

Salon Owner Secret Confessions

Produced Just for Salon Owners

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It's the juicy must-read industry gossip salon owners asked for - Brought to you by Worldwide Salon Marketing

Salon Celebrities - Look who we caught up with this month...



Page 2 - Interview- "We got to see Hugh Jackman with his shirt off!"

Jodie Smith, owner of Bodecare Brush Company in QLD, tells us...

"He just moved there because he's 50% owner of the spa, with his wife. Debra Lee ended up buying one of my brushes. Then, we got to see Hugh Jackman running around without his shirt on all weekend!"
...read more on page 2.



Page 3 - "I finally feel like I am taking control of my business!"

Terra Evans, owner of Skin Deep Face and Body Studio in Auckland, New Zealand, tells us...

"...but I didn't know where to start. Well not anymore, with all the templates and ideas that are in the manuals I finally feel like I am taking control of my business!"
... read more on page 3



Page 4 - "It gives me the freedom to do the things I want to do..."

Wendy Marron, owner of Prima Hair and Beauty in Tweed Heads, NSW tells us ...

"I think I'm more relaxed because the marketing works, and it also gives me the freedom to do the things I want to do. Things like having a yearly holiday, and time with my family."
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PLUS This Month's 2-Minute Life Make-Over...



By Chanelle van der Heijden
Copywriter
Worldwide Salon Marketing

If you're a salon owner, your salon is probably the pinnacle of your existence. You spend most of your waking hours working there (hopefully "on" instead of "in" the business!), marketing, selling, training staff, dealing with the occasional crisis, and making sure that everything keeps on running smoothly.

So...what if you don't LOVE your salon? Then it must be pretty hard getting up and going to work every morning!

Don't ever lose sight of the fact that you bought this business to buy yourself freedom. You should never be a slave to your salon – and if you are, something's wrong!

“What if you don't LOVE your salon?”

If something's bothering you, don't be shy to get help. If you're stuck when it comes to managing staff, educate yourself on how to do it better. If your marketing isn't working, find a professional to tell you why. You would never hesitate about going to the doctor if you were sick – why are you hesitating about seeing a professional when your business is clearly sick?

If you keep on doing things the way you've always done them, nothing will ever change. But there is only one person with the potential to change your situation...YOU! Make the choice, take the leap and decide that you want to love your salon again...and then ACT on your decision!

What to do now: Simply fill out the enclosed application survey form - but be quick, due to our outstanding support we can only accept only 10 new members per month.

Interview: "We got to see Hugh Jackman with his shirt off!"

Jodie Smith, owner of Bodecare Brushes, spills secrets such as her spa obsession, how she balances business and bubs, and the strange things clients have used her brushes for...

Can you just give us a little background on the company?

Well, originally, I started body brushing years ago. Then, when I was working in Asia with my husband, we were both travelling so much and we were trying to have a baby, and I said, "Why don't I just stop working and I'll travel with you?" So, that's what we did. Then, I became a day spa junkie and that's when I got reintroduced to body brushing, because they did it in the spa treatments over there. That's when I started buying brushes and doing my research. When I came back to Australia, beauty therapist friends of mine said, "It's actually hard to get a decent brush here," and that's when I started doing the research, for about a year. That's how I started and it just went gangbusters ever since.

What's the biggest compliment or thank you that you've ever gotten from a client?

Along the way, my products have helped people with chronic skin condition. I had a guy who wanted to buy 30 body brushes. I said, "Are you from a store?" He said, "No, I have a chronic skin condition, acne, and I go through a brush every two months because it helps keep this acne away." So, that was good, and

* Jodie's Favourites...

Favourite holiday destination?

All of Asia, I love anywhere. We go there almost once a year. Last year we went to Vietnam, which is beautiful.

Best way to relax after a stressful day?

I have my bathroom full of all of my spa products. By the time I'm finished, the bathroom is totally destroyed from all my masks and everything in there, but I love doing that.

What is your can't-live-without salon tool or product?

Body brushes, and all of my masks. I love body masks and stuff like that. *

I've helped people with psoriasis and arthritis, they all do the body brushing. So, that's kind of nice when you know you're selling something that helps people.

Tell us about your own beauty or hair disasters that you've had over the years.

Well, related to my business, when I first started I had this beautiful face brush, which I still have, but I didn't think about protecting the bristle and it's this really soft bristle. I didn't get them to put a cap on it. So, it arrived completely squashed! I washed 1000 brushes, put them in covers and put them on my dining room table to dry.

What are two of the most important rules or ideas that you've implemented in your business?

I would say eco-friendly materials and also that I specialize in body brushes. So, I'm kind of stuck with those two things.

What's the strangest request that you've ever had from a client?

I had one lady with a Japanese body brush. She said she would like to purchase it because she uses it to remove her child's nits from her hair. The Japanese brush has got these tiny sized bristles and the bristles fan out, so that's what she was using the brush for.

Have you noticed any change in your clients since becoming an Inner Circle member?

With the clients I've noticed a big change, because now I'm doing regular newsletters and they've come back saying, "Oh, you've really personalized your service." Even though I hardly even call them, but they seem to get that experience through the newsletters. So, that's been a nice change. They love all of the promotions. So, that's been good.

To you, what is the main benefit of being an Inner Circle Member?

I love the coaching call. I look forward to it every month because that keeps me on track. Because I'm working on my own, you lose focus just a little bit. Instead of keeping to the grind and packing orders, you're focused on forward projections of where you're headed. I love all of the marketing ideas and all of the gift certificates that you do. Everything's already done for you and it just makes it so much easier.

What was your biggest fear about joining the program?

Just the cost. Just worrying about whether I could afford it or not because it was literally just before I joined, I had



Jodie Smith, owner of Bodecare Brushes in Queensland, was lucky enough to see Hugh Jackman shirtless at a spa!

to change my total way that I was doing business. Because when I first started I was selling to beauty distributors who were then selling to the spas. So the beauty distributors were taking a cut off my wholesale. So, basically I was just breaking even every year. I wasn't improving. So, I got rid of all of the beauty distributors and I started going direct, which helped, but then I knew that I had to keep improving. I knew that I had to join with you guys.

How do you find time to do your marketing?

My little girl's finally started kindly on Thursday and Friday. So I'm going to do it on those days, in between packing orders and stuff, but I dedicate those days to be in the office and I've got a lady who's doing sales calls for me on Mondays and Wednesdays. So, she's keeping all of the calls going. So, probably Thursdays and Fridays are my days that I have got dedicated time now.

Any celebrity encounters?

Yes, we went to Gwinganna and, what's the actor's name, he's from the movie Australia, Hugh Jackman. He just moved there because he's 50% owner of the spa, with his wife. Of course, she was there. Debra Lee ended up buying one of my brushes. I was like, "Yeah, this is so cool." Then, we got to see Hugh Jackman running around without his shirt on all weekend!

These salon owners are all part of the Worldwide Salon Marketing Inner Circle — a global network of salon owners who took their salons from struggling to successful. If YOU want to join this amazing group, fill out the purple form TODAY, & become a success story too!

"I finally feel like I am taking control of my business!"



Terra Evans, owner of Skin Deep Face and Body Studio, Auckland, New Zealand

I have been a member of the Inner Circle program for 2 months now. I decided to join because even though my salon is already doing well I knew I wasn't working it to its full potential. So when I saw the ad for a free CD on how to make more \$ and do fab marketing it intrigued me and I phoned Chris to make an appointment to find out more. The first thing I felt when I spoke to Chris was that I wasn't being sold to, I was just being told and shown the facts and I could also see how genuine and enthusiastic Chris was about the whole thing. I asked Chris to give me some people to ring who are already members which he did and everyone gave rave reviews so I asked him if he could ring me in 2 months, when I felt I would be ready and I would give it a go. I really didn't have anything to lose as there is the free trial period and I told Chris that if it didn't work for me within that time I wouldn't continue, but he was very confident that that would not be the case and that I would love it, and he was right!

I have implemented lots of new ideas but also things like new client letters which I knew I needed to do before I joined but didn't know where to start. Well not anymore, with all the templates and ideas that are in the manuals I finally feel like I am taking control of my business! So far I have done New client letters 1,2 and 3, birthday letters, raise the dead letters, Queen of referrals, Valentines day specials, newsletters (mail and email), changed my messages, implemented the Happy form and testimonial form, cross over promotions, top client rewards, about to send out a school holiday special, ordered a new A frame for the sidewalk, increased my prices and am now using the Staff finder service to look for a new therapist so we have more spaces to fill so I can do some more marketing.

The Best success I have had so far is with the Mini Memberships. I did like the Manual said (why try and fight it) and offered \$350 worth of treatments for \$200 I had 20 up for

grabs and they had a 6 month expiry. I sent out 672 texts @ 22 cents each = \$147.84 and 252 emails @ 5 cents = \$12.60 total cost \$160.44 all to my existing clients. The response from the texts was amazing within 24 hours of sending the message we had sold all 20 and had many more on a waiting list for next time. So all up it cost me very little \$ to market and I had a return of \$4,000! Oh what a feeling!

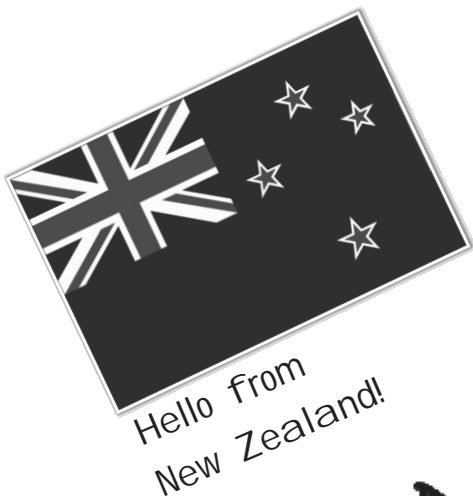
What was interesting about the whole thing is that it actually has encouraged the mini members to try different treatments that they have been thinking about trying, already I have 2 clients starting a course of IPL (which of course will end up costing them more than \$350) another client is going to use hers towards microdermabrasion course (again more than \$350) and 3 of the members have only visited us a few times so after they have used up their credit I am sure they will be addicted! The rest of the members I am going to test and measure at the end of the 6 months and see how many different treatments they have tried and how much extra retail they have purchased.

So if you are nervous about trying mini memberships don't be they work!! You can always try selling 10 and then when you see how well it works give it another go. Oh and by the way the clients love it and love you for it. It creates such a buzz and good energy which I feel is so important for true success.

Thanks so much Chris, I look forward to our next meeting and getting started on more great ideas!

Terra Evans
Skin Deep Face and Body Studio,
Browns Bay,
Auckland

FREE salon marketing mini-course at www.worldwidesalonmarketing.com



Do you want to improve YOUR salon profits and clients just like these salon owners have? You can - and it's so easy and cost-effective. You can trial the entire Inner Circle Marketing & Mentoring system for a full 30 Days obligation-free, and PROVE to yourself that it will work for you!

Grab the purple Inner Circle page NOW to find out more... be quick, there are ONLY 30 trials per month...

“It gives me the freedom to do the things I want to do...”

Wendy Marron, owner of Prima Hair and Beauty in Tweed Heads, NSW, tells us how she relocated her salon, why she's more relaxed, and how she has rewarded herself for her hard work.

What inspired you to become a salon owner?

Being a creative person inspired me into the beauty industry. Having my own salon was something I always wanted. I love a challenge and I'm organized. It also gave me the opportunity to make more money and have some freedom.

What does success mean to you personally?

Success means if I stay positive, I can accomplish my challenges and my goals.

Before you became an Inner Circle member, did you have any disastrous marketing campaigns?

Yes. Shopper dockets and Yellow Pages. Those cost big dollars and they advised me how I should advertise, which did not work.

If you could travel back in time and give yourself some advice, what would it be?

To get a great marketing plan, as in Worldwide Salon Marketing, sooner.

What has been your biggest business lesson?

Discounting services does not work, added value does.

In dollar terms, what has been the most successful marketing or sales strategies that you've been able to implement using the tools in the Inner Circle?

Packaging is amazing, using added value for hair and beauty. Packaging hair and beauty services together on our menu, and also the monthly newsletters.

What do you think is the biggest marketing lie told to salon owners?

That the business name, logo, and the pretty picture sells ads. That's not true. Your service, what you're doing in the salon, sells the ads.

What was your biggest fear about joining the program?

Having the time to do all of the

marketing and hoping it would work, with the money that was being spent.

How do you find time to do your marketing?

I eventually came off of the tools, and started working on the business, not in it. I'm having fun doing all of the marketing.

What was the biggest challenge or hurdle that you've had to overcome to your journey to success?

Relocating the salon in December of '08, and walking in on the first day and thinking how big it was. My challenge has been to make it a success and up-to-date, now it's happening, with the help of Worldwide Salon Marketing.

How have you rewarded yourself since achieving all of this success?



Wendy Marron, owner of Prima Hair and Beauty in Tweed Heads, NSW, finally has time to take an annual holiday!

Time out for myself, holidays with my husband, Jerome, and time with family and friends.

How has your lifestyle changed since becoming an Inner Circle member?

I think I'm more relaxed because the marketing works, and it also gives me the freedom to do the things I want to do. Things like having a yearly holiday, and time with my family.

What's the next big goal that you want to achieve?

As I said, In December 2008 we relocated our Palm Beach salon. We now have three beauty workrooms, as well as hairdressing. So, my next big goal is to have all three beauty rooms booked up everyday.

To you, what is the main benefit of being an exclusive Inner Circle member?

I think it's mostly about the way I market, compared to other salons. I look forward to the weekly mailers from Worldwide Salon Marketing and the monthly CDs. It's great going to the seminars and meeting other Inner Circle members and exchanging ideas with them. What works for them and what works for me, I like all of that interaction. I love that interaction.

*** Wendy's Favourites...**

Favourite holiday destination?
Fiji. I love being spoiled there by the locals and having a massage and facial.

Best way to relax after a stressful day?
Sitting down with a glass of champagne with my husband and having a chat about our day

Can't-live-without salon tool or product?
I can't live without my facials, my GHD straightening rod, and my Worldwide Salon Marketing!

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