



My \$aloon \$uccess

Issue 17

The Newsletter for Members of Worldwide Salon Marketing



Quote of the month

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

Winston Churchill

READ THIS IF YOU'RE SERIOUS ABOUT YOUR BUSINESS

by Greg Milner



Greg



George

THIS year marks our 11th in business since I founded Worldwide Salon Marketing, in a spare room at my home way back in 2004.

And it's been a particularly tough one.

Many, many of our member salons have been with us for five, seven, even 10 of those years, almost right back to the beginning.

Over that period, my 'main man' George Slater has become a familiar face to those members. George wasn't merely my highly-talented, knowledgeable and practical Director of Online. He was (and still is) my friend, advisor, mentor and sounding board.

For many of our members, he became the 'go-to' guy for all things technical. Members of our top-level My Social Salon program knew that if they needed help with anything to do with their website, a mobile app, online advertising, or search-engine optimisation to name but a few, George was always willing and overly-generous with his time.

I often would sit in my office, next to George's, and marvel at his patience. He would willingly sit for an hour or more on a face-to-face Skype call with a member in some far-flung corner of the globe, slowly and carefully - in plain English, not computer lingo - educating them on the why and the how.

But it wasn't just his technical expertise that was so valuable - to me as the owner of the business, but also to our members.

In my experience, George is unique among 'technocrats' in that his knowledge of all things technical also came with a finely-honed business pragmatism. (It was little-known, but George also holds a Masters of Business Administration.)

He was generous with this experience too, often coaching our members on their numbers. In one memorable instance, he helped one salon owner double her weekly profit simply by helping her focus on things like 'cost of client acquisition', 'lifetime value of a client', retail sales averages and more.

So it came as both a personal shock and a hit to the business when George came into work one Monday morning with the distressing news that scans had found the cancer he'd been fighting vigorously for more than a year had got into his lungs. He would have to leave, and spend his remaining time ticking off his bucket list with his wife Sarah and teenage daughter Charley.

I was afraid for George. And selfishly, I was afraid for the business, such was its reliance on his skills. Fortunately, George is a systems guy. Over his many years with WSM, he had set up our systems so well that, more or less without interruption, things just kept happening automatically.

Our websites and lead-generation pages kept attracting inquiries. Our CRM system kept our billing process happening. Our well-trained staff kept doing their work according to the guidelines and processes George had diligently set up and refined.

For years I've been preaching the value of systems to our Members, and anyone else who'd listen.

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WHY ARE KEY PERFORMANCE INDICATORS IMPORTANT FOR YOUR SALON

by Toni Cunningham, WSM New Zealand

"KEY Performance Indicators." It's a horrible term really. Sounds awfully 'corporate', doesn't it?

But break it down to what it really means, and it just comes down to numbers.

Key Performance Indicators (KPIs) are vital to the success of your salon and they must be measureable.

Key Performance Indicators will help your salon define and measure the progress towards your salon's goals. Once you've defined your goals and vision for your salon you need a way to measure that you are working towards those goals. KPIs are a way to measure this.

Your KPIs are reflective of your salon, vision and goals

Key Performance Indicators are usually long term and usually do not change – however as the goals and vision for the salon change or the salon gets closer to attaining the current key performance indicators, a Key Performance Indicator may need to be adjusted.

Crucial KPIs

For a KPI to be of any value to your salon you have to have an accurate and defined way to measure it. So what does a KPI look like? Well, one KPI is your re-booking rate. What percentage of clients you saw last week or month confirmed their appointment for next time?

Another crucial KPI is your retail sales as a percentage of total revenue.

Another might be what each staff member is bringing in, as a percentage of what you pay that staff member.

You will also need to set targets for each Key Performance Indicator. This will help you measure each team member's performance and to ensure the salon is moving towards its goals and vision.

Although you may be ready to implement or already have KPIs you will need to ensure that you have selected and limited the Key Performance Indicators to those that are vital to your salon reaching its goals. By limiting your Key Performance Indicators to only those that are vital to the success of your salon you ensure that your team are focused on achieving these.

Once you have good KPIs defined and in place, ensure you have targets with each KPIs and that they reflect your salon's goals. Key Performance Indicators give every team member in your salon a clear picture of the company's expectations. You can use this to manage performance. You will also ensure that all team members are focused on meeting or exceeding the Key Performance Indicators.

By measuring or tracking other KPIs you will be able to see which areas of your business need more attention, ie training or promoting particular services.

Ensure you are set Key performance Indicators relevant to your salons vision and you are on the right track to becoming a highly profitable and a successful salon.

Enjoy your journey!

Toni Cunningham joined Worldwide Salon Marketing as a salon owner and found immediate and dramatic success. So much so that she was able to 'cash out' of her salon and embark on a new career as a business coach.

Member of the Month

Rachael Martin, Guys & Dolls, Bunbury, Western Australia

Rachael has been a Member of Worldwide Salon Marketing since way back in 2007.

In that time her salon has grown so well that it's now being recognised in business achiever awards in her home town of Bunbury, population 30,000, in the south-west of Western Australia.



Resource: For those members who need help putting systems in place.

Total Salon Solutions is the highly-regarded Policies and Procedures system developed by famed salon motivator, public speaker and corporate trainer Julie Piantadosi. We have a handful of these big packs available at Head Office in Perth, +61-8-94439327



For New Zealand salons, Toni Cunningham's **Successful Salons** system is designed for NZ conditions and regulations. Contact Toni on 0508 367 782

MEMBERSHIPS

AND HOW TO SELL THEM

MANY of our Members are having stunning success selling salon memberships to their clients - are you?

Just recently, Anita Clements of Twisted Desire in Brisbane wrapped up her annual membership drive with more than \$15,000 in sales in a matter of days. Down south in country Victoria, Nicole Panayiotou (Member since 2008) of Blush totted up one-day sales of \$17,000.

And in Benalla, Victoria, Louise Adkins of Lavish Skin took \$15,350 in a single day after promoting her memberships for a month.

Resource: to find out exactly how they did it - and how you can too - watch the comprehensive videos on the Members Only Million Dollar Resources website. And right under those videos, some useful templates you can download and modify - just as these ladies did.

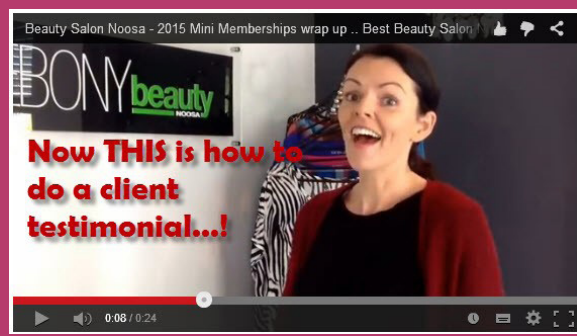
The benefits of selling memberships are many and varied. Obviously, they can bring in a LOT of cash up front. But they also

- **Put a 'fence' around your client.** Once they've paid you a slab of cash up front, they ain't goin' anywhere else!

- **Give your client a 'reason' to buy more stuff from you.** We love to buy things. Absolutely love it. So when your member client's visiting the salon for a hair or beauty treatment, and they don't have to whip out their credit card to pay for it, they're more inclined to purchase products from you.

Selling memberships is one thing. It's what happens after your membership drive that counts. Think: "How can I gather material for my next membership drive?" Hint: at Ebony Beauty in Noosa, Queensland, owner Kim Susskind is solving that problem by recording video testimonials with her happy membership clients.

Go to www.salon-professionals.com to see those videos.



WHAT'S ON THE MEMBERS' WEBSITE - HIDDEN GEMS

THERE'S SO much marketing material, business how-to resources and downloadable 'stuff' on the Members Only Million Dollar Resources website, many members feel a bit overwhelmed at the sheer volume of it. And no doubt, many have simply forgotten what's there.

School Balls

School balls, debutante balls, call them what you will, they can be a big money-spinner - if they're promoted and sold hard. And there are plenty of done-for-you flyers, posters and ads in the Members website that'll help you do that. Simply login to www.salon-professionals.com

WHO'S WHO AT WSM

PASH is his nickname - Pasmindu Atukorale is his real name - and he's a key member of the WSM team. Pash has been with us for more than four years now, and he's become an expert at just about everything technical.

Want a website built? Pash is your guy. Need some help advertising on Facebook? He's the guru. Desperately need something uploaded to your website and can't figure out how? Pash is the man. Aside from his work for our salon members, Pash is often called upon to do design work for some of my private consulting clients. For example, he's just put this excellent website together for a new car dealer, check out www.bayswatermazda.com.au



Little-known fact about Pash: he has an identical twin brother, Hash. Yes, true. Pash refuses to confirm or deny that we've actually been employing both of them for four years, and they're just job-sharing.

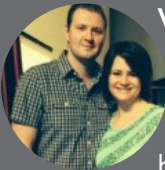
Got a great marketing or business story you want to share with your fellow Members in this newsletter?

Just email us: frontdesk@worldwidesalonmarketing.com

Got a marketing or salon business subject you'd like covered in a future issue? Email us (or pick up the phone - we're old-fashioned like that) and let us know.

New Members this month:

We'd like to welcome these new Members from far-flung parts of the world:



Vitaly Vingert and his wife Nadia, from Washington State, USA. Nadia has just graduated and they're starting out in the beauty business with a waxing clinic, with more services to be added as the business grows.



Samantha Hellsten is fairly new to WSM, but her salon La Beaute in Swan Hill, Victoria certainly isn't. Sam took over the salon from long-term member Tash Keegan and decided to maintain Tash's WSM membership to keep access to all the tools and resources in our Members' Only website, as well as the great Google ranking her WSM-built site enjoys.



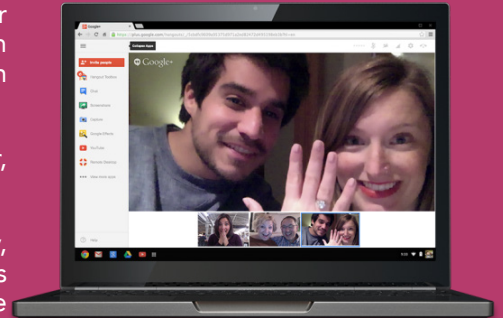
Lynne French isn't exactly 'new' to WSM - as owner of Hamilton (NZ) salon Unique Skin & Body, Lynne first joined back in 2012, and re-joined recently to 'get a re-charge' and inspiration to drive her salon forward.

GROUP COACHING CALL Google Hangout

When: Monday, October 5; 9am Perth time, noon Sydney/Melbourne, 2pm New Zealand

Where: On your computer, smart phone or tablet.

'Tis the season to be jolly, so they say. Which means it's really the season to be Jolly Well Prepared! In our Group Coaching Call next month, login LIVE and ask questions as WSM New Zealand's Toni Cunningham talks us through the crucial planning required to reap the BIG REWARDS for the biggest selling season of the salon year - Christmas.



This is the first Group Coaching Call we've conducted for a while, so don't miss it. This will be conducted on Google Hangouts - and recorded for Members who can't make it - and you'll be able to ask any questions you wish.

Toni is a super-successful salon owner and now coaches other salons in how to maximise profit and minimise costs.

(You will need to have a Google account to watch this Hangout. If you already have a gmail address, then you have a Google account. If you don't have a gmail address, it's easy to get one, just go to www.google.com and sign up for one.)

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And George's own awful circumstances brought that home to me even more clearly.

Systems make you free.

You simply cannot run a successful salon, spa or skin clinic - or any other business - if, at the beginning of every day, you have to re-invent the wheel. If your staff are forever asking you "what do I do about (name any commonly-occurring incident)?" it's a sure sign you have a systems failure.

Every. Single. Circumstance...must be documented, written down, trained over and over again until both the circumstance, and the response to it, are as familiar as breathing.

And that's just staff systems and policies.

Then there are the systems for attracting and processing clients. (For our My Social Salon members, much of that systemisation is done for them, via the comprehensive integration of websites, SEO, landing pages, social media and lead-generation processes that George designed for them. That system still applies for new My Social Salon members.)

You need written-down processes for hiring (and firing) staff. Documented training processes. Ordering product and stock control. Billing systems. Prospect follow-up systems. And that's just a partial list.

If you ever want to be free from the day-to-day routine of doing client services, if you want to work ON the business rather than IN it, it's time you took a forensic approach to your systems.

It ain't gonna happen overnight. It will take time. Maybe months, even a year or two. And systems are never going to be perfect. They'll always require tuning and maintenance.

But without 'em, you'll always be a slave to the day-to-day.

Talk soon,

Greg.

Footnote: George and I keep in touch frequently. He's doing okay, determined to fight this evil disease. In the meantime, he's rapidly ticking off that bucket list - jumping out of perfectly good planes, booking cruises and doing lots of other things most of us leave till 'one day'.

PS: For those members who are not at My Social Salon level (eg Salon Accelerator, Lite) and need the kind of help that doesn't come with those levels, give us a call. You never know until you ask. Phone numbers at the head of this newsletter.)