

Salon Spa Owner



“Taking the *STRESS* Out of Your business and putting the *PROFIT* back Into it”



A 10-Step
Special Report
to make your
Salon & Spa
IMMEDIATELY
more
Profitable.

KEY SUCCESS PRINCIPLE:

Successful people surround themselves with other successful people.

Want to skyrocket your business? Follow these 10 steps.

Most people in business are NOT marketing wizards or business gurus; they simply love what they do. That's why it's so devastating when a salon & spa has to close its doors. Someone's dream is ending and at great personal cost.

What if that could be avoided? What if you could ADD to your bottom line in a very considerable way? What if you had the tools in place so you didn't even have to worry about competition anymore?

Here's your chance to make a BIG difference in your business. All you have to do is TAKE ACTION.

info@dayspaowner.com.

“Who Loves ya?”

Christopher Brazy

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FOR BUSINESS

1. Streamline your business.

We opened our doors at the worst economy in years (excluding today's that is). Right out the gate we had to have a streamlined, efficient, profitable business.

Spas (and especially salons) have had it good in previous years with a steady stream of regulars and gift certificate sales. That is now changed.

Those who do not take IMMEDIATE action to make their business a money making machine on even the slowest days will cease to exist.

2. Put systems into place.

Established protocols, systems and evaluation procedures should be in place for all areas of your business. It should be described exactly how the front desk people will answer the phone, how appointments are booked, consultations and services are performed, retail is brought up and rescheduling is handled. Fail to do this will create an inconsistency that will cost you your profits.

3. Utilize high-profit, exclusive skincare.

It has always BAFFLED us why owners see that 50% for staff isn't acceptable, but 50% for skincare is.

It's NOT. Fix it now (email us if you need guidance on this one).

4. USE Automated systems.

We see SPECTACULAR deals for "new clients only" all the time, yet nothing for your regulars, the literal lifeblood of your spa.

Your bread and butter clients should be treated like gold. It's easy to overlook a monthly regular just as easily as it is to take your loved ones for granted.

We take extra care of our back-end clients (and especially anyone who



refers us) with both www.cardemergency.com and <http://www.dso.aweber.com>

Your back-end clientele already know you, love you and have bought from you. SAVE TIME and automate the process utilizing these tools to keep them from straying.

FOR MARKETING

5. Develop a marketing plan.

Don't market from the seat of your pants. IT WASTES YOUR TIME.

Setup your plans in advance and your momentum is already going. You also know what you need done and when (a deadline will ALWAYS increase the odds of getting something accomplished)

This also allows you to coordinate your efforts with the seasons, other vendors and even other marketing strategies.

6. Learn the rule of repetition

"Random acts of marketing" will not show you results. The only way to get "results based advertising" is to put something into motion (it does NOT have to be perfect, just IMPLEMENTED!)

See how your ad gets results. Measure it, track, tweak and repeat.

Remember, no matter how perfect your ad is repetition is required before you see proper results.

7. Build upon your efforts with multiple streams.

"There is no ONE way to get 100 clients... but there are 100 ways to get 1 client."

This is crucial. Find multiple ways to market your salon or spa and put them into motion.

Do NOT try one thing and wait for clients to fall into your lap.

8. Go against the stream.

Most people either look at what everyone else is doing and copy it (a BIG mistake)

-OR- (and this is a BIGGER mistake) Listen to the ad salesman and do what they say. Neither will produce results. If you want to achieve different results from everyone else you have to do something different from what everyone else is doing.

AND MOST IMPORTANTLY

9. Surround yourself with other successful owners.

This is important for two reasons. First, you do not need anyone bringing you down and telling you what you can't do. Second, when in doubt, copy what successful owners do!

10. Leverage your time!

Avoid at all costs working at what someone else can do for you hourly. There are dozens of things we show our VIP members that will leverage their time and make them more profitable.

Find out more at <http://www.SalonSpaOwner.com>

"Who Loves ya?"

- Christopher Brazy & Zhenya Noble

"You can't build a reputation on what you're going to do"

- Henry Ford