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"ATTENTION Salon Owners"



NEWSLETTER

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EDUCATIONAL CALENDAR 2009

- ✓ **Trouble Shooting Business Sessions**
 - Run in each state
 - ✓ **Business Management Course**
 - Run in Qld, NSW, Vic & SAust
- DATES ARE ON THE WEBSITE

NEW TOOL Business Management Course Educational DVD Series

May 2009
We are running our **Masters Class Weekend**, for more information simply Go to our Website www.salonadvantage.com

 1300 735 408

Make 2009 Count and Plan for Profit TODAY!

"DISCOVER How To Make More Money and Spend less time doing it"

Planning is about Tomorrow, so it makes sense to do it Today

The only way to get what you really want is to firstly know what you want and then plan a way to achieve it.

It is as simple as sitting down and answering the questions below and work through ways to achieve them.

We have very simple ways for you to track your progress and assist you in achieving your goals for tomorrow. The first is to mark the date and what you intend to do to achieve the goal set down. Also have a date set and write in your diary when you have achieved it.

Ask yourself a few questions to assist you in the Planning Process.

What do you want to achieve this year?

Personally – by when

Professionally – by when

Financially – by when

TAKE ACTION NOW!

It is the power of commitment that helps you in achieving your goals.

A goal without a deadline is just a Dream.

How can you involve your staff in the direction of the business?

QUICK TIP

To help get your team involved do a **SWOT Analysis** with them on the business overall. You just need a piece of butchers paper and put a big line through the middle and across the centre, then put, strengths in one section, weaknesses in another, opportunities in another and threats in another. Then **call a team meeting** and **get your team to give you their opinion** on each area, write it down, no need to analyse them as they say them. You can then **brainstorm with them your marketing plan** for the New Year based on their answers.

Involving your staff in the direction you have for your business can be as simple as asking them to bring 3 ideas of things they would like to see improved in the salon. Each idea needs to have a suggested way to achieve this.

Discuss with staff how this will improve the business and service to the clients.

It may be that you set down some dates and times for monthly staff meetings to review progress and brainstorm some new ideas. By having the **times and dates set** all staff will be able to work around other commitments and attend each meeting.

STAFF MEETINGS ARE VITAL TO MAINTAIN CLEAR COMMUNICATION WITHIN YOUR BUSINESS

When conducting staff meetings ensure all staff are aware of what will be discussed and ask for each person to bring something to contribute to the meeting. Most importantly stick to the time schedule for the meeting. This will encourage all to stay on track and be constructive.



Check out our **Team Meeting Ideas Booklet** on our NEW LOOK Website www.salonadvantage.com

TAKE A FRESH LOOK AT YOUR BUSINESS

We are all guilty at some time or another with becoming SHOP BLIND that is we don't notice the little things our clients do see.

It might be the cleanliness of the salon or the attitude of our staff. Now is a good time to have a fresh look at the state your salon is in.

BRAINSTORMING IDEA

Take the time to set up a booklet explaining all the services your salon offers to clients. It can have the benefits of each service as well as the time it takes and the cost involved. Give one to each of your clients when they are in the waiting area, or while they are waiting for their treatment to process. **Replace the magazines with these booklets** and let the clients read your advertising instead of all the advertising in the magazines. You could also include a profile on each operator to add interest. Even add pictures of some of the styles completed by each operator.

It can also be to do with the uniforms staff wear or the freshness of your waiting area.

CHECKLIST

Trace the steps your clients make through from the yellow pages ad to entering the salon. Does your ad stand out and is your salon easy to find.

Outside Salon

Signage neat

Windows clean

Reception

Stock displayed to entice clients

Priced accordingly

Clean products and shelves

Frontline staff

Neat/responsive/attentive /polite

Stationery

Adequate stocks

Accessible to clients

Work areas

Neat and tidy

Free of hair

No old cups on benches

No marks on the benches

In salon equipment

Towels free of threads

Capes clean

Brushes clean

Sterilisers clean

Trolleys tidy

Dryers clean

Stylist personal equipment clean

Client Records

Check for client's last visit

Earmark to send out a letter

I would be more than happy to send you a complimentary copy of the Salon Checklist. Simply contact me on 1300 735 408 or **visit our website for more info on our tools for building profitable businesses.** www.salonadvantage.com

It is usually the little things that can make the biggest difference to a clients visit.

With this being a new year it is a great time to reflect on the changes seen in the Hair and Beauty Industry over the past year.

Remember we are in a recession proof industry and those that are aware of this are increasing takings in excess of 115% per month on last years figures, do you want that to be you?

There are many opportunities that exist for forward thinking salon owners, PAMPERING IS THE BIG REASON why people will continue to come to your salon.

Discussion of this topic with your staff can inspire new ideas for your business & maybe new services.

We are proud to be Australia's first and largest business coaching organisation specific to the Hair and Beauty Industry and are celebrating our 10th Year with the Launch of our National Educational Calendar.

NEW SESSIONS just introduced are called our **TROUBLE SHOOTING BUSINESS SESSIONS**. We are also running our **HAIRDRESSING BUSINESS MANAGEMENT COURSE** in Capital Cities with a new shorter format, on a bi monthly basis, ALL THE STUFF THEY DIDN'T TEACH YOU AT TRADE SCHOOL.

PLUS

We have launched our **BUSINESS MANAGEMENT EDUCATIONAL DVD SERIES**, containing 5 Full Days of education on how to run a successful salon.

For more info on these session dates, venues or tools simply go to our website they are on the front page. www.salonadvantage.com

I look forward to sharing some great ideas with you each month via our Newsletter and even more regularly via our website, so stay tuned for a big 2009.

I wish you all great success throughout the year.

Gita McKenna