



My \$aloon \$uccess

Issue 18

The Newsletter for Members of Worldwide Salon Marketing

Quote of the month

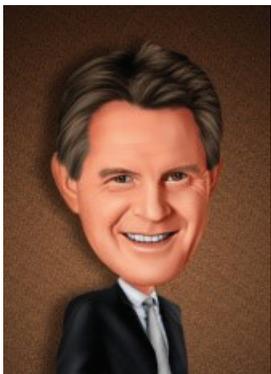
"I believe in benevolent dictatorship, provided I am the dictator."

Richard Branson.



A SIMPLE STRATEGY FOR SUCCESSFUL LIVING

by Greg Milner



ON MY DESK AT THE OFFICE I KEEP A LITTLE YELLOW BOOK. Well, to be honest, you wouldn't really call it a book, as such.

More of a booklet. Or a book-ette. A book-lite, if you like. It's only about the size of a very thin pack of cigarettes, but its lack of physical size is more than compensated for by the power of its contents. It was written several years ago by US marketing whiz and business commentator Dan Kennedy, emblazoned with a title

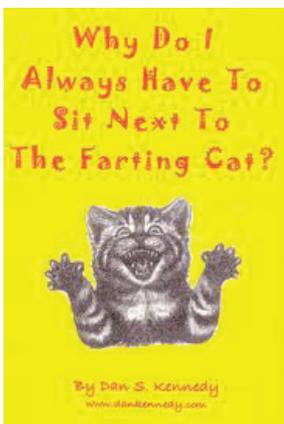
perfectly-designed to do only two things:

Make you notice, and force you to open it.

"Why Do I Always Have to Sit Next to the Farting Cat?" is aimed at hitting business owners square between the eyes with the kinds of brutal truths most of us are all too willing to hide under the carpet.

Every time I find myself tearing my hair out, frustrated at some (usually minor) bump in my road, I find myself reaching for Dan's book.

Ya see, faced with uncomfortable circumstances, it's human nature to want to point the finger of blame at anyone but ourselves. Business not going as well as it should be? Blame those stupid customers. Up to our necks in Greek-style debt? It's the government's fault. Marriage falling apart at the seams? If it weren't for him being such a loser and a jerk...



It's much harder to look inwards, and take complete responsibility for our circumstances. There's one chapter in Kennedy's Farting Cat book I keep coming back to. It's called

"Read This If You Now Own Your Own Business."

Kennedy writes with some authority. Over the past thirty years or so, his marketing systems, and the niche industry marketing systems designed by his students (like me) have successfully turned struggling businesses into powerhouses, converted ordinary plumbers and carpet cleaners and real estate salesmen and accountants into rich men and women, 're-invented' ordinary businesses and turned them into extraordinary cash-generating machines.

And yet, says Kennedy, "I have even seen two business owners in the same city, equipped with the very same (marketing) system, one thriving and thrilled with his results, the other with his business unchanged."

Unremarkably, so have I. Many times, I've had a Member tell me our salon marketing 'stuff' doesn't work for them, they get little or no results, it's a waste of money, yada yada yada. But in the very same town, another Member with precisely the same system, access to the same resources, the same advice and coaching, is suddenly experiencing exponential growth.

How can this be?

"The first thing you should know," says Kennedy, "is 'it' works. Each of these industry advisors has thousands of business owners who can attest to that.

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THE IMPORTANCE OF COLLECTING CUSTOMER DATA

by Chris Sanders, Director, WSM New Zealand



"Imagine this scenario. Your salon needs a boost of new clients so you've spent hours of your time designing and writing an amazing direct marketing mailbox campaign, one that's going to bring those customers through the door in their droves.

You send the flyer to the printer and ask for 5000 to be printed in full colour because you really want to impress those potential new customers with your flashy looking flyer.

Once printed you hire a company to deliver the flyers on your behalf. The day arrives when the flyers are to be delivered. Then the phone starts ringing off the hook with excited customers wanting to book in for that amazing pamper offer they read about in your flyer.

After 2 days you're feeling so excited, customers have called to book in and all your hard work and expense has paid off. Your staff will be booked out for weeks in advance and you'll be able to pay some overdue bills that have been playing on your mind.

Over the next few weeks the salon is buzzing with new clients and the till is filling with money. Great. Mission achieved. Or is it?

After a few weeks you think that it's probably time to start thinking about sending a follow up letter to welcome all these new clients to the salon. Only about 20% have rebooked, so a letter with a welcome voucher is sure to bring some of those customers back for another visit. You go to your computer software system and what you see makes your stomach turn.

As you look through client file after client file in your system you realize that your team have been collecting nothing more than a first name, and if you are lucky a mobile number which has probably been entered incorrectly.

All that time and money spent on getting those customers to walk through your doors has just been flushed down the drain!

Does this scenario sound familiar?

This is THE information that gives your business a value. Whether you use a software system such as Timely or client cards, if you ever want to sell your business, then interested buyers will look at your database, and run a mile if it's incomplete.

Not only that but it is way more expensive to be continually doing new client drives, than it is to market to existing customers. To get new customers you have to identify who your ideal customer is, where they most likely live or work, what they read and so on. Doing a mailbox campaign or a glossy magazine ad every month can be costly and involves time putting it together.

Having a database with lots of information about your customer is perfect!

You can specifically target them with marketing relevant to them and YOU can choose the marketing media that you want to deliver the message to them in, be it text, email, direct mail or whatever. It's low cost and highly effective.

It's important to remember when doing a marketing campaign to get new customers that its purpose is not to make a sale. It's to make a lifetime customer. That's the value of it!

So collect everything you can, from their name, phone, address, email to when their birthday is, how many kids they have and what age, how they like their coffee made – as much as possible because it makes your targeting more effective.

So here are 7 really important points to remember and to share with your team when it comes to data collection:

1. Not recording your client's service detail is negligent. It will cause you embarrassment and your client frustration when they want to refer to it on their next visit.
2. Allowing a client to leave the salon with no way to contact them costs the salon thousands of dollars in potential income. Think of it this way, if your average client spends \$2000 per year in your salon, then each person that walks out could be costing your business \$2K. If that happens hundreds of times a year, well that's just depressing!
3. A salons database is one of its most important assets. You are degrading the value of the salon by simply not maintaining your client records.
4. Filing information away safely is imperative. Clients privacy is utmost. If you were a client and saw other client cards laying around the salon, would you be wanting to fill one out with your own information? Would it make you feel like any care was taken at that salon?
5. Your marketing team (which is quite often the salon owner) cannot do their job without customers contact information.
6. If a complaint against the salon was to occur and you have not collected personal and relevant information pertaining to that client, the salon as well as yourself could have legal action taken against you.
7. Make life easy and use a software system such as Timely to help you manage this data. It makes it simple when you want to pull up all kinds of reports on customers.

So when should you be collecting this data about your customer?

Quite simply, from the moment they call up to make their booking you should start to make notes about this person. Then when in the salon they should be filling out a client form that you can enter more details in the software system.

And use the whole treatment as a way of building up a profile on your customer. It may be that they are proudly talking about their 5 year old who has just started school, they may not even know you are making note of it, but will be very impressed when you ask them the next time they visit "so how's school going for little Emmie?" It shows you care, and that you listen!!!

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



THE HABIT POEM

"I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down to failure. I am completely at your command. Half of the things you do you might as well turn over to me and I will do them – quickly and correctly. I am easily managed – you must be firm with me. Show me exactly how you want something done and after a few lessons, I will do it automatically. I am the servant of great people, and alas, of all failures as well. Those who are great, I have made great. Those who are failures, I have made failures. I am not a machine, though I work with the precision of a machine plus the intelligence of a person. You may run me for profit or run me for ruin – it makes no difference to me. Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me and I will destroy you. Who am I? I am Habit."

~ Author unknown

HELPFUL RESOURCES - STUFF YOU CAN USE

At WSM we out-source a number of functions to help us run the business more efficiently...and you can too.



This newsletter, for example, while written in-house, is designed and laid out by a designer we found on Fiverr (www.fiverr.com) - for the grand total of \$27 a month. Yes, you read it right, twenty seven dollars. (If you want your own newsletter laid out, or any other graphic design work, try our designer, her name is Teajay and you'll find her at www.fiverr.com/teejay26)

You can get any number of jobs done by contractors on Fiverr. Video, voice over narration, a virtual assistant, articles...you name it, there'll be someone on Fiverr who can do it for you, cheaply and quickly.

But be warned: you're dealing with people at arms length, by email mostly, so the more precise your instructions, the better the quality and detail of the information you give them, the better will be the result. Saying "I want my newsletter done for me." is a recipe for disappointment.

HIDDEN GEMS ON THE MEMBERS' SITE

Okay, you've got a well-trained team of stylists or therapists...so how come you're still working your fingers to the bone doing treatments or cutting hair?

You simply cannot grow a business successfully if you're spending all your time working IN your business, rather than ON it.

(And as MANY WSM members will attest, they were stunned at how much their business DID grow when – often through circumstances beyond their control – they were forced to remove themselves from the floor.)



But many salon owners fear the repercussions for the business of taking themselves 'off the tools'.

"What will my clients think?"

"I'll lose all my lovely clients!"

No, you won't, if you do it properly. Part of that process is by carefully planning your departure from full-time client work. And part of that planning is a carefully-worded, up-beat letter informing your clients of the upcoming change.

The template here is one refined by long-term member Louise Adkins of Lavish Skin Spa in Benalla, Victoria. It can be easily and quickly modified to suit your particular circumstances – but be careful to make sure you mail-merge names at all the appropriate places (so read through the letter carefully!)

On the **Members' Site**, go to **'Other'** and you'll find this very letter under **'Getting Off the Tools'**.

www.salon-professionals.com



Member of the month:

Nicole Panayiotou isn't your typical country town salon owner. Nicole started her Blush Professional Beauty Touch in the town of Sale, Victoria more than 9 years ago. Back then, it was Nicole, by herself, in a small rented room in somebody else's business.

It wasn't long before Nicole realised she needed some serious marketing help, and joined Worldwide Salon Marketing in 2009. Fast forward to 2015, and Nicole's business has flourished. Now the mother of toddler Billie, Nicole rarely works on clients, instead spending her time aggressively marketing the business, training her large staff, and using the tools she has access to as a Member to plan her marketing a year in advance.

She's become so good at it, she's started her own YouTube channel, Sassy Salon Secrets, to help other salon owners with some of the bigger challenges all business owners face.

Who's who at Worldwide Salon Marketing

Toni is a leading expert in the salon industry and has been coaching and motivating salon owners for several years. After taking her own salon from rags to riches this was a natural progression for Toni. Toni is a natural leader and has extensive management experience having worked with a couple of international companies.



In 2010 Toni's salon was a finalist, one of three in the Kitomba NZARH Business Awards in two categories. Fastest Growing Salon, in which Toni had seen a 300% increase in her salon, and also in Boutique Salon of the year. The Kitomba NZARH Business Awards are an annual distinction that recognise top performing salons in New Zealand.

Toni then sold her salon to follow her passion and realise her dream which is helping Salon owners achieve their dreams through their passion. Toni does this through her role at WSM and Toni is also the Founder and Managing Director of Successful Salons.

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Questioning the efficacy of these Systems is like insisting the world is flat. The time for such argument has long since passed."

Kennedy goes on: "I find a lot of people fail to get the results they should, that others get, for one or more of the following reasons; One, they don't actually use the System as instructed. They fool around with it, use pieces of it, change it.

"Two, other aspects of their businesses are so screwed up, marketing that brings more customers through the door is futile. Three, they are self-defeating whiners and complainers. There is an intangible to business success. That intangible is attitude. Fourth, they never do much of anything. If they start, they don't follow through."

So, as I do from time to time, put this newsletter down and think for a moment. Do any of Kennedy's brutally-made points above apply to you? If you can honestly answer 'yes' to any of the above, then maybe it's time to stop analysing, resist further temptation to look for a scapegoat, and take responsibility.

Only then will you have the power to change those circumstances that seem so out of your control.

As Member of Worldwide Salon Marketing, you have at your fingertips such a wide, deep, proven pit of resources that yes, it does seem overwhelming at times.

Do something. Take some action, even if you take off in the wrong direction. It takes less energy to turn a moving car that it does to get away from the lights in the first place. Make decisions, and follow them through.

And don't let the sheer volume of material available to you on the Members website, the forum, the Toolkit if you have it, paralyse you into inaction. It's all very well learning, but as the late Jim Rohn would say,

"Don't let your learning lead you to knowledge. Let your learning lead you to action."

Greg Milner