

Seven steps to a showcase salon



Henry Baker is the founder of Magnetic Salons Ltd, Swanage, Dorset. He has helped thousands of people all over the world attract more clients, get them spending more, returning more often and referring more people. Henry takes a no-holes-bared approach to giving salon & spa owners the fastest route to dramatic increases in profits while creating a more enjoyable lifestyle. For more information visit www.magneticsalons.com.

Do you want a salon that others admire?
Here are seven ways to create a showcase salon.

By Henry Baker

Working hard isn't the secret to being successful.

If it were, then most of the people reading this article would be wildly successful, because most of you work hard every single day in your salons.

There's no shortage of hard working people in the beauty industry and in every industry. Many of the hardest working people I know are broke and gonna stay broke.

Real success has much more to do with working smarter, NOT harder.

When I was working my hardest, I ended up broke, living in my Mum's cellar with my fiancée and five cats.

I was well educated, highly skilled, exhausted and didn't have two pennies to rub together.

Success of others

When I saw people all around me who appeared to be more successful, at first I was envious. Even perhaps, angry.

They weren't working anywhere near as hard as I was; surely, I should have been the successful one? I deserved more success than they did!



Or so I thought.

In fact, things didn't change for me until I started to change.

If things weren't as good as I wanted them to be, that was because of my decisions, no one else's.

And if there were other people more successful than me, that meant they must be doing something different than me. They must know something I didn't.

And that quite simply inspired me to go find out what I needed to know, and what I needed to do...

Don't wait for inspiration...

If you spend time with and listen to highly successful people (as I'm lucky to now do), you'll discover they don't sit around waiting for things to happen. They yank themselves up by the seat of their pants and make it happen, no matter what is going on.

I turned my business around through seeking out marketing and business wisdom from the best sources I could find and then implementing that wisdom as fast and as well as I possibly could.

That transformation changed my life and spurred me to go help others by sharing what I'd found.

The steps to get you from that angry and tired place of envy to a happier place of salon success are simple...Simple...Simple...Not easy....

Here are seven ways to create a showcase salon that outshines—and out-earns—your competition.

1. Set Clear Goals

I teach my members that there are two types of entrepreneurs (and yes, as a salon owner, that's you) - merry-go-round and elevator entrepreneurs. Merry-go-round entrepreneurs go round and round and round and round the same motions, over and over and over and over again (see how mundane it is), getting nowhere but dizzy (and a bit sick). And certainly not making any forward progress.

These are the ones who come into their salon with no clear idea of what they'll do that day and just 'see what happens'.

Elevator entrepreneurs are constantly finding the fastest, easiest



ways to 'jump' to the next level.

These are the ones that get to their salon every day (if they're not at their home office) with an absolute clear plan of what they want to achieve and what skills they need to get there.

Both types require work, but one type gets to a whole different destination to the other.

Setting clear goals is THE first step to achieving success.

Taking time out to clearly define your goals at least once a week (and preferably everyday), you will multiply your chance of success—and almost guarantee it.

I show people how to set and achieve their goals by asking them three simple questions relating to many different areas of their lives. The process is exactly the same as planning any journey: *Where are you now?, Where do you want to be?, How are you going to get there?*

Commit to this simple exercise and you will be astonished how quickly it'll transform your salon.

2. Educate your clients

To create a wildly successful, showcase salon, you must do much more than your competition when establishing the reasons why people should choose your salon rather than your competitions.

You must show people why you are different. The best way to do this is through educating.

Your prospective clients know nothing about your treatments, your products, your staff and your great service until they either come into see you or you make them aware of them...

And you've got to do that in a way that isn't out and out in your face 'selling'... The most effective way to sell is to 'get into your clients mind' and lead them to their own decision that they want to come to you now!

To do that you have to know what stops them coming into your salon?

How are you different? How do they know your service is the best?

Marketing by education is 'easy' and fun. You can do it via special reports, free recorded messages, consumer awareness guides and more.

These impart useful information to your clients about how, where and why you can help them look and feel more confident, prettier, more handsome, slimmer and healthier.

They help clients evaluate the different type of treatments available and set some criteria as to who they should go to (a criteria YOU can set!) in order they can make a more intelligent decision.

Being the source of helpful information to prospective client, you are viewed as a trusted advisor, a 'go to' person, and, you become in control of the relationship.

The educational process creates better, more trusting, and less price-resistant clients.

If you are willing to implement education as a tool to attract clients, you'll be way ahead of other salons that simply run loud, lazy, annoying ads...

3. Be different

How many people do you know who are resistant to change?

Resistant to change even when their current situation isn't what they want?

We all know people like this. One of these people may even be the person we see in the mirror every morning...

People don't like change because they fear the 'unknown.' The unknown often makes us feel like we're not in control.

So even if a person is in a place of no progress or suffering, she may stay in that place in her life because it's something she 'knows.' She creates a comfort zone around that...

Trouble is, business, the economy, our society and people are constantly changing. So you can either sit there, let everything around you

change and be left 'obsolete' (and maybe go broke) OR, you can embrace and enjoy change and make it work for you.

We're in a fast-paced world and to be at the top of the salon chain you need to be willing to change your mind instantly and act.

That means NOT sticking to stuff simply because 'that's the way we've always done things here.'

A showcase salon needs to be prepared to grow and change with the world around it.

And sometimes that means completely abandoning things you hold dearly but just don't work anymore. They're outdated, don't work and should be 'binned' ...NOW!

4. Create a consistently positive salon and work environment...

This is so important. You must create a consistently positive salon/work environment.

One that constantly give off good, positive energy to your staff and clients.

We all know people we dread hearing from because they literally suck all the energy and enthusiasm out of us.

And we know others who can literally make our day by walking into the room.

Be the second type of person. Light up others lives.

There are endless poor bosses out there who consistently focus on what is going wrong, and what their employees are not doing right.

Being exposed to people in authority who only see the negative in you can be a really spirit destroying experience.

Only perpetuating mistakes and things to complain about!

I can't believe it when I see salon managers and owners shouting at their staff to be polite and treat clients with respect...Unbelievable...

How can we expect employees who are shouted at and feel 'useless' to perform well with clients?

It's like a parent constantly telling a child they're dumb and then expecting them to do well at school. Completely the wrong way to do things...

5. Create an EXPERIENCE for your clients

I'm often asked what gives a salon the right to charge two, 3, 4 or even 10 times the price of other salons.

There are many components to making that happen (none of which are actually difficult—once they're explained); one of the most important being stepping a way from just being a provider of beauty treatments to being the provider of an 'experience' for your clients.

Again, making that happen isn't all that difficult. It's all about paying attention to details...By paying attention to details you can make you clients time with you more enjoyable—and memorable...

When you do that, they will return more often and they will refer more people.

In your salon, be sure to answer you phone live and with a friendly voice.

People can sense when they've just interrupted them with your call, and no one likes to feel they're not important.

These calls are a big part of your future—so treat them that way!

In your salon you can take simple extra steps like:

- Take your clients coat for them.
- Walk them to their seat.
- SMILE!
- Offer them a QUALITY drink.
- Ask questions about WHAT they would like.
- Offer advice.
- Explain exactly what you'll be doing.
- Thank them...A LOT!
- Make sure your salon is spotless.
- Make sure you and your staff are dressed professionally.
- Follow up with a thank you note to your new and existing clients.
- Send them birthday cards...

- Have tasty, healthy treats for children.
- Provide a small gift at the end of treatment.

And look, the list is endless. It really is. Try to think of yourself as a mini Disneyland. Make coming to your salon a REAL experience...

Have a look at the list above. How many of those do you really do? And how many do you think any salon does?

Most people long to be appreciated. And those that provide appreciation become 'magnetically' attractive.

6. Create a team of 'stars'...

As a salon owner you can choose to be in control or in charge.

Being in control means you have ownership of every little aspect of your salon, telling everyone what to do.

Being in charge means you develop a team of 'stars' that have the authority to help take your salon where you want it to go.

Most entrepreneurs start out doing everything in their business.

They fear losing control of the things they do and keep hold of them themselves.

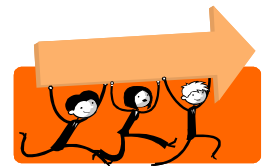
That seriously limits their growth opportunity and in many cases leads to exhaustion and failure.

Hiring people and 'training' them not to think on their own is a big mistake.

If you want success and a showcase salon you need to get your team involved and caring in its success because they have a 'stake' in it.

Even if you have the best ideas, even if you built your salon from scratch, don't run around like a dictator.

Let your team make decisions and take ownership of their areas and prove to you they're worth the



responsibility they've been given.

You'll then stand a great chance of building a great team.

Great employees don't need to be managed, they need to be led.

If you have people who are willing to come and support you, and work for you, pick them carefully and instil some entrepreneurial spirit in them. Give them incentives that encourage them to want to work really hard and treat the success of your salon as if it's their own.

I used to believe there were no good employees out there. Now, when I hear others say that, I know that, just like me back then, it's simply an excuse.

Employing is scary at first, so it seem easier not to do it. But in the end, it's harder because you end up doing everything yourself all the time.

7. Focus on relationships...NOT on transactions...

Depending on whose marketing research you read, it cost up to 20 times more to get a new client than it does to get repeat business from an existing client.

That's IMPORTANT!
VERY Important!

Yet, 95% of salons insist on focusing on looking for new clients rather than look after their existing ones. They are *transaction* focused instead of being *relationship* focused.

They scramble around throwing money in all directions hoping to get new clients into their salon. Not realising a fraction of that money could generate huge returns from their existing clients.

Some salons don't even know who their clients are (and if that's you, fix it!!!)

Building relationship is key to creating a showcase salon. It creates the biggest return on your marketing spend.

You want to create a personality bond with your clients and create ongoing relationships...Not just while they're in your salon...But while they're not too...

Sending a monthly newsletter continues to be the best source of new and referral clients for my members.

For close to £10 a year per clients in printing and postage costs, you can generate hundreds—if not thousands—of pounds in repeat business.

You can switch from struggling and willing to accept any client at any price to having only the best, highest paying, most loyal clients

around—only from referrals.

You could toss your Yellow Pages ad budget out because you'd no longer need it.

Not every salon is brave enough to do that, but if you focus on existing clients and their referrals you can pull yourself completely out of the advertising rat race with all you competition.

Creating systems to connect with your clients is the most profitable use of your marketing time and marketing money.

I always compare it to a big company slot machine, where every time you put in a marketing pound, £10, £20 or £50 comes out.

Every time.

Newsletters, 'Thank You' cards, reminder cards, letter campaigns, client appreciations events, referral rewards programs—the more you concentrate on bonding with clients, the more you will move beyond the frustration of working so hard for so little.

The next time you feel a twinge of envy when looking at a business more successful than yours, simply ask yourself 'What can I do today to make my own showcase salon?'

Best, Henry.

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Secrets at: www.MagneticSalons.com**