

9 FAST

SALON MONEY MAKING STRATEGIES

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Salon Jedi Marketing
award-winning salon marketing

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INTRODUCTION

One of the best ways to increase the clients in your salon and the profits in your till is to run weekly offers.

These offers are designed to not only entice your current clients to regularly come back to the salon but to also attract new clients to your business.

The following 3 money making strategies have all been tried and tested in my own salon - So I can guarantee that they really do work!

Try using all of these strategies over the next few weeks and feel free to tailor each strategy to fit your own salon.



- 2 Times Creative Head Most Wanted Business Thinker Winner
- BHA Scottish Hairdresser of the Year
- BHBA Best Front of House Team
- Britain's Best Photographic Stylist
- 3 Times Marketing Campaign of the Year
- BHABA Scottish Entrepreneur of the Year
- 4 Times Scottish Hair Salon of Year

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1) YOUR SALON PRICES

When did you last raise your prices?

If you haven't raised your prices in the last year I would suggest you seriously think about increasing them between 10-15%. Some salons haven't raised their prices for years for fear of scaring away clients but if you under charge your clients it can make them think - 'Oh the services must not be very good.' The highest charging salons are often considered to be the best.

You may initially lose between 3-5% of your client base (that's an over estimation) - these are the clients that shop on price alone and not value. If you know that you offer a good service then the clients who have been with you for years will not leave you because you've increased your prices....they may like to have a little moan but hay...we can take it!

Example you charge £30 per average service and you increase by 10% to £33. You have 300 clients and 3% decide they really are not prepared to pay an extra £3 every 6 week for you anymore even although they love what you do and you offer a FABULOUS service (can you see how unlikely it is? But we shall continue for those of you petrified at the mere thought of price raising)....You lose 9 clients (3% of your 300)

So you did have 300 clients paying £30 every 6 weeks =£9000 x 8 visits a year =**£72,000**

Now you have 291 (-3%) clients paying £33 every 6 weeks =£9603 x visits a year =**£76,824 (+£4824)**

So you are making more money even if you lose a very small %! I will help you discover how to attract new clients to your salon in any case throughout this report ☺

- ✓ Introduce a tier system - As Salon Director, you should be charging more for your services than your stylists. A tier system also gives your clients more choice - if they can't afford your services than they can book in with one of your stylists who charge a slightly lower rate. You need to realize that most of your clients are happy with your service and they aren't going to disappear because you slightly increase your prices.
- ✓ Charge what you are worth and be proud - If you feel you are under-charging your clients then put your prices up NOW! If you feel it may be too big an increase all at once, increase your prices over two

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6 month periods....I have done this when I first realized our services were worth more than I was charging and I wanted to attract a higher caliber of client

- ✓ When we see things are cheap we think they are less quality so don't think by being the cheapest in your area is a good thing. Offer a limited extra value gift with the price rise - You can soften the blow of the increase by offering a free treatment for a limited time after the prices go up.
- ✓ Don't make a fuss - Just implement the price increase - don't put signs up telling people there will be a price rise. Just do it! You don't see Tesco displaying big signs saying their Cumberland sausages have just gone up so why should us hairdressers ☺

EXTRA TOP TIP - Are you gathering your client's data? This is **GOLD**. Get their email addresses and their mobile numbers so you can send marketing offers to them...it's cheaper and easier to market to existing clients to fill gaps in columns ☺

2) STAFF INCENTIVES

Have a go at setting a weekly bonus in your salon:

- ✓ **Set Your Staff and Yourself a Bonus for the Next 2-7 Days**
- ✓ **Pin £50 On Your Staff Room Notice Board** - Tell your staff (or yourself if you're self-employed) that if you hit an extra £500 in sales in the next 7 days the winner will get the £50. To cover your costs always make the bonus 10% of the target so for example £20 for a £200 extra target or £100 if the salon takes an extra £1000..... Also emphasize that it is extra sales. If you normally take in £250 per week in sales, it will need to be £750 this week to reach the £500 target. Once pinned on the board (especially if its £100 which is what I use) just watch them start flying with the selling and upgrades...they already have it spent in their heads ☺
- ✓ **You Can Make It Over A Weekend** - Offer £20 to the winner if the salon makes £200 extra sales over a weekend. Decide what sort of figure is realistically achievable for a salon of your size.

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Offering a cash bonus is a great way to get your staff to increase retail sales in a short space of time. It really gives them an incentive when they see the money on display and your sales should soar!

3) CHARGES FOR CLIENTS

Think about the following:

- ✓ **Are You Charging More for Longer Services and For Using More Products?** - Make sure your staff understand that they need to charge more if a treatment takes longer or requires a lot of products. Sit down and work out if your current prices are correct.
- ✓ **Are You Charging More for New Clients?** - If not, why not? It takes longer to cut a new client's hair as you have to go through an initial longer consultation meeting and decide what style would suit their hair - In my salon we charge an extra £5 for new clients at their first visit. View a new client as a re-design because that is basically what you are doing - You are re-designing their previous haircut.

You can also include an extra 15 minutes on a new client's appointment time as you will have to discuss what they want from their hair cut, what kind of style...etc. New clients should also receive a welcome pack with offers and promotions for example

- £10 colour valid for 7 days,
- Refer a friend and get £10-£15 reward...
- Free trial products etc.
- Free treatment voucher

So the £5 really is worth it if your goody bag has a value of say £50-£70. It's important your team understand the need to explain this to clients on the phone so they feel they are getting a great deal when you give them the first price but explain the FREE goody bag...we also give a FREE express treatment at the back wash and that their next cut will be £5 cheaper to maintain...doesn't sound such a bad thing the £5 extra now does it?

- ✓ **Are You Charging More For Clients Who Do Not Visit As Regularly?** - If a client visits the salon every 5-6 weeks then the stylist can follow their previous hair design. But if a client leaves it 8-10 weeks to visit then the whole design may have lost its shape and the stylist basically has to do

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a whole re-design. Are you charging extra for this? The extra charge also encourages your clients to come and visit the salon more often....that would be a re-design not a cut & Design

It All Adds Up - £5 x 100 new clients per month = £500 extra per month = **£6,000 Extra per Year!**

4) NEW CLIENT OFFER

A new client will usually come to your salon because they want a change of hair. The following re-design package is **100% proven to attract new clients to your salon!**

- ✓ **Create A Really Strong Offer for New Clients** it could be a specialist package deal or FREE money off voucher valid at your first visit
- ✓ **Also Make the Offer Available to VIP Subscribers** - This gives existing clients a reason to subscribe. (If you have not got a subscription form on your website to collect email addresses into your marketing machine DO IT) Salon Jedi training gives you the very best marketing strategies to make sure those subscribers become paying clients over and over again...no point having them if you don't know what to do with them...that's exactly how Salon Jedi is so powerful and why my new client figures are PHENOMINAL (2000 annual average).
- ✓ **Create Facebook Build-up** make sure you use your Facebook page to spread the word about your amazing offer for NEW clients. Start to tell them something great is coming soon for new clients...tease them so you are building great interest around rather than just popping it on Facebook one day. Creating excitement and build up works well with marketing
- ✓ **Create an event on Facebook** - Then launch it for new clients only. Ask your existing clients to tell their friends about it. If they recommend a friend then they will get a free gift for example a free express treatment at very little cost to you
- ✓ **Create Poster and Flyers** - Hand the flyers out to clients and in the street. Put the posters up in local shops.

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Use the Event to Get Old Clients Back - Do a mail drop, put the offer on community boards, post it on Facebook, make it available to subscribers and put it in shops.

Some people worry about the cost of advertising and producing all the advertising material - You really need to look at the big picture.

It may cost you a small amount to produce a poster and some leaflets but if it attracts 5 new clients to your salon each week then you are more than covering your costs. In fact you'll witness a large increase in takings. If you are looking for a great designer with great rates I will share mine with you. Just drop me an email at info@salonjedimarketing.com

5) BRING A FRIEND OFFER

The below strategy has been tested in my salon and are guaranteed to bring in new clients to your business!

- ✓ **Use team Mobile Phone to Market a Bring a Friend Offer** text your family and friends to offer a deal for the week
- ✓ **Call Everyone who is Booked into the Salon in the Next Week** - Ask them: 'Would you like a FREE £10-£15 voucher to use at your visit this week? If you bring a friend you will BOTH get these FREE vouchers to use against your booking for this week only!'
- ✓ **Send A Text Message** - '£10 OFF for you this week. Call NOW to claim before it expires. Then when they call you can explain the friend offer to them.

They Don't Need to Come at the Same Time - But both services must be paid for at the first visit. Make the deal only available on cut and designs - And then up sell e.g. - Come back next week for a discounted colour.
- ✓ **Get your Stylists or Receptionist to call their Own Clients** - Don't create more work for yourself! You can also turn it into a mini competition - The stylist/receptionist who gets the most clients (Remember to set a minimum e.g. - 5 clients & 5 friends) to come along gets themselves a prize/treat.

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- ✓ **Each Friend that Comes to the Salon is a Potential New Client FOR LIFE** and if on average your salon clients stay 2 years spending £300 a year that's a lifetime value of £600....that doesn't include any friends they recommend so it's worth giving those FREE vouchers to get them right?

6) UP SELLING STRATEGY

The below strategy has been tested in my salon and is a great way of moving stock and giving your clients a great deal! Try and get your receptionist/staff members to recommend the following to their clients as a weekly or daily deal

- ✓ **Buy an Express Back Wash Treatment and get a Shampoo Half Price**
- ✓ **For example we charge £7 for express Treatment (we Use bulk size product for better value)**
- ✓ **Client Pays £5.50 For a Bottle of Shampoo (Based on an £11 bottle)**
- ✓ **You Get £12.50 Altogether from the client** – This is more than the cost of the shampoo and the cost of the express treatment used is pennies.
- ✓ **Try it the Other Way around as well to change up your deals**– Recommend the shampoo to your client and say they can have a free salon treatment if they buy the shampoo.
- ✓ **Remember to tell them the BENEFITS** whenever recommending a deal– e.g. it will give you more shine, a silky smooth finish and you are saving money TODAY ONLY



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7) B.O.G.O.F OFFER

The below strategy has been tested in my own salon and is guaranteed to attract new clients and increase client loyalty and retention:

- ✓ **B.O.G.O.F - Buy one get one free** - This is a great way of getting your clients to pay you in advance for your services. Its great when you need a cash boost! You can run a buy one get one free offer or buy two get one free offer on services in the salon e.g. 'Buy your next cut and design today and get your next one free!' so you are getting the price of 2 cut & designs in the till that day instead of 1. Great for building quieter stylists.
- ✓ **B.O.G.O.F On Gift Vouchers** - Gift vouchers should never expire and there is always a quiet time in the week where these clients can be done - If you are running at full capacity and can't fit anyone else in - you need more staff! There is always room to build and grow as a salon. You can control the free vouchers to say off peak only or with selected stylist you **MUST CONTROL** your marketing. That's where Salon Jedi training can **REALLY** help you understand the difference between a good deal that banks you lots of cash and profits from one that **COSTS** you dearly. Joining our elite training will really revolutionize your salon fortunes. If you want more info it see end of report.
- ✓ **B.O.G.O.F Friends Offer** - State in the terms and conditions that one of the friends must have never been to the salon before - Yes you are doing two haircuts for the price of one but you are also gaining a new client who will hopefully return to you for years to come. (Remember life time value) This is a great way of booking up a new stylist and getting them some new clients straight away.

Note - You might be reluctant to give away a service for free but if the client is really impressed with the results they will be more than happy to pay for the service at their next visit.

There are **LOADS** of ways the B.O.G.O.F offer can be done to attract new clients and increase client loyalty and retention.

Remember - The reason you are reading this e-book is because your salon is quiet and not making enough money – “If you keep doing what you've

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always done you'll keep getting the same results you've always got "(my favorite quote)

- Try these new strategies in your salon: They really do work!

8) RE-DESIGN SERVICE

One way to attract new clients is to launch a re-design service at your hair salon. Beauty salons can create a rejuvenating package like an 'instant facelift' that gives a face overhaul instead of a hair overhaul.

- ✓ **Rejuvenating Beauty Salon Package** - For example: Instant eye lift by shaping and tinting, skin firming treatment, facial, mini makeup lesson and prescription...etc.
- ✓ **The Service** - Offer a low cost service that will let clients see instant changes and give them an instant buzz. They want to leave the salon looking good and feeling good.
- ✓ **Get the Client Back** - Offer a low cost service to attract new clients and then sell on the back end of the service. Offer extra services and incentives for the client to return. For example - include a discount voucher on the day for something they will want to maintain e.g. - hair colour needs maintaining, nail extensions need maintaining...etc. Keep the price to around your average bill and at your average time slot. For example - £40 for 45min-1hr service.
- ✓ **An Instant Change** - The whole point of the service is to attract new clients that want to improve their looks. Offer a brilliant service that will make them see an instant change. You can then entice them back with further services - You want them to come regularly in order to maintain their new look. Get them into your marketing system so you can sell to them in the future too.

Marketing Funnel - Entice your clients in with a very high value service at a low cost. You can even consider offering a FREE service so you can sell higher priced items on the back end of the service once you have impressed them.

For example - 50 people buy your re-design at £40 = £2000. 20 people from that go on to buy a colour at £80 = £1,600 and 12 go on to buy a Brazilian

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blow out at £150 = £1,800. Clients will be happy to buy higher valued services if they are impressed, which in return makes you more money!

Total return £5,400

- ✓ **Facebook Marketing** - Start to build up to the new re-design/facelift packages on your Facebook pages NOW! Remember to follow the same rules as in the Mother's Day package (for those elite clients who have my entire course). Release a smaller number of packages (e.g. 28) to make it more limited so the client feels compelled to act FAST. You can always then go on to release another batch when you sell out.

Get the service posted on your website if you haven't done so already. Make the low rate a limited time only offer and then return it to your normal rate.

If you have a great redesign service you can invest in paid advertising for maximum return as your message and offer is exposed to more people. WARNING if you know nothing about marketing you might want to invest in me creating one for you or you could be throwing way large chunks of cash. If you get it right you will be banking large chunks of cash. Remember the £5,400 return example! Email me if you would like me to consult with you on your Redesign Deal advert.

9 ONE DAY DEAL

You can create a Daily Deal for one day only in order to up sell to your existing clients when you have a quiet day in the salon

Advertise it - Post the deal on Facebook and email your entire client base to tell them about it. Also put posters up around the salon advertising the Daily Deal.

Special Occasion - You can link the deal to a special occasion or event e.g. - the Royal Wedding, Easter, Mother's Day...etc.

The Offers - You can use a variety of offers depending on what stock you have left or what stock is selling slowly:

3 for 2 on retail - If anyone upgrades to a colour on Friday they get a FREE Shampoo & conditioner or product (use slower stock).

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Upgrade to a Brazilian blowout and get a FREE cut & design voucher.
Buy one get one FREE on gift vouchers

Involve Your Staff - Get your staff up selling like mad for your daily deal - whoever gets the most upgrades reward accordingly e.g. - FREE gift voucher.

Use Your Imagination - These are just some ideas, make sure you create some of your own as well. If the salon is looking quiet then take action! Don't be dictated to by your diary - you control it. If you want your salon to be busier you can turn on your marketing machine - It's that simple!

Just go for it - Daily deals are a great way to get some extra cash in to the till. Think about running them towards the end of month as final push to hit salon targets.

If you have enjoyed this training the next step for you is my Beginners Bootcamp Course you will find here.
<http://salonjedimarketing.com/product/beginners-bootcamp/>

It's PACKED with brilliant more advanced money making strategies but still suitable for beginners. It helps you grow your salon business by 60%. Go check it out and thanks for connecting with Salon Jedi.

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Notes