



Gita McKenna  
National Master Coach

# "ATTENTION Salon Owners"



## NEWSLETTER

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### EDUCATIONAL CALENDAR 2009

✓ **Trouble Shooting  
Business Sessions**

Run in each state

✓ **Business Management  
Course**

Run in each state

### NEW TOOL Business Profits Calculator

*Shows you projected profit  
potential and actions you  
can take to achieve it...*

### Momentum Marketing System

*The system of marketing to  
increase profits*

**For more  
information about  
these new tools or  
booking education  
simply call**

☎ 1300 735 408

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

### Financial Outcomes for Time Poor Owners

We all have the same time in the day as everyone else on the planet yet for some reason others achieve more. Consideration of this question with clients particularly in today's market motivated me to share a few vital and outcome driven solutions for all those that feel they don't have enough time to do it all - which would represent over 80% of us right?

There is so much that needs to be done when you run your own business and as you are all aware doing business today the same way you did it even last year won't bring you the financial returns you are after.

### How do you improve your financial outcomes when you feel stretched for time now?

It's about identifying the most productive actions you need to take now to get the results. What I frequently see is people doing a lot of the stuff that they feel comfortable with, never really changing what they do or how they do it, and for many the stuff they are doing is counterproductive. It is costing them a lot of time with little return financially, yet they continue to do it and wonder why they are not making as much money.

The solution as I see it and have seen it work not only with clients I coach or coaches I mentor, yet myself as well is to **really identify the critical actions that get you the results and do them consistently.**

Before you defend yourself please just look at what you are doing and ask yourself, is it contributing to the overall increase in financial outcomes of my business directly? It is not to say that you don't do them from time to time, **it's looking at what the most critical actions are that you need to take consistently, and when you do take these actions consistently you will make more money.**

The other word in the paragraph above that many struggle with is **consistency.** Staff and owners alike, that is why defensiveness arises when you are shown or it is brought to your attention that you are not doing it consistently. You know what you should be doing yet for some reason you don't do it consistently. You let the other non critical actions take precedence more often.

Many believe that "Knowledge is Power", I tend to disagree, **Knowledge is only Potential Power, and it's only powerful when you use it.** Consistency is to set a high standard and deliver this every time regardless of how you are feeling, to stick to the system and use it to ensure a high standard is achieved. A pearl of wisdom came from a young team member many years ago when I asked her what consistency meant to her. She replied **"Consistency comes from here (pointing to her chest) not from here (pointing to her throat).** In other words consistency is the standard you set within yourself and it can only be achieved if you are aware of what the critical actions are that you need to be doing and why you are doing them. (What are the outcomes of the time I invest doing this action?)

How do you work out the critical actions you need to take to maximise your time and achieve more? In doing this exercise you can adapt any of the Critical Actions below that you feel relevant to your business model.

Try and work out just 6 critical actions you need to take on a consistent basis and then follow through and do them. When you feel like you don't want to do them, do them anyway.

Do you think all Olympic swimmers for example got up at 4am everyday and swam for 6 hours, then went to the gym, ate the right food and went back and trained some more willingly every day? I'm sure if you asked them they would say no, they did it though regardless of if they felt like it or not. Because they had a vision a goal of what they wanted to achieve and they anchored that feeling into doing the actions every day regardless.

That is what separates the truly successful from those that wished they were.

Deep down we all know what we should be doing, yet don't do it because we don't feel like doing it. It's at the times when you least feel like doing it that you make excuses when you really should just take action, you will feel so much better and achieve much more without the guilt of feeling frustrated.

The Critical Actions listed below would be what I'd consider the top 20% of Actions you need to take consistently to achieve your 80% Results consistently:

**Action 1** Have a clear figure of how much it costs you to open your

doors weekly, including your return, all oncosts and taxes and write down the goal of what you need to achieve in the salon takings each week to achieve it. Track and monitor your progress daily. Be focussed on the goal and how you can achieve it. Visualise how you will feel when you achieve it, what will it mean to you personally and professionally.

**Action 2** Enrol your team in these goals with regular weekly meetings, more frequently if possible. Your frontline stylists are the ones that will help you achieve the overall goal, and they too will stay focussed if you are.

**Action 3** Do One on One talks with your stylists at least monthly, the first week of each new month, set aside at least 15 to 20mins to go through what they achieved, what they didn't achieve and what their plan is for this new month. If you have a stylist that is not achieving their goal then I would do fortnightly one on one meeting with them to help them focus and set them up to achieve more.

**Support their progress and really care about what achieving the goal means to each person in your business.**

**Action 4** Role Play how to consult with clients in the treatment rooms and also how to educate clients on what they need to use at home. Don't forget to go through how to sell the benefits of the treatment or home care products and most importantly how to close the sale. **Role Plays are vital to getting your staff involved in growing the business.**

**Action 5** Stay positive and motivated. Lead by example and do what you are asking of your team. **Your team are a reflection of you**, so how do you perform and how positive are you?

**Action 6** Follow your salon/spa's systems and structure, that is uphold the standards by systemising the routine and humanising the experience. You don't need to reinvent the wheel just learn how to push it, after all, people work systems they don't work themselves.

Within these 6 Critical Actions I'm sure you could add many more, like weekly marketing actions and reducing stock wastage - however **True Success comes from keeping it simple and tapping into what works.** When you action the Critical ones first you will not need to do as much marketing, you will have raving fans that will recommend you and a motivated team that will be enrolled in growing the business. This I have experienced firsthand. Taking a salon from \$4500 per week to \$14,500 per week in 18 months meant doing these critical actions every week, not missing a beat, not even once.

We all think there are more important things we should be doing with our time, whenever something crops up that requires you to deviate from your Critical Actions just ask yourself "how is this contributing to the overall increase in my financial outcomes?" We all still need to address the Non Critical Essentials however never lose sight of getting the Critical Actions done with priority.

Setting up a **Time Tracker** is a great way to identify where you are currently spending your time both personally and professionally. When I first did this exercise it highlighted to me that there are not enough hours in the day to get done all I wanted to do. It also brought to light what I needed to really focus my attention on to be time effective. Now I know where my time is being spent and I am wiser in how I use it both personally and professionally. **Isn't that why we all went into business? To have more time and better financial return doing something we love to do.**

When you see in black and white where your time is being spent it forces you to prioritise where it could be better spent. It is hard to manage time - there will always be 24 hours in every day that is a non negotiable, you can however manage the actions you take in the time we all have been given each day to achieve better financial outcomes for yourself and your business.

## HAIR EXPO

We will have our Salon Advantage Stand at the Hair Expo in the Business Community Area with coaches on hand to answer any questions you may have about ways to help you grow your bottom line business profits.

**Arne Compagne** our State Coaching Franchisee for Queensland presenting one of the 45 minute business updates at 11am on Sunday presenting “**Building on your Leadership Skills to Grow your Business**”.

Leadership is so much more than just having the title of being the boss. Arne will answer the questions that continue to haunt so many salon owners every day.

- ✓ How do I keep my team focused?
- ✓ How do I keep them doing the things they need to do?

**Gita McKenna** will present a business update on Sunday at 2pm which is entitled “**Systematically Increase your Profit\$**”.

We will uncover the two teams you work with in your business; one you probably never gave much thought to yet the one that can make you more profits. Many salon owners are yet to really identify the two teams they develop and work closely with in their business.

Today we will share with you:

- ✓ Ways to build confidence within your team of stylists and lead them personally to the next level. The answer is simple yet very effective. We have the proof.
- ✓ How to work out the other team that we'll uncover for you in this session, that can help you to increase your business profits and grow a solid business foundation

**Monday Gita** will present a business update at 12noon covering “**Your Clients Experience in your Salon is your Business**”. We will share the system of involving your team in the growth of your salon.

This session is one you will not only want to attend yourself, yet bring your team members along. To grow and be more profitable in today's market you need to step it up and make it happen. We will share some of the secrets we've shared with salons that are increasing in excess of 115% in today's market, and growing every month. Who wouldn't want to know how to do that?

We'd love to see you there.

We will also be launching our **NEW Momentum Marketing System**, the system of marketing that drives any current marketing initiatives you have in place, with ideas on a few proven ideas to increase your client numbers.

**Our Second NEW Product** being launched will be our **Business Profits Calculator** that shows you projected profit potential by keeping your expenses in line with KPI's and your Income in line with industry standards. A dynamic tool that gives you back the passion to monitor your back end of the business.

For more information on any of these new tools you can contact **1300 735 408** Gita would love to go through how they can assist you also.

I wish you all great success throughout the year

Gita McKenna