

Salon Owner Secret Confessions

Produced Just for Salon Owners

June 2010

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 - "Finally! Someone to show us how to do it right!"

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

"I finally decided to take your advice and get off the tools a couple extra days, so I can more effectively market my business..."

...read more on page 2



Page 3 - "The ex-employee is now working in a bar down the road!"

Maureen Hardman from Femme Fatale Beauty in Jannali, NSW, tells us...

"They both left within 6 months, one opening up at home and taking about a *quarter* of the clients. (She left when Cherie returned from her honeymoon).

... read more on page 3



Page 4 - Salon Marketing: Do YOU make these DUMB mistakes?

Greg Milner, owner of Worldwide Salon Marketing, tells us...

"It demonstrates clearly how dismissive most salon owners are of marketing in general, and their ignorance of what it takes to get a prospect's attention..."

... read more on page 4



PLUS This Month's 2-Minute Life Make-Over...



By Chanelle van der Heijden
Copywriter
Worldwide Salon Marketing

It's the age-old conundrum every small business owner faces...how do you stop living for the business, and start living for yourself?

1) Start working smarter, not harder

You must have heard this piece of advice at least a million times already...but are you really implementing it? Don't spend your time doing things that could have been delegated to other staff members! As the business owner, your only job is to build the business – anything that is not directly contributing to this objective is a waste of time and effort.

2) You've got staff members. Use them.

Most salon owners seem to have guilt-complex when it comes to asking anything of their staff. Don't feel guilty! You're paying them a salary to be there...if you want them to sweep the floors/

answer the phones/organize the receipts, they should be doing it without complaint. And if they're not working as hard as they should... maybe it's time to reconsider why you're keeping them around.

How do you stop living for the business??

3) Don't be afraid to buy solutions

There are soooo many products out there that you can buy and implement that is going to free up more time for you. You can buy everything from salon software to marketing solutions - why are you struggling when you can just pay an expert? Yes, it will cost money initially, but if you use it correctly, you should be making MUCH more than the initial amount you spent!

If YOU want more free time and more money, fill in the purple survey TODAY.

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

“The calendar just fills up, it’s great! The team gets such a kick out of seeing it!”

Just wanted to let you know that April was our best month (even better than Christmas) it’s fantastic to see the salon growing continuously every month. Have to say couldn’t have done it without Worldwide Salon Marketing.

I have to say it’s really rewarding after my husband and I have dropped 500 flyers to go into the salon and see 10 messages on the phone and then the calendar just fills up its great.

The team get such a kick out of seeing the calendar fill quite rapidly.

I have only been in the programme since December and have seen some great results. I have made a part-timer full time, and we are in the process of hiring another stylist.

If this is what we have achieved in the last 6 months I say bring on the next 6 months.

Last month we took massive action. We did our monthly newsletter, Kids Free Hair Cuts Flyer (in school holidays), Autumn Flyer, along with all the new client letters, birthday letters, Raise the dead letters.

By far the Autumn package was so successful that we are dropping 500 every week and getting amazing results.

It cost \$45 for flyers and envelopes and we booked 42 packages at \$99 and what is even better is 34 were new clients!

Toni Cunningham
Decadence Hair
New Zealand



“Finally! Someone to show us how to do it right!”

I have been a salon owner since 1986 and have never been able to find a system to help me with marketing my salon to attract new clients, until now!

Finally! Someone to show us how to do it right.

I’ve been a member of Worldwide Salon Marketing since October 2009 but did not use the system properly, which resulted of course with unfavourable results, until this past month.

I finally decided to take your advice and get off the tools a couple extra days so I can more effectively market my business. I ran the Mother’s Day Promo with a flyer and it resulted in 37 new clients for the salon in just 1 week. My total cost for the flyer was \$1,200 and resulted in \$5,300.00 of extra revenue in 1 week.

I also had a huge bill coming due so I decided to run the Mini Membership special to my existing clients. My offer was “Buy a mini membership for \$250 and receive \$100 Free”. We sold out of the limit in just 4 days so we decided to continue until June 15 2010. As an incentive to my staff, I promised to take them to dinner if we reach 100 sales by then. I believe we will sell them all.

Alberto Cirillo
Arberto & Co Hair
Canada



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!

"The ex-employee is now working in a bar down the road!"



A big congratulations to Cherie Hardman from Femme Fatale Beauty in Jannali, NSW on the birth of her beautiful baby daughter Zoe.

"When we purchased the salon nearly 3 years ago the old salon owner had implemented some of your strategies as she had hard copies of some of your marketing material, so at some stage she must have been a member.

"We know she had increased the business by about 25% in two years prior to her selling, due to an increase in her marketing strategies. Since joining WSM we have further increased our sales by at least another 25% by following your most recent ideas etc.

"When we first purchased the business there were 2 additional full time staff (plus the owner) who had been there for a total of 9 years. They both left within 6 months, one opening up at home and taking about a *quarter* of the clients. (She left when Cherie returned from her honeymoon).

"Soon after this, with the help of the marketing templates in the Toolkit,

birthday vouchers and fabulous offers, we've seen many of those clients return.

"We now also have someone on reception as inspired by Worldwide Salon Marketing so we do not miss any calls, walk-ins etc (this is a must). The ex-employee is now working in a bar down the road (bitter sweet!).

"Because of this increase in sales we have put on an additional full time beauty therapist and Cherie has been able to start a family without any hesitation and will now predominantly work from home. Your stuff works and without it I may not have been blessed with a beautiful granddaughter!"

Maureen Hardman,
Femme Fatale Beauty,
Jannali, NSW

"It would not have been possible without you, now I can pay my tax bill!"



Susan Anderson (second left), owner of Lillian Mac Skin Clinic in Moranbah, QLD with her team members

Hi Greg

Just come back from Melbourne, I was there for the birth of my third grandchild which was an amazing experience.

Hence the reason for me not following up on my Mothers Day two-for-one gift vouchers, my apologies.

We did three and a half days of the vouchers and took \$35,400 not bad for a small town of 7,500 people!

Once again thank you so much for your ideas, help and encouragement, Greg. It would not have been possible without you, now I can pay my tax bill!!!

Regards,

Susan Anderson
Lillian Mac Skin Clinic
Moranbah, QLD



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...

Salon Marketing: Do YOU make these DUMB mistakes?

Greg Milner
CEO, Worldwide Salon Marketing

Sometimes, you've just gotta laugh, and feel sorry for some people.

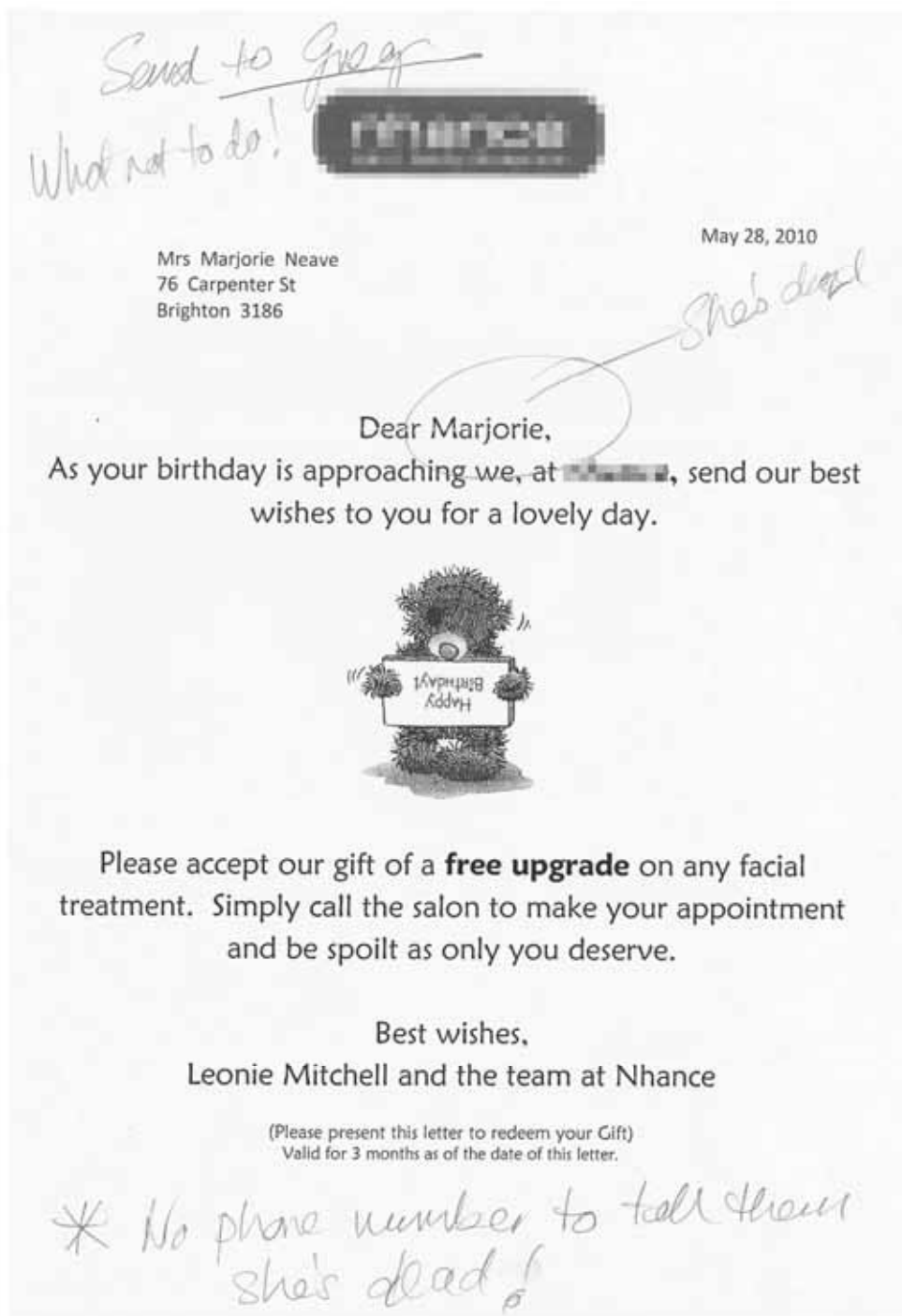
My sister, who lives in Melbourne (she's not the one I'm feeling sorry for by the way, even though she does live in Melbourne), emailed me today with one of the most pathetically-bad pieces of marketing from a salon I've seen in a long time.

In the image below, it's her scrawl on a flyer she found in the mailbox of the place she rents in suburban Brighton. Apart from being so lacking in imagination as to be almost unreadable, it demonstrates clearly how dismissive most salon owners are of marketing in general, and their ignorance of what it takes to get a prospect's attention.

Members of the *Inner Circle* program – armed with the kind of knowledge about marketing that most salon owners will never have – are no doubt already chuckling about this. There's almost everything wrong about this flyer, I'll point out a couple:

1) the salon owner hasn't bothered to maintain an up-to-date database of clients. If she had, should would probably have known by now that the intended recipient, Mrs Marjorie Neave (my sister's long-departed landlady) has been *dead* for two years.

2) the flyer omits a vital piece of information – the salon's phone number – needed if only to *inform* the salon their target market has long-since shuffled off to the great treatment room in the sky.



How to Contact Worldwide Salon Marketing

Worldwide Salon Marketing Australia
frontdesk@worldwidesalonmarketing.com
106a Cambridge St, Leederville
Western Australia 6007
Ph: 08 9381 6621 Fax: 08 9388 9630

Worldwide Salon Marketing New Zealand
chris@worldwidesalonmarketing.com
62 Salerno Rise, Point Ridge
Albany Heights, Auckland 0632
Ph: 09 441 6906 Fax 09 443 2495

Worldwide Salon Marketing USA LLC
tim.reilly@worldwidesalonmarketing.com
20511 N. Hayden Rd #105
Scottsdale, AZ 85255-3880
Ph: 602-490-0637 Fax: 480-419-2967