</p>

	<p>into sales letters. Keep building the relationship.</p> <p>There is a very true saying that goes 'people do business with people they know, like and trust'. Keep this in mind next time you're composing your client newsletter, and you will enjoy much greater retention of your readers.</p>
367	<p>Most of us begin the New Year by setting some goals - even if we only do it in our heads. The problem with goals that stay in your head is that they seldom have action taken on them, and of course this means that they seldom get achieved.</p> <p>One way I like to work through my goals is to use a Mind Map. It's easy and you can work on it over a period of time if you find your creative juices stop flowing.</p> <p>To create your mind map, do the following: Grab a largish artist's sketch book. Mine is around 22 x 16 inches in size. Draw a circle in the middle and write your goal inside that circle. Next, draw lines off your central circle. At the end of each line, draw another circle/s and add information about what you need to do to 'get to the next step' to achieve your goal. Continue to draw lines out even further from your second circle and add more information about what you need to do to achieve what's been written in the last circle.</p> <p>Each time you write something in a circle, ask yourself this 'what do I have to do to make this happen'. This will give you the information you need to continue to draw lines, add circles, and enter more information into them.</p> <p>By the time you've finished your mind map, you should have a really good bunch of ideas and the action steps you need to take to reach your goal.</p>

	<p>And for you creatives out there, use lots of colours and images to make it a fun thing to do.</p> <p>One page for each goal.</p> <p>Try it today on a goal you've wanted to achieve but had no idea about how to start.</p>
367	<p>To enjoy a champagne lifestyle</p> <p>You have to let go of a beer work ethic.</p>
368	<p>Is it time for a reality check with your business?</p> <p>I regularly speak to salon owners who tell me they are 'doing everything' in their businesses but simply can't get clients to return.</p> <p>The fact is that while clients love to receive specials, be part of your loyalty program and enjoy your birthday vouchers, what they really value for money does not mean 'cheap'. It means that the price you charge has to be equal to the quality you provide.</p> <p>This value for money proposition can vary from salon to salon. There are many people who are happy to pay a reduced price for a slightly lower standard of work. Also, there are many people who are prepared to pay a premium price for a premium standard of work.</p> <p>So, if you believe that you're ticking all the boxes when it comes to business building strategies, then you may need to re-visit your value proposition.</p> <p>Are your prices in alignment with the quality of services and service you offer?</p>

- 369 When you own a business, you are often confronted by stressors many times a day. This is not only bad for your health if left unchecked, but can really wear you down physically, spiritually and emotionally.
- The more stressors you have in your day, the more you will react to what is normally something that shouldn't be that important.
- Here's what I do when I've had a day full of stressors and it feels like it's getting out of control.
1. Step away from what is making you stressed - even for 5 minutes. Find a quiet spot where you can clear your head and think rationally.
 2. Breathe. Deeply. Focus your mind on something that makes you feel happy to break the negative thought patterns rampaging through your head.
 3. Ask yourself this, 'What is the worst case scenario if I can't fix this problem?' Often the answer will surprise you when you realise it's not as bad as you may have thought.
 4. Focus on the solution and not the problem. Thinking about what went wrong doesn't resolve the situation. Instead focus on what you can do to make things better.
 5. Take some action. Taking action makes you feel like you're back in control of the situation.
 6. Look for the lesson. If you can find a lesson in a stressful situation, it becomes more of a positive experience. If you learn a lesson, you're less likely to find yourself in the same place again.
 7. Focus on the things you're grateful for. We all have many things in life to be grateful for. Our good health, our great team members, our thriving business, our supportive family, our wonderful lifestyle, our pets - lots of great things in our lives that weigh out the negatives.
 8. Always have a short break planned with someone special so you

	<p>have something to look forward to at all times.</p> <p>Try it. It works.</p>
370	<p>Occasionally a salon owner I'm working with will say this to me, "But my clients are different. They'll only come into my salon when I have discounts on offer."</p> <p>This is why.</p> <p>These salon owners have actually trained their clients to do exactly this. It's their fault - no one else's.</p> <p>Their clients are exactly the same as every other salon's clients trading in their niche. Some salons never discount and are doing extremely well, and others who do use discounts as a way of getting people in the door are struggling.</p> <p>If you train your clients to wait for your discounted promotions before they'll buy from you, you are your own worst enemy. You've taught them that your services are not worth paying full price for.</p> <p>What's the outcome of this behaviour?</p> <p>Either you continue to discount your services and attract the discount hungry client - eventually unable to pay your expenses.</p> <p>or</p> <p>You make a fresh start and resolve not to play this devastating discount game anymore. This means a turnaround period for your business and it will be a struggle; however it's the only way to continue in business for the long term.</p> <p>You are the one that teaches your clients how to treat your salon. Do they respect you and your services and are willing to pay your price, or do they sit back and wait for you to discount yourself into going broke?</p>

	<p>And here's the kicker. They love you when they are getting discounts from you, but the minute you go broke, they won't think about you again, but simply move on to the next salon owner who is heading down the same path.</p> <p>What do you want for yourself and your business?</p>
371	<p>I had an email from a salon owner a little while back, and in it she said "My clients are different. They want a discount, not a value add".</p> <p>Here's the thing. This salon owner's clients are no different from any other salon clients. All salon clients love a discount. The problem arises when they get it.</p> <p>Two things happen:</p> <ol style="list-style-type: none">1. The integrity of your service is forever damaged. Why should your clients think that they should ever pay full price again when you can obviously (in their mind) afford to sell if for a heavily discounted price. After all, who in their right mind would sell their services for less than it costs them to provide?2. Your clients will hang out until you're desperate for business and send them another discounted offer. Yay!!! You'll be rushed off your feet making NO money. Well that's a jolly good promotion - not. <p>If your clients sound like this salon owner's clients, then it's because you've taught them to behave this way through your over-discounted promotions.</p> <p>I've said it before and because it's true, I'll repeat it here. Discounting is a lazy person's method of doing a promotion. You're damaging your business profitability, and training your clients to expect more of the same in the future.</p> <p>So, if you've been doing this, it's time for a think about your future. How long can you remain in business if you're not making any profit?</p>

	<p>Not for long.</p> <p>You won't fix this problem overnight, and to fix it at all will require a strong plan and probably a good 12 months of implementation.</p> <p>But it's better to begin now, than continue on a destructive path for other 12 or more months. By then it may be too late.</p>
372	<p>Would you like to streamline your client attraction marketing and reduce expenses around this type of marketing?</p> <p>If so, make sure that you're asking every client how they found your business. When you have this data at your fingertips you can make better marketing decisions about where to spend your money when you want more clients for your business.</p> <p>So many things have changed over the past 5-10 years. No longer is it a good investment to spend thousands of dollars on a big yellow pages advert. Now, it may be a better investment to ensure your website is being found locally when people are searching online for a particular type of service.</p> <p>If you don't currently gather this information, then start now. And don't forget about your existing clients. Survey them also to find out how they look for new suppliers.</p> <p>Make your marketing money work harder for you and do your research.</p>
373	<p>I was chatting with a salon owner the other day who said she was having difficulty building up a particular part of your salon business, and she asked me what she should be doing.</p> <p>"Easy", I said, "Start focusing on what you want to grow".</p> <p>You see, where you focus your energy, is where you'll see results.</p>

If you want to become a salon that specialises in a particular treatment or style of treatments, then that is where your energy must be invested.

Training, marketing, visuals, communications, branding - everything.

If you want to be a specialist in facials, why are you doing promotions around waxing or pedicures. Is this going to get you to where you want to be? No.

An example.

2 weeks ago, I looked at the sad performance of my SalonSavy FB page. The truth was I'd neglected it in favour of other things. My posts were good, but no-one was seeing them. To be honest, I began to think it was a great big fat waste of my valuable time.

But it was entirely my fault of course. As I said, it was neglected in large part.

So, I decided to focus on gaining more page likes. In the past I was averaging a measly 4 likes a month (if I was lucky). I wanted more...much more.

I began sharing my page and asking people to come on over and Like it. I did this only twice a day. Once in the morning and once at night.

Here's what happened.

In 17 days I increased my likes from 817 to a whopping 959. Now, this might not seem huge to you, but in fact it represents over a 3500% increase. Yup, three thousand five hundred percent!

All these extra likes got FB excited and they started showing my posts to more people - a lot more people. I'm talking thousands here.

How would you like to increase the sales of something in your salon by 3500% in 17 days?

So, my advice to you is if you want to build one part of your business,

	<p>focus on it, create a plan, don't get sidetracked, and be relentless until you are achieving what you want and need from it.</p>
374	<p>As a therapist as well as a salon owner, it's extremely tempting to buy every new gadget that comes onto the market.</p> <p>You do the research first to make sure it does what it's supposed to do, and all looks promising.</p> <p>Then you spend a small fortune on it, only to find out that your clients simply aren't interested in having that service, or just can't afford the treatment price.</p> <p>A little too late, you realise you should have researched your client base as well as the new piece of equipment, before you spent your money.</p> <p>Before you invest in the 'latest' beauty equipment, make sure that it's something that you can actually use to sell treatments to your clients with.</p> <p>If your average client doesn't want to spend over \$80 for a facial currently, what makes you think she will suddenly spend \$150 or more?</p> <p>Match your services to what your clients want and will pay for, and leave the unsuitable purchases for the salon down the road who didn't think things through before they spent their hard-earned money.</p>
375	<p>Baby or business?</p> <p>I am writing this today because of late I have spoken to many salon owners who are stressed to the max at trying to split themselves between a new baby and running their salons profitably.</p>

	<p>Running any kind of business is very time consuming - no matter what you see in the adverts about how easy it all is!</p> <p>Salons and spas are no different.</p> <p>You have to find time to organise and implement promotions, write monthly newsletters, instigate and maintain client attraction, retention and re-activation strategies, recruit and provide ongoing training for team members, provide daily motivation and goal setting, manage stock and finances, do the bookwork, wages and BAS statements, implement and monitor salon cleanliness standards, attend professional development training, develop and implement policies and procedures, and the list goes on.</p> <p>This is not work for the feint hearted or the time poor.</p> <p>So, amongst all of this, where will you find the time for a baby? From memory, babies are all consuming, non forgiving beings who simply want what they want, when they want, and to be honest, the thought of running a business and trying to care for a baby at the same time sends chills down my spine.</p> <p>Unless, you are extremely well organised, have everything already running without any regular input from you, have delegated management work, outsourced the rest, and can perform easily on about 5 hours a night rest, you need to think about this before combining the two biggest jobs around. Motherhood and Management.</p> <p>It's sad to see what should be the best time in a new mum's life, soured by so much stress, aggravation, and guilt.</p>
376	<p>The most beautiful decor and the cleverest marketing may get a new client into your salon, but a poor service experience will lose them just as fast.</p> <p>Ensure your energies aren't simply focused on the superficial things.</p>

	<p>Find your point of difference from your competitors. Make client happiness your number 1 goal. Become a world-class listener and an honest advice giver. Always make your client FEEL like she is very important to you and your business.</p> <p>In the end, this is what brings clients back to you, not expensive equipment, pretty decor, or expensive marketing.</p>
377	<p><i>The difference between poor people and rich people is that poor people spend their money and invest what's left over; rich people invest their money and spend what's left over.</i></p> <p>Jim Rohn</p>
378	<p>Do you respect your client's time?</p> <p>Do they respect yours?</p> <p>Nearly everyone is time-poor these days and it's essential that our time and our client's time is valued.</p> <p>When you keep a clients waiting, that is disrespectful.</p> <p>When you let your services run over time that is disrespectful.</p> <p>When you change their appointments at the last minute that is disrespectful.</p> <p>And on the other foot...</p> <p>When clients cancel or reschedule at the last minute, that is disrespectful.</p> <p>You can control what your salon and therapists do, but what can you do when clients are disrespectful of your time?</p>

	<p>No action on your part is actually an encouragement for them to do this to you whenever they feel like it. A friend calls for coffee - they don't show up for the brow shape. They get invited to go out - they don't show up for their facial. They get a better offer - they try to reschedule their appointment 15 mins before they are due to arrive.</p> <p>The first time a client does this to you, there needs to be a consequence to her actions. When she doesn't turn up for an appointment, phone her. If she doesn't answer the phone, text her. Let her know you've noticed that she didn't arrive. Ask for some kind of compensation for the time she has wasted that could have been spent with another client.</p> <p>Your lack of action is your worst enemy. The client doesn't think "How nice you are for letting her get away with such disrespectful behaviour", she thinks "Well that was easy and painless; I'll just continue to do this in the future because it obviously doesn't matter to them".</p> <p>Your choice decides your outcome.</p>
379	<p>We all have the same amount of time available to us whether we're running a corporation or a suburban salon.</p> <p>How you use your time can either lead you to success or failure.</p> <p>Successful people are always very disciplined about how they allocate their time. They decide how many hours each day they are going to dedicate to growing their business and what they plan to achieve within those hours.</p> <p>Unsuccessful people don't and generally get easily sidetracked and waste what should be their productive time.</p> <p>Time wasters that can be avoided are:</p> <p>Not condensing jobs. You will get much more achieved if instead of</p>

	<p>writing one article or one post, you set out to write several in advance. Do a week's posts and schedule them on your FB page, write blog articles 3 or 4 at a time, do 3 months newsletters at the same time. Prepare 6 months worth of monthly promotions in advance. Doing similar jobs in multiples saves you time because you 'get on a roll' and accomplish more in less time.</p> <p>FB browsing is a huge time waster for lots of salon owners. Pick 2 times per day and allocate 5 minutes each to browse important notices. Instead of heading straight to FB when you have a gap in your time, use it constructively to work on your business instead. I often hear salon owners tell me they don't have enough time to implement new strategies and yet I see them posting and commenting all day long on FB.</p> <p>Thinking you are the only person who can do things properly. Delegation is one of the most effective time management tools a business owner can have. It not only makes better use of the paid time of an employee, but it frees you up to do more important work that really can't be done by someone else. Leave your ego at home, and look for the many day to day jobs that you are hogging that could, with a little training and early supervision, be handed over to a team member.</p>
380	<p>Both good and bad behaviour should be acknowledged as soon as possible after the event.</p> <p>If you catch an employee doing something right, acknowledge it and reward it with something that is meaningful to the recipient. It might be a simple thank you or perhaps something more. Always acknowledge and reward desired behaviour.</p> <p>If you catch an employee doing something wrong, acknowledge it and deal with it as soon as possible after the event. Poor behaviour that is not dealt with will be repeated.</p>

381	<p>What is your Point of Difference?</p> <p>What makes you stand out from your competitors (in a good way)?</p> <p>Chances are if you can't answer this question immediately, you don't really have a Point of Difference at all.</p> <p>Why do you need one? It's what makes clients keep coming back to you because they can't get what you offer anywhere else.</p> <p>Worth having? I think so.</p>
382	<p>You can say 'No' and still be a good person.</p>
383	<p>Every day, I see salon and spa owners asking for advice in groups on things such as recruitment, marketing, client management, salon software to name just a few areas.</p> <p>Then I see loads of posts offering advice about the question asked.</p> <p>The problem with this is that not all advice given is good advice, and those who have been the least successful in their own businesses are often the ones who love to freely give their glowing advice to others.</p> <p>Perhaps it makes them feel a little better to know others are going to go down the same ditch as they did. Who knows?</p> <p>Whatever the reason, if you are going to ask advice from others, make sure they have a successful business background before you jump in and follow their advice.</p> <p>One lost and blind bunny, cannot and should not tell another confused bunny which direction to take.</p> <p>If you want good advice, get it from a trusted source.</p>

384	<p>Is your salon focussed on the 'wrong' clients?</p> <p>Do you spend all your time and energy agonising over those clients who constantly no-show or turn up late?</p> <p>Time spent worrying over these clients is time taken away from figuring out how to better look after your great clients.</p> <p>Instead of stressing out, make a policy and educate your clients on how you expect to be treated - with respect and courtesy-just like they want to be treated.</p> <p>If you have clients who are continuously disrespecting your salon, then it's because you've allowed them to get away with it in the past.</p> <p>Create your policy around this and stick to it. So what if they leave your salon and go elsewhere? You are not losing a client, only a problem</p>
385	<p>Use the down time in your salon productively by having a detailed accomplishment chart that needs to be completed each day.</p> <p>This way if your team members are not earning money for the business, they are still being productive and keeping the salon looking its best.</p>
386	<p>Are you waiting for a miracle?</p> <p>A miracle that is going to simply happen, and turn your life and business around?</p> <p>The only way to ACHIEVE change is to make it happen.</p> <p>Start today on what you KNOW needs to be done in your business.</p>

	<p>Prioritise your list, and then tackle it in bite size pieces to avoid overwhelm.</p> <p>Place your list in a visible place and ask someone you trust to make you accountable to get everything done by a set time.</p> <p>Good things come to those who make it happen!</p>
387	<p>Are you guilty of making assumptions about your clients - what works and what doesn't.</p> <p>When you make an assumption you rob yourself of the opportunity to find out what your client really wants and values.</p> <p>Do you ever assume you already know what the client wants during her service?</p> <p>Do you ever assume that the client can't afford an new service, upgrade or retail purchase?</p> <p>Do you ever assume that the longer you keep your client in the salon the more she'll appreciate the extra attention?</p> <p>Do you ever assume that your client loves you so much that they won't go elsewhere?</p> <p>Assumptions are deadly in business. Promise yourself today, that you and your team members will stop making assumptions that are definitely holding your business back.</p>
388	<p>It's important to have a definite goal for your business, but it's equally important that it's flexible enough to bend with changing circumstances.</p>
389	<p>In my experience as a business mentor I've seen so many salon owners start down the right path only to get impatient and throw in</p>

	<p>the towel - reverting back to the "easy" way they did things in the past.</p> <p>Success truly comes from implementing small improvements across all areas of your business and then sticking with them for long enough to see the impact of those changes.</p> <p>If you know something you're doing is right, don't throw in the towel after 6 months because you aren't yet seeing massive results. Instead, stick with your plan, tweak your approach, and look for other small improvements to implement as well.</p> <p>Success does not happen in a few days, weeks, or even months.</p> <p>It takes time and perseverance.</p>
390	<p>There's no doubt about it! All that wonderful, motivational rah-rah that is promoted out there feels GREAT.</p> <p>Feeling confident is a good thing.</p> <p>Thinking positively is a good thing.</p> <p>However when the hype dies down and the reality of needing to get results re-emerges, you will still need to know the skills involved in creating a profit driven business.</p> <p>One does not replace the other.</p> <p>Together they make wonderful partners.</p>
391	<p>Both good and bad behaviour by team members should be acknowledged as soon as possible after the event.</p> <p>If you catch an employee doing something right, acknowledge it and reward it with something that is meaningful to the recipient.</p>

	<p>It might be a simple thank you or perhaps something more. Always acknowledge and reward desired behaviour.</p> <p>If you catch an employee doing something wrong, acknowledge it and deal with it as soon as possible after the event.</p> <p>Poor behaviour that is not dealt with will be repeated.</p>
392	<p>Being great at the services you offer is not enough to make you a success in business.</p> <p>You cannot ignore the 'business' side of being in business, no matter how much you may hate reading your reports and analysing your figures.</p> <p>If you struggle with the business side of things, then don't simply bury your head in the sand and hope for the best - it won't be enough.</p> <p>Either put sufficient time aside to manage your business yourself, or get some help from your accountant, bookkeeper, or coach.</p> <p>Your 'numbers' are not only the story of your past, but the true predictors of your future if problems are not addressed.</p>
393	<p>Tired, stressed people have difficulty being innovative and productive, and this is why you should always have a small break or short holiday on the horizon.</p> <p>Even just a few complete days away from your business can re-invigorate you and refresh your mind.</p>
394	<p>99.9% of the time, you are exactly where you deserve to be.</p> <p>If your business is struggling, it's because of decision that you have</p>

	<p>made.</p> <p>Whether it is something you chose to do, or chose not to do, it was still your choice.</p> <p>If you want to change your situation, change your choices.</p>
395	<p>People will either rise up or drop down to meet your expectations of them.</p> <p>If you accept sloppy work, poor delivery of customer service and zero respect of salon and client time, then that is what you will eventually get from your team members.</p> <p>If you set clear, written expectations and follow up on the outcomes of those expectations, your team members will strive to live up to them.</p> <p>So, what I'm saying is that if you are not happy with the attitude and productivity of your team members, you have to revisit your own actions (or lack of) and ask yourself, "Did I set clear and written expectations and follow through when they were not met?"</p> <p>"Blessed is he who expects nothing, for he shall never be disappointed." — Alexander Pope</p>
396	<p>Some actions will get you closer to your goals than others.</p> <p>Choose your actions with this in mind.</p>
397	<p>Is your salon focussed on the 'wrong' clients?</p> <p>Do you spend all your time and energy agonising over those clients who constantly no-show or turn up late?</p>

	<p>Time spent worrying over these clients is time taken away from figuring out how to better look after your great clients.</p> <p>Instead of stressing out, make a policy and educate your clients on how you expect to be treated - with respect and courtesy - just like they want to be treated.</p> <p>If you have clients who are continuously disrespecting your salon, then it's because you've allowed them to get away with it in the past.</p> <p>Create your policy around this and stick to it. So what if they leave your salon and go elsewhere? You are not losing a client, only a problem.</p>
398	<p>All the new clients in the world won't help you build your business and your profits if:</p> <ol style="list-style-type: none"> 1. You don't retain those clients 2. You aren't making any profit from your services. <p>If you are focusing all your energy on getting new clients into your salon, but you're still not growing, then consider if one of the above two points is working against you.</p>
399	<p>Don't wait until there's nothing left in the kitty to get some help with your business. If you do, it'll be too late to turn things around and get back on your feet.</p> <p>If you are experiencing an alarming downward spiral, get help while you can still afford it and while you have the funds to continue to market your salon regularly.</p> <p>Remember, you can't sell a secret, but that's what your business will be if you can't afford to market it to clients and prospects.</p>

400	<p>You don't get what you deserve, You get what you accept.</p>
401	<p>Instead of promoting how cheap you are, promote how good you are.</p> <p>If you're trying to attract discount seekers as your clients then promoting how cheap you are is a first class place to start.</p> <p>Stop and think about it for a minute. Who is your ideal client? Someone who wants to come to you because you're cheap or someone who wants to come to you because you're good?</p>
402	<p>Business Success = get more clients + keep more clients + get them to come in more often + get them to spend more at each visit + reduce excess expense.</p> <p>What can you do in each of these categories to get closer to your financial success?</p>
403	<p>Your results stem from a combination of your knowledge and your actions.</p>

	<p>Without knowledge your actions may result in you doing more of the same and getting the same old result, and without action your knowledge will never get implemented and therefore no new outcome will be the result.</p> <p>When you are in a situation that offers you the opportunity to learn something new, always ask yourself, "What can I take from this to use in my business?"</p> <p>Stop simply looking for the perfect solution put into a box and gift wrapped - it doesn't exist unless you create it.</p> <p>How many great business books or training classes have you enjoyed but simply walked away at the end and done nothing with all that amazing information?</p> <p>You were born with an amazing brain. Learn to take what you are given and expand on it to become successful and unique.</p>
404	<p>While it's always important to be aware of your expenses and to regularly review ways to minimise them, your every day focus should be,</p> <p>"How do I maximise my income to enable me to live the life I want", rather than,</p> <p>"How to minimise what I spend, so I can live within my limited income".</p> <p>What you focus on is what you move towards. Move towards more not less!</p>
405	<p>Don't get distracted by competitors who copy you.</p> <p>At the end of the day, they can never BE you.</p> <p>The way you think and the way you do things are what make you</p>

	<p>unique.</p> <p>Your competitors can never emulate that.</p>
406	<p>Do you ever think about your brand? The message you are sending out to prospective clients? The image you are creating of your salon?</p> <p>Regardless of whether you are intentionally creating your brand or it's happening by accident, your brand is affecting your salon or spa and therefore, your profits.</p> <p>Here's an example. I just looked up a salon website, and when I checked out the services page, it was a mess. None of the pricing on the page was aligned, and as my mum would have put it, "It looked like a chook's breakfast". I wonder if this is what they thought prospective clients would think about their salon. It certainly put me off big-time!</p> <p>Another pet hate of mine is home printed service menus. C'mon guys, that might have done the trick 15 or 20 years ago, but with the amount of competition around today, do you really think a home printed, misaligned, cheap-looking paper service menu is going to scream 'PROFESSIONAL'.</p> <p>I THINK NOT!</p> <p>You have a brand whether you set out to create one or not.</p> <p>Everything you do contributes to your brand, so accept that fact and make sure your brand is sending the right message to your prospective clients (and get rid of that crappy service menu).</p>
407	<p>Creating a successful outcome, whether it be gaining more clients, increasing client retention, selling more services and retail or making more profit, requires that you not only think about it but actually do the work involved.</p>

	<p>Too many salon owners simply want things to change by themselves, but they never will.</p> <p>Once you have found or are given the formula to make the necessary changes, you must take ACTION.</p> <p>Knowing without doing = nothing changing.</p>
408	<p>Are you excited by the end of the financial year?</p> <p>The sooner you get your financials for the year, the sooner you can pinpoint the areas in your business that need your attention.</p> <p>Don't stick them in the bottom draw and do your best to ignore them when they come back to you, instead open them and take a good look at the figures.</p> <p>They are gold in terms of having the information you need to grow your business.</p>
409	<p>Deliver what you promise!</p> <p>Those who promise more than they can deliver are going to end up with disappointed clients.</p> <p>Disappointed clients generally leave and look for other service providers.</p> <p>So, if you are not great at delivering outstanding results in a particular area, you have two choices:</p> <ol style="list-style-type: none">1. Get great2. Stop promising what you can't deliver.

410	<p><i>"Whether you think you can, or you think you can't--you're right."</i> Henry Ford.</p> <p>This is one of my very favourite sayings, because it's all about what you believe about yourself.</p> <p>Positive self belief is important and yet very easily shattered.</p> <p>Comparing your performance with that of other people can rob you of your positive self belief.</p> <p>Instead of asking yourself, 'Why aren't I doing as well as my competitors?' try substituting that with "Have I done better today than yesterday, this week than last week?"</p> <p>The only person you should compete with is yourself, and each time you improve, be proud of that achievement.</p>
411	<p>Every salon needs to market itself.</p> <p>The more often, the better.</p> <p>It's important to remember that marketing is a numbers game; the more the better in terms of recipients, and to a degree, regularity.</p> <p>Marketing to 250 clients whose details you've collected and expecting a landslide result is fantasy thinking.</p> <p>You must collect contact details from ALL your clients so you can STAY IN TOUCH!</p> <p>Salon owners often tell me that they don't bother with a salon newsletter because they don't want to annoy their clients.</p> <p>RUBBISH!</p> <p>You only annoy your clients if your newsletter is full of what's</p>

	<p>important to you and has nothing in it that's important to your clients.</p> <p>While you're busy not annoying your clients, they are being bombarded with your competitor's information and special offers.</p> <p>No wonder client retention is at an all-time low.</p>
412	<p>Beautiful decor, a nice ambiance, quality treatments are still not enough to keep a client returning.</p> <p>What's lacking?</p> <p>The way you make your client feel is what keeps her coming back to your salon or spa.</p> <p>So the most important question you should ask yourself and your team members every day is "What can you do today to make every single client feel valued and special?"</p> <p>When you can find the answer to this, you will solve your client retention problem.</p>
413	<p>Instead of focusing on why you can't do something, Try focusing on how you're going to achieve it instead.</p>
414	<p>Anyone can give you advice, but at the end of the day only you can decide if you should take it.</p>
415	<p>Failure is a bitter pill to swallow sometimes.</p> <p>It can often be enough to make you throw your hands up into the air and say 'enough is enough', time to move on. And sometimes it is!</p> <p>However, like all bitter pills, if you wash it down with something</p>

	<p>sweet, you get rid of that bitter taste much faster.</p> <p>So next time you feel like throwing your hands into the air and giving up, try focussing on the many successes you've experienced.</p> <p>Write them down, make a list, and ask others what they consider to be your strengths and successes.</p> <p>Before long, you'll be ready to tackle things again with renewed enthusiasm.</p> <p>Remember that persistence is vital to success. Very few of us get it right the first time around.</p> <p>Be gentle on yourself, and remember that Edison had 1000 failed attempts before he got it right and invented the light bulb!</p>
416	<p>Be wary of enticing new clients into your salon by offering discounts.</p> <p>Discount hunting clients spend their time looking for another discount in another salon. They are not interested in how good you are, they are just interested in getting something cheap.</p> <p>They don't return, they don't pay full price, they don't buy additional services or retail product, and they don't refer friends.</p> <p>So if this is not the kind of client you want in your salon, don't invite them in the first place by offering a discount.</p>
417	<p>While it's important to offer the best possible treatments that you can to your clients, it's also important to make sure that you are making a profit from them.</p> <p>If you keep adding little extras into your treatments such as serums, micro, LED, specialised masks or anything along those lines, then you must consider the additional cost they involve and adjust your prices accordingly.</p>

	<p>Each time to absorb additional costs, it reduces your profit margin and eats away at how much you have to invest back into your business.</p>
418	<p>If you find that you have to offer discounts on your services, you may need to ask yourself why this is the case.</p> <ul style="list-style-type: none"> * Is your marketing (or lack of it) to blame? * Are you offering great value (this doesn't mean being cheap)? * Are your skills in need of updating? * Are you making sure that you offer a rebooking to every client? * Is your customer service second to none? <p>If you're struggling to get clients into your salon, then there is a problem.</p> <p>Don't just sit back and say "Oh well, everyone is quiet at the moment" because doing this won't put money in your cash register.</p> <p>Be brave and honest with yourself and find out the 'why' behind your lack of clients.</p>
419	<p>How much valuable cash do you have tied up in professional and retail stock which is just collecting dust on your shelves?</p> <p>This stock is actually your money sitting there and slowly losing it's value.</p> <p>Take time to do an inventory on what you have sitting around and then look at how much of each product you are actually using/selling. Try to order only enough of each retail product to get you through between orders with one or two retail items for shelf facings and only</p>

	<p>enough professional stock to get you to your next order.</p> <p>Chances are that if you're not monitoring your stock holding, you may have hundreds or even thousands of dollars tied up in aging stock. If you do, special it out and get your money back so you can use it for something more important like taking home a wage this week.</p>
420	<p>I've just been scrolling through lots of posts and the number of spelling mistakes made by those posting on business pages is staggering.</p> <p>Here's the deal. If your clients are reading your business page posts, you have to do everything in your power to create a great impression.</p> <p>Poor grammar and spelling do nothing to add to your professional image, so if these things aren't your strong point, consider using a spellchecker on your posts (I use Grammarly), or write your posts into Word first and use the spellchecker with that software.</p> <p>Your personal profile is completely different from your business page, so take extra care when posting as your business persona.</p>
421	<p>Busy does NOT equal profitable. That's it!</p> <p>You can market your business until the cows come home, but if what you are doing doesn't generate profit, then you be the busiest broke salon in the city.</p>
422	<p>How much valuable cash do you have tied up in professional and retail stock which is just collecting dust on your shelves?</p> <p>This stock is actually your money sitting there and slowly losing it's value.</p> <p>Take time to do an inventory on what you have sitting around and</p>

	<p>then look at how much of each product you are actually using/selling. Try to order only enough of each retail product to get you through between orders with one or two retail items for shelf facings and only enough professional stock to get you to your next order.</p> <p>Chances are that if you're not monitoring your stock holding, you may have hundreds or even thousands of dollars tied up in aging stock. If you do, special it out and get your money back so you can use it for something more important like taking home a wage this week.</p>
423	<p>The beauty and hair industry is a visual industry. Very visual.</p> <p>This is why you should check and double check the images you post of the work you do. I see so many images that don't inspire me to want to go to that particular salon.</p> <p>If you're not sure if your creative images are up to scratch, ask a trusted advisor, mentor or friend to be totally honest with you before posting.</p> <p>Use the feedback as a great learning source so you become even better at what you do.</p> <p>Remember the unbreakable rule that if you wouldn't put it on a billboard along a very busy highway, don't post it on social media.</p>
424	<p>Do you write articles to share with your clients? Well why let them go to waste by being used just the once.</p> <p>If you have a website that's capable of including a blog page, then put those wise words onto your blog page.</p> <p>This way, not only are your existing clients getting the benefit of your knowledge, but prospective clients visiting your site will also see how professional and knowledgeable you are.</p>

	<p>But don't stop there. You want to make sure that you grab the email address of each person who visits your site so you can continue to communicate with them via your blog articles.</p> <p>You can even add them to your database and send them copies of your digital newsletter each month.</p> <p>If you're not capturing this information and staying in touch with prospective clients, you are definitely leaving gobs of money on the table in your business.</p> <p>If you don't know how to do this for yourself, get your IT person to set it up for you</p>
425	<p>I have a never-ending goal to learn at least 1 new thing about running a better business every single day - even on Saturdays and Sundays.</p> <p>Most days I learn 3 or 4 new things!</p> <p>Many years ago I used to subscribe to a newsletter called Positive Business written by Damien Parker. He started each newsletter off with the words, "Just one single idea gained and implemented each month can substantially improve sales, profits and cash."</p> <p>Just one idea a month - that's next to nothing really in the big picture.</p> <p>However it's not the idea or the knowledge that will improve your sales, profits and cash. It's the implementation of that idea.</p> <p>So many salon owners tell me they have tons of great ideas, but they don't do anything with them. How is that going to change and improve their business? It's not.</p> <p>So the fact is, if you want to see change and growth in your business, you must start implementing your ideas-today.</p>

The SalonSavy Accelerate Program

The SalonSavy [Accelerate Program](#) offers you **multiple** choices to ensure you find the **perfect coaching or mentoring** to meet your needs.

Whether you love to work closely with your coach, or prefer to update your business skills at your own pace, the Accelerate Program has an option that will be perfect for you.

You're welcome to send me a message via my [contact page](#) or give me a call on **0431 975 515** if you have any further questions.

Pam

