

# 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 - "I suggested that maybe they should get a divorce...THEY DID!"

Alberto Cirillo, owner of Alberto & Co HairCare in Delta, Canada, tells us...

"I had a husband and wife who were clients of mine and when they came to get their hair done they always talked about how bad their life was together..."

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Page 3 - "If your staff will not help you, show them the door!"

Juanelle Venter, owner of Rare Beauti Salon, Port Elizabeth, South Africa, tells us...

"THEY FORGOT TO PUT IN MY PHONE NUMBER!!! I was horrified, that was to me the end!! I just spent R,5000 that I did not have on something that was supposedly FOOL PROOF and they made such a massive error."

... read more on page 3



Page 4 - "We moved from the 'Big Smoke', onto the beach!"

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"I am 2 and ½ hours away from my salon. I go down once a fortnight for 2 days. For the rest of the time I work remote from home..."

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## PLUS This Month's 2-Minute Salon Make-Over...



By Annette Gomez  
Senior Coach  
Worldwide Salon  
Marketing

When you own and run a business, it's easy to get so caught up in the day-to-day management that you forget to cherish your most valuable assets... your clients!

They can be annoying, frustrating, demanding divas, but the honest to goodness single truth of business boils down to one easy equation: no clients = no money = no business. You NEED them to succeed.

So how do you turn your relationship with your clients around? It's easy!

**1) Lay down some ground rules.** Your salon should have policies regarding cancellations, late comers, and any other procedure you feel necessary. People can only obey rules once they are aware of them, so make sure your clients are aware of your salon's policies.

How do you  
turn your  
relationship  
with your  
clients around?

**2) Treat enquiries with the respect they deserve.** This is an obvious one, but it's sooo easy to forget it! Every single time someone phones your salon, makes an appointment, or just walks in off the street, they WANT YOUR SERVICE. Why are you or your staff members irritated by people paying your salon such a massive compliment?

Adjust your attitude, and the client's attitude will adjust too.

**3) You work in the business of pampering...**so don't hold back on the princess treatment! Does the salon look beautiful? Are your staff members treating staff with respect? What about the products you stock? It might be worth asking a few friends or staff members what they would improve in your salon, and why.

Love your clients, and they will love you back.

FREE salon marketing mini-course at [www.worldwidesalonmarketing.com](http://www.worldwidesalonmarketing.com)

## "I suggested that maybe they should get a divorce...THEY DID!"

Alberto Cirillo, owner of Alberto & Co HairCare in Delta, Canada, talks to us about divorcing clients, done-for-you templates and discovering the truth about running a successful salon.

**How did you get started in the industry?** I was actually talked into the beauty business by a very close friend of mine who owned a chain of salons when I was 22 years old. He thought that I should have a trade instead of university education. It turns out he was right. I'm very glad I did because I'm very much a people person and this is up my alley.

**Tell us about your salon, and what makes it unique?** Our salon is located in a strip mall smack dab between a liquor store and Starbucks. This gives us a unique advantage in marketing our business to lots of walk by clients. We can really show off our talents and our customer care.

**What is your personal beauty/hair regime?** Besides getting up in the morning and having a shower, not much as you can see from my photo, I've got no hair :)

**What's the most embarrassing or funny thing that has ever happened to you in your business?** I had a husband and wife who were clients of mine and when they came to get their hair done they always talked about how bad their life was together. At one point when they each came in I'd had enough of their constants put downs of each other so I suggested that maybe they should divorce!! To my surprise and their gratitude to me, THEY DID!! they were never happier. They had become best friends after that. The last I heard, they have since moved back to of all places, Australia.

**What do you think is the biggest marketing lie told to salon owners?** That people don't want to read what you have to say about yourself and your services, and that your ads need to look pretty. Since joining the Inner Circle, this is an obvious lie. My ads have never pulled in more clients than now.

**What was your biggest fear about joining the program?** That I wouldn't understand how to put ads together as marketing ideas are not my strong point, but since joining the Inner Circle that has made it so much easier as it's all done for you

with the templates and the 'Members Only' section of the website. Has been very helpful.

**Have you noticed a change in your clients and staff members since becoming an Inner Circle member?** Yes. A big change in that my staff see more new clients coming in and with our systems in place our retention and rebooking is much better than before. Our clients see that we are more professional because of our systems and they have no problem with things such as rebooking and retail purchases. Our clients say they were never asked to rebook or asked to buy retail before.

**What do you think is the biggest challenge salon owners face, and how do you approach it?** Biggest challenge is attracting more clients and staffing. Our approach to getting new clients is of course the



**strategies to keep you motivated and focussed?** The best strategies come from the monthly coaching calls and the almost weekly emails I get from Greg. So much new stuff to learn

**In \$\$ terms what have been the most successful marketing or sales strategies you have been able to implement by using the tools in the Inner Circle?** Our best campaign was the Mother's Day promo which we received from Inner Circle. We spent a total of \$1200 for flyers and delivery and we got 37 new clients in one week, which 25 have returned for a second visit and resulted in \$5700 in cash, plus we did the mini membership which resulted in \$27,000.00 in the month of June.

**How have you rewarded yourself since achieving all of this success?** I have actually gotten myself off the tools so that I'm only seeing clients three days of the week.

**What is your personal success motto?** Realizing that I have a business which happens to be a hair salon and not a hair salon which happens to be a business. This is a very important principle I have learned and keep that posted on my office wall for me to look at all the time. Unfortunately, a lot of salon owners don't get this concept.

### Alberto's Favourites...

**Favourite holiday destination?** Being a salon owner I didn't get much time for travelling, but you can bet that now I will be taking more time off so I'd like to spend more time in Europe with my family in Italy and of course I've always wanted to visit Australia. So look for me there when I come down.

**Best way to relax after a stressful day?** Going home to my family to unwind and sitting on my patio with a cigar and a single malt scotch. I've just started doing this!

Inner Circle advertising and our systems to ask our existing clients to send their friends and family. We offer a voucher with dollar amounts as an incentive for them to do so.

As for staffing, we actually grow our own. We have a training and mentoring program for new stylists coming out of beauty school. This allows us to train them in our system and in our way of doing business

**What have you found to be the best**

## “Well where do I start? The Lite program was FANTASTIC for me!”

Receiving it in weekly instalments was the major benefit. This made it easier for me to sit down once a week and open the email then put it into practise. It was also affordable. Being a single operator salon my cash turnover isn't huge so paying a small fee monthly was very achievable.

So to the content itself..... Well I've been receiving mail from you for a few years now and have always tried to follow your tips, but it wasn't until I received it in a simple format, that I actually was able to put it all to good use and see results. I can't say I have seen amazing results with any one of your templates etc, but I will say I have seen great results with the combination of all.

Your 'Rupert the Dog' letters (to 'lost' clients) certainly grabbed people's attention, and was a great way of getting my mailing list up to date, as well as regaining a few lost clients. I love the idea of using the answering machine to promote current package deals.

In summing up I guess the one major thing I have put into practise is making the salon more personal and making the clients feel like they are my 'best friends'. I reflect this through my news letters and Facebook page as well as when they come into the salon. I have also gained the confidence in knowing when I put on a staff member (soon) that I will be able to fill her column and not have her sitting around doing nothing.

The only complaint I have is that the Lite program only runs for 21 weeks!

Robyn Shone, SPA Nails & Beauty,  
Woolgoolga, NSW.



What are clients saying about the new Inner Circle Lite program?  
If you want super-effective marketing strategies and templates delivered to your inbox, log on to <http://www.worldwidesalonmarketing.com/lite/> RIGHT NOW!

## “They forgot to put my phone number in the ad!”



Juanelle Venter, owner of Rare Beauti Salon, Port Elizabeth, South Africa

**I am now so busy that I am looking at hiring more therapists to assist me, so I'll have more time to do this. It makes so much sense now!!**

I have to thank you for this wonderful program. Thus far I have only put one ad downloaded from the Lite program to the test.

The ad cost me R5000 to put in to a home makers magazine that gets distributed to 10 000 households. Their designer changed it by adding colour and putting it in a different layout but it looked beautiful. And guess what!!!! THEY FORGOT TO PUT IN MY PHONE NUMBER!!! I was horrified, that was to me the end!! I just spent R5000 that I did not have on something that was supposedly FOOL PROOF and I or they made such a massive error.

I was so depressed until, lo and behold the **phone calls started flooding in**. We offered the special to 18 people and this was **filled within the first 5 days**. I could not believe that people would take the trouble to look up a phone number to make use of a special. I always thought people were too lazy to make that effort.

**Well to my surprise I have now sold 28 of (that package) and phone calls are still flooding in** for it as we ran it again, in the same publication for free as it was a printing fault.

GOD BLESS YOU

*Juanelle Venter, Rare Beauti Salon,  
Port Elizabeth, South Africa*

## "We moved from the 'Big Smoke', onto the beach!"

Terra Evans, owner of Skin Deep Face and Body Studio in McLeod Bay, New Zealand, talks to us about how she finally moved her family down to the coast, and how she manages the salon by only dropping by once a fortnight.

### What inspired you to become a salon owner?

I have been in the industry for a long time and opening my own business was always one of my goals.

### What's your favourite beauty or hair treatment to receive, and why?

My favourite beauty treatment is an advanced facial as not only is it relaxing, but it's great for my skin.

### What is your personal beauty regime?

I use a gentle daily exfoliant, cleanse and tone, serum and moisturise day and night. Exfoliate with proper exfoliant once a week and mask as well.

### What has been one of the biggest challenges in your business, and how did you overcome it?

Well there are so many challenges when owning a business. I guess the ones that stand out are:

1. Staff - finding out the best way to recruit staff. I have learnt that it is better to wait for the right person and be down a staff member for a few weeks, than to hire someone desperately and then wish they were never hired a few months later. Also motivating staff I have always been very willing to get advice, so I have a coaching company come to the salon once a month to give me advice and to set a monthly goal for the staff and teach them how to achieve that goal, my manager and I also do weekly meetings and my girls fill out a "brag sheet" which is displayed in the staff room and has their individual goals and achievements (this has worked for us very well as the girls know exactly where they stand).

2. Definitely the marketing, and I have been so pleased to join and be directed by Worldwide Salon Marketing. I have

always asked stockists and other salon owners for advice which was great but with Worldwide Salon Marketing, I have the step by step guide for marketing success.

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

That you have to work in the business for it to be successful.

### What was your biggest fear about joining the program?

To be honest I wasn't really that fearful. I knew I had a trial period and because I have always invested a large amount of funds in coaching I knew that if something worked that the investment would always be returned and then some.

### How did you find the time to do marketing?

I am 2 and ½ hours away from my salon. I go down once a fortnight for 2 days. For the rest of the time I work remote from home and when my children are at day care and school I do my marketing and sometimes in the evenings.

### Terra's Favourites...

#### Favourite holiday destination?

Anywhere warm

#### Best way to relax after a stressful day?

Bath and glass of wine.

#### Can't-live-without salon/spa tool/product?

Exfoliant

### In \$\$ terms, what have been the most successful marketing or sales strategies you have been able to implement by using the tools in the Inner Circle?

Mini memberships, and I just did a very successful promotion with the winter melt off package.



Terra Evans, owner of Skin Deep Face and Body Studio.

### If you could change anything in your salon today, what would it be?

Probably the location. We are upstairs and I would like to move down on the main road.

### What is the biggest challenge/hurdle you've had to overcome on your journey to success?

Not to stress out so much. And the more prepared and the more you forward plan the less stressful everything will be.

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

Moving out of the "Big Smoke" and onto the beach.

### What is your personal success motto?

Work hard and be kind to your staff, and they will be happy to work hard for you.

### What would you say to salon owners who are thinking about joining?

It's amazing!! Join when the time is right and you feel like you can really work with the system, it won't work if the kit just sits on the shelf. When you put the effort in there is no way you will be disappointed.

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