

# Salon Owner Secret Confessions

Produced Just for Salon Owners

March 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 - Interview- "When she left, she took 95% of the clientele..."

Cheryl Bown, owner of Imagine Your Hair in SA, tells us...

"My biggest success story so far is actually turning my business around in six months, after I had lost a key staff member. When she left, she took about 95% of the clientele..."

*...read more on page 2.*



Page 3 - "Within 2 and 1/2 months, I have 5 salons!"

Fairiza Tippens, owner of Bella Rosa Spa in Cape Town, South Africa, tells us...

"I was approached by (one of South Africa's biggest companies) to put Spa-Bella in all 4 of their Wellness centres. Brilliant, I thought.... I had two weeks to find staff, get organised and BREATHE ..."

*... read more on page 3*



Page 4 - "...I had to learn it all...I had to build it all from scratch..."

Lisa Zwart, owner of Honey Body Salon in Manly, NSW tells us ...

"I was uneducated and had to learn it all, and had to build it from scratch. I had spent all this money buying the business..."

*... read more on page 4*



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



By Chanelle van der Heijden  
Copywriter  
Worldwide Salon Marketing

Do you know the difference between deciding on your goals, and reaching them? Making a goal is the easy part – anyone can decide to make more money, step off the floor, or sell more retail. Finding the commitment to STICK with you goal is the challenge. These 5 steps are fundamentally important in reaching your goals:

**1) Figure out what needs to change.** You know where you currently are, and you know where you want to be. How are you going to reach your destination? If you're not sure, sit down with some texters and a blank piece of paper, and map it out!

**2) Make it a habit.** Once you know what you need to do, make sure you actually DO it! If you know you need to spend more time on your marketing, schedule in some do-not-disturb time every week and get it done.

**3) Reward yourself.** No one wants to work hard if they're not rewarded for it! Did you meet one of

your goals? Then CELEBRATE it! It doesn't have to be a lavish expense – it could be something as simple as buying yourself a bunch of flowers.

**4) Don't lose your momentum.** Once you start achieving your milestones, it's easy to slide into a comfort zone. DON'T! The minute you get too comfortable, you lose momentum. You are not done until you have achieved your goal – so don't stop before you're done.

**5) Create a maintenance plan.** Once you've achieved your goal, it's important to set systems into place to stop you from backsliding, and re-creating the situation you stepped out of. If you reach a complete halt when you're done, and stop working all together, you'll stop making a positive impact, causing you to re-instate this goal at a later stage. Wouldn't it have been easier to just create a maintenance plan?

...Making a goal is the easy part...

Until next month—happy marketing!

## Interview: "When she left, she took 95% of the clientele..."

Cheryl Bown, owner of Imagine Hair in Tea Tree Gully, SA, tells us why stepping off the floor is the key to finding time to do your marketing – and how it has improved her business.

### How long have you been in business, and how many staff members do you have?

In total, probably about 20 years. I have three full-time at present and just looking at taking on another apprentice and I'm currently searching for a senior stylist to replace me.

### How do you find time to do your marketing?

I've taken steps to work less on the floor. I also believe I have to make sacrifices to make a start. I've found that Worldwide Salon Marketing is a fantastic tool, and without the opportunity I'd been struggling to implement everything. Because having the templates for the marketing and everything has just saved me hours and hours of time. That's made it easy for me but obviously, just make time. You have to make time to do it.

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

Only in previous years. Not with this current business. I gave up on marketing because I found nothing had worked. I keep on trying new things, trying to find solutions to problems and things like

## \* Cheryl's Favourites...

### Favourite holiday destination?

Any destination that's relaxing and inspirational. I would love to go to Mexico one day.

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

Scotch and Coke, or watching a movie.

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

I would have to say Redken products and my GHD.



that. But there are some hairdressers and salon owners that give up. They get burnt out. They don't know what next steps to take to take their business further or they just burn themselves out. I've been there, I've done that. I've burnt myself out.

### What has been your biggest success story so far?

My biggest success story so far is actually turning my business around in six months, after I had lost a key staff member. When she left, she took about 95% of the clientele. Once I had joined Worldwide Salon Marketing, I starting to take the steps of implementing all of this stuff I had been educating myself and reading about. Then, when I started the kit and everything, it just showed in my growth charts that it was actually working. So, in six months I've turned the business back around to what the business was doing prior to her leaving. We actually won an award at the end of last year for the best new enterprise for 2009 in our area.

### Who is your industry icon, and why?

My very first boss. I remember him when he took me on as an apprentice. He said to me, "I'll either make you or break you," and those words still determine me today. I've never, ever forgotten them.

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

Being able to network knowing that marketing is an important part of your business. If you want to grow, not doing it all on your own. There's always somebody there to help you. Sometimes you need somebody to bounce off of other than your clients and your team members that you work with. You need somebody that's on your same level within business and within knowing the industry. So, it's fantastic that you've got that person that's giving you guidance and support.

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

Well, that's still coming. What I'm doing is window shopping at the moment for a diamond cluster ring. I would like to celebrate my 30 years dedication to the industry that I have a passion for.

### Do you have any client horror stories?

We had one client in who had blonde hair and we had another one who had brown hair and I kind of said, jokingly, as we were side-by-side, I said, "Wouldn't it



Cheryl Bown, owner of Imagine Hair in Tea Tree Gully, South Australia, having a ball with her team members.

be terrible if we got these colours mixed up? You would have brown roots and you would have blonde roots."

Anyway, I went over to the lady that had brown hair, and I thought, "Gee, her roots don't look very dark. So, I looked at her and I scraped a little bit of colour off and I thought, "Oh my God! They're really light." Then, I thought, "No!" I went out the back room and I was breathing for a bit and I just thought, "Okay, take a few deep breaths."

I told my client, "Christine, would you like to come down to the basin?" She goes, "Oh, is it really all ready?" I went, "Actually, you know when we were talking about..." because we were joking with the clients as well. She said, "It hasn't happened, has it?"

She was an easy fix. We just needed to dye her roots back brown. Then, the other lady, she had been sort of thinking of having some brown highlights anyway, and she ended up having some brown highlights. What we did with hers actually turned out quite well, and she really loved her colour.

I followed up and sent them a beautiful card, just to apologise for what had happened and that it wasn't deliberate. I also followed up with a phone call just to make sure that their hair was fine and everything. They're still clients today and it just tells a great story.

## “Within 2 and 1/2 months, I have 5 salons!”



Fairoza Tippens, owner of Bella Rosa Spa in Cape Town, South Africa

Hi Greg,

As you know I have moved my Salon into a Spa and into an upmarket area (targeting the least and last affected by a bad economy) and I've been on a roller-coaster all the way...

Greg, you will be pleased to know, since opening on the 30 October 2009 (I've been with the Inner Circle since September 2008), I was approached by (one of South Africa's biggest companies) to put Spa-Bella in all 4 of their Wellness centres. Brilliant, I thought.... I had two weeks to find staff, get organised and BREATHE as the launch was on the January 27... **Within 2 and a half months I have 5 (FIVE) Spas, little old me...**

I could do NO pre-launch marketing and I needed to stand out from the other Beauty Service Provider (who has been in the centres for 6 years) on the day of the launch... but I *knew* she'd be doing the normal kind of 'pretty' marketing, and clearly not Inner Circle-style stuff... There were rules about colours to be used ('NORMAL' AGAIN), dress code and all the usual crap that goes with narrow minded marketing.

I have higher-end clients at my main Spa in Willowbridge and therefore attract beautiful, sophisticated higher- end therapists (and no, I do not employ them purely on their looks).

SOOOO ... I had asked a few of them to come 'dressed to kill' in black but still professional, got my staff of Spa-Bella at Blu (the company's Wellness Centres are called BLU) to wear their designer suits, all wore skirts to differentiate between Spa-Bella Willowbridge and Spa-Bella Blu.

I obviously wore a blue cocktail dress!!!! I got my product reps to give free Spray Tan, Waxing, massage etc to everyone that gave us their details, made bookings or met with Blu's Therapists.

The unsuspecting clients had to go through my medley of Healthy, Intelligent, Good-Looking, Sexy Therapists who gave out red *Ferrero Roche* chocolates. Our "Grand Opening" offer was for R199 (199 Rand – about US\$26) and as much verbal info the therapists could dish out... Suffice to say, whoever walked into the exhibit saw my stand FIRST!!!!

There was a problem - the other beauty spa was not impressed, as they looked and did the 'normal' and I felt there was a complaint

on the horizon and thought maybe my Spa was going to be put out of the centres. After a sleepless night, I got a call from the Centre saying they needed to see me urgently.. GRRR, I got there, with no make-up thinking they're not impressed anyway, only to be told **they are so THRILLED to have me on board**, all their staff are raving, and asking who or what we are, some men were intimidated but definitely going to try us out.... The BIG boss himself sent word that he likes my ideas and hoped I stick around and be patient with them, they are trying!!! (hmm... I need to twist their arm about me doing my own 'Toolkit-style" marketing though)

As for Spa-Bella Willowbridge, I started implementing most of the marketing (got challenged by staff but that didn't deter me) ...and in November and December we sold 479 packages @ R199. Xmas vouchers I still have to re-check, but was over 100 sold (the R199 was more attractive)... this is besides other treatments booked and products sold... In my two months at Willowbridge I've brought in just under R200,000– still not enough but okay :-)

We have over 700 contact details and growing. Next week my Valentines Ad's heading is "Beauty Spa promises that their products contain no sexual stimulants" lol. I know I am supposed to call you regarding the Academy (I REALLY WANT TO ATTEND), but can't be definite yet as I'm still sourcing the RIGHT staff and trying to get everything implemented (I let go of my Receptionist the 1st week of December- don't have time for S#@t... SHAPE UP OR SHIP OUT). **I know, I know take action now...**

I have been doing all different sorts of marketing and can truly see that doing everything at once really pans out, I just have to keep my head above water and AWAKE at all times!!!!

I read a forum once where an Inner Circle member said she's aiming to be a "Michael Curtis" and I thought, I am aiming to be a "Greg Milner".... no disrespect to Michael of course!!!!

Thank you for your BRILLIANT BRILLIANT marketing!!!

Fairoza Tippens

**P.S. I am COMPLETELY off the tools and go dressed to kill everyday to work!!!**



Fairoza (middle) with her beautiful team members

Hello from  
South Africa!



This  
Could Be  
YOU!

Do YOU want the same success?

If you want the same success as Fairoza, and want to see your salon profits skyrocket, you've got to join the Inner Circle Marketing & Mentoring Program today! Fill out the purple 'Inner Circle 30 Day Trial' form right now, and have exclusive access to the same successful marketing material, guaranteed to work for your salon too!

## "...I had to learn it all...I had to build it all from scratch"

Lisa Zwart, owner of Honey Body Salon in Manly, NSW, tells us how she manages two salons, took her family on safari, and how she balances her salons with raising her three children.

### How long have you been in business, and how many staff members do you have?

I've had it for 15 months, and I've got about seven to eight staff members.

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

There was so many I don't even know where to even start! I was doing what

### ✦ Lisa's Favourites...

**Favourite holiday destination?**  
Noosa

**Best way to relax after a stressful day?**  
Wine. Chardonnay and a bit of television.

**Can't-live-without salon tool or product?**  
Definitely oil.



everyone else did. So, it was nothing that was stand-out. . It was all just pretty adverts, which now I realize were so wrong in so many ways.

### What has been your biggest success story?

This is my first business I've been running by myself, and when I bought it, it obviously was a growing concern. It wasn't doing really well. I felt like I was building it up from scratch and I think we've just done really well. We actually just won the Manly Daily Business Achiever Award!

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

The initial investment. That was the money. I was just so worried that I would put all this money in and I wasn't going to see any results. I mean, I was so pumped up after the seminar, that I thought, "Am I going to be able to implement this? Me, who's not a marketing genius? Am I going to be able follow instructions and actually put it all

into place?" But obviously those are all put aside now.

### Do you have a personal hair or beauty regime or mantra that you swear by?

Absolutely. It's that it's never too early to start looking after your skin. It's an investment in your future. My children are 10, 8 and 2 and they have to put on moisturizer and sunscreen every single day. My daughter, who's two, puts her creamies on every morning, she tells me.

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

Well, my Mosman salon has been a little bit slow. I actually did one of those two-for-one vouchers, and we did fantastic! We just had it for one weekend ,and I think we did a couple of thousand, just with our vouchers, on a Saturday and Sunday period. It was absolutely amazing.

It was great to have that money up front because I wanted to do some renovations. I wanted to just have a nice big kitty sitting in the bank account to make sure we were all good. So, that worked really well.

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

I took my whole family on safari to South Africa in December! My husband's Australian, so he'd never been to a safari before. All my kids are still tiny so it was great for them to go and experience that. It was just amazing. It was the best thing ever. It was great to take everyone there and show off my heritage and have fun.

### What have you found to be the best strategies to keep you motivated and focused?

It's pretty much my coaching calls. My time management is not great, and that's something that I'm currently working on. But I feel more motivated after my calls, and I make sure I find time to sit down and do



Lisa Zwart, owner of Honey Body Salon in Manly, NSW, winner of the Manly Daily Business Achiever Award

my things. So, if I didn't have the phone calls I think I would have probably pushed my kit into the corner, read it once and forgotten about it.

### Any client horror stories?

Yeah, we do spray tans and obviously we provide our clients with disposable g-strings. One day I gave this lady who was slightly overweight a g-string, and I didn't tell her which way to put the g-string. I just kind of thought that was something you would know, common sense. She put it on back to front, so she had her bum covered and her groin quite exposed. Yeah, so that was interesting. Obviously, I didn't want to embarrass my client, so I just did the spray tan like that.

### What is the best industry advice you ever received?

Retailing is more like prescribing than selling. So, if your client had gone to the doctor because they had a tummy upset and the doctor gave them something, they would take it and go and get it and fix themselves up. If they come to you, they obviously have some kind of concern with their skin. So, it is our job to literally prescribe something for them. Now I don't feel like I'm doing the hard sell. I tell my staff that, and it's made a huge difference.

## 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