

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- "Nothing is more motivating than seeing those dollars!"

Sarkis Akle, owner of Hair by PHD in Parramatta, NSW, tells us...

"Nothing is more motivating than seeing those dollars come in...I've always believed that we have a great product here and now, with the pack, I know how to market it."

...read more on page 2.



Page 3 - "We are currently looking to purchase our first salon!"

Danny George and Janine Bryant from R & W Caboolture, QLD, tells us...

"Dear Greg...We are both from non beauty or hair industry backgrounds and are currently looking to purchase our first salon very soon (Another Life Challenge!)."

... read more on page 3



Page 4 - "When he turned up, he was completely bald!"

Kara Wills, owner of Sarak Hair and Beauty, from Maroochydore, QLD tells us...

"When he booked, we assumed that he wanted a full-on haircut. When he actually turned up, he was completely bald! So, we're sitting there trying to determine exactly what it was that he wanted..."

... read more on page 4



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



By Chanelle van der Heijden
Copywriter
Worldwide Salon Marketing

"Customers don't always know what they want. The decline in coffee-drinking was due to the fact that most of the coffee people bought was stale and they weren't enjoying it. Once they tasted ours and experienced what we call "the third place"... a gathering place between home and work where they were treated with respect...they found we were filling a need they didn't know they had."

- Howard Schultz

Do your customers have unmet needs?
Do you know what they are?

The secret to good marketing, which translates to a humming cash register, is tapping into the needs of your client base...and sometimes, your clients themselves don't even realize what these needs are.

Think about your target market. Sit down with a pen and paper, and make a list of things that are important to them. Are they primarily business women? Then they are most likely rushed for time. Offer them express services, set up free

broadband internet in your salon, maybe even extend your hours. Are they primarily mothers? Look into getting an area where the kids can sit and colour, offer specials during school hours, or consider giving the kids free hair cuts.

Do your customers have unmet needs?

Once you know your market, you can cater towards their needs. And once you start meeting their needs, even the ones they never knew they had, it will have your salon buzzing with ENERGY! Happy clients, busy staff, and more profit for you... it doesn't get any better than that!

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

Interview: "Nothing is more motivating than seeing those dollars come in!"

Sarkis Akle, owner of Hair by PHD, tells us about marketing, massive compliments from clients, and why your business is always a mirror image of yourself.

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

The salon has been in business since 1968, so nearly 42 years. My father started the business and I've taken it over now, and we have 13 staff members.

How do you find time to do your marketing?

Basically, since coming on board with Worldwide Salon Marketing, I've cut my days on the floor back by two days. I'm only coming here three days a week and I'm doing most of my marketing on those days.

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

Disastrous, in terms of they didn't work? Yeah. Nothing worked that I spent huge dollars on.

What has been your biggest success story so far?

The first thing that I've tried with Worldwide Salon Marketing was the \$99 packages, the Hollywood Woman flyer offer. The first one that we did, which was in March, we got 23 new clients. The average client spend is over \$170, and we have a 60% rebooking rate.

 **Sarkis's Favourites...**

Favourite holiday destination?
I would have to say Aspen, I love the snow.

Best way to relax after a stressful day?
After a stressful day I would definitely be hanging out with my kids, and on my day off I play a game of golf.

What is your can't-live-without salon tool or product?
My marketing toolkit! 

Raise the Dead was a success as well, we sent 300 letters out for the Raise the Dead promotion and got 54 clients back.

What was your biggest fear about joining the program?

I went to one of your conferences two and a half years ago and I guess I was a little bit sceptical about the whole idea of it and, obviously, being a hairdresser and being in business, but not being a marketing expert. A lot of the things that I saw in the two days I was there were new to me, so I guess the cost as well. It was a pretty big figure.

But now, being involved in it, in the first three months I nearly paid the pack off.

There are so many hairdressers that blame outside influences for their demise without looking at themselves in the mirror. I didn't want to be in that position. I wanted to grab my business by the throat and start treating it as a business.

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

The success. [laughter] Nothing is more motivating than seeing those dollars come in, and the new clients coming in, and then walking out very happy. I've always believed that we have a great product here, and now, with the pack, I know how to market it.

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

The biggest challenge, I would say, would be working with my family. It has a lot of positives but a lot of negatives as well. I guess, now that I've actually worked the salon after my father, and just being able to do what I want to do without having to have a family conference every time we need to make a decision. So, that's been very frustrating for me and now I sort of feel like I'm liberated from that.

What's been the most embarrassing or funny thing that's happened to you in the business?

The only thing that came to mind was a staff member putting a base level 5 on a client, instead of a 9, and the hair turned out really dark. That was an embarrassing situation, it was supposed to be blonde!

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



Sarkis Akle, owner of Hair by PHD, took the salon over from his father...the salon has been in the family a massive 42 years!

business?

Rules would be to always be genuine with your clients. Never try to take them for a ride, because it will always come back to bite you in the bottom, basically. The other thing is to have a real dedication to helping our staff grow. Because I believe that if your staff are growing, then your business is growing.

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

I had a client ring last week, who rang to pay the salon a massive compliment, and she basically had her hair done that morning. She rang me a couple of hours after she left the salon and she basically said that one of the girls that looks after her here, name's Vanessa, she said she couldn't thank me enough for the service, the atmosphere of the salon, the hairstyling, the attention to detail that Vanessa gave to her, the conversation, which is always appropriate. It was basically a compliment on everything that we try to achieve for a customer.

What's the best industry advice that you've ever received?

Your business is a mirror image of you. Take a look in the mirror and have a look at your business honestly. Don't blame outside influences for your business doing well or doing badly. What you put into it, you will get out of it.

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 had to dismiss both members of staff for gross misconduct...”



Hello from
the U.K!



Hi Greg

I just wanted to say A BIG THANK YOU.

I opened my beauty salon (Be Gorgeous) in Banbury, Oxfordshire, UK in April last year (we are nearly one year old!). All was well with business growing steadily until July when I had to dismiss both members of staff for gross misconduct. Overnight I lost 1000 worth of bookings and had to deal with the fallout of the bad press that the dismissed staff were giving the salon.

I struggled on but got to the stage where I couldn't cope with the stress and I was feeling ill.

In desperation (no offence) I purchased your starter kit in November and implemented a few ideas - business started to pick up so I thought what the hell and

implemented everything in the starter pack! In five short months my business has completely turned round - I now employ four full time therapists so I have time to concentrate on business growth. There are still areas for improvement but at least I am now aware of what needs to be done and I procrastinate no longer!

Be Gorgeous has just been awarded FIVE STARS by The Good Salon Guide. (The only Beauty Salon in Oxfordshire to have this). What an amazing achievement in less than a year of trading. I put our success 100% down to the advice and no nonsense guidance that's in the starter pack.

Many many thanks
Anna Sandison

This
Could Be
YOU!

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

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

“We are currently looking to purchase our first salon...”

PSSST...

What are people saying about the “Salon Profit Secret” seminars?

Dear Greg

My partner Janine & I had a great day at the seminar. We found the guest speakers to be very informative and entertaining. We have seen Pat Mesiti previously in non industry related seminars and he was as fantastic and energetic as ever.

We are both from non beauty or hair industry backgrounds and are currently looking to purchase our first salon very soon (Another Life Challenge!). I am currently in the real estate industry and as such I am strongly focused on the need for and the benefits that are provided by consistent and targeted marketing campaigns. Whilst researching the hair and beauty industry we found

Worldwide Salon Marketing and have been absolutely impressed with all the content provided over the past 12 months that we have been receiving our email updates and find that the systems and ideas discussed in the emails come from a no nonsense, easy to understand and very common sense perspective.

Whilst we have not purchased the system yet we will certainly be knocking at the door ready to go just prior to starting our new business off with a big opening bang!

Thank you again for a great day

Danny George
& Janine Bryant,
R&W Caboolture

Go to
www.salonprofitsecrets.com
to book your ticket RIGHT NOW!

“He booked a haircut...when he turned up, he was completely bald!”

Kara Wills, owner of Sarak Hair and Beauty, started her salon with no industry experience. 9 years later, it's a roaring success.

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

Nine years. I started it from scratch, and I'm not a hairdresser by trade, it's just one of those things that I had written down that I would really like to do. So, I jumped right in and created it from scratch and started with four part-timers and now we've got 12 staff.

Who do you think is the celebrity with the best hair?

Beyoncé. She always looks like a million bucks.

How do you find time to do your marketing?

Well, because I'm not on the floor, that helps. Basically, I live in Australia now, and the salon is in Wellington, in New Zealand. I've got a brilliant manager, no matter what I try to do, no matter what

* Kara's Favourites...

Favourite holiday destination?

Well, now I live on the Sunshine Coast, there's no where else to go!

Best way to relax after a stressful day?

A glass of wine in one hand and a child on each knee.

I've seen, or what I email, and say I need this done by...She gets it done. I think I probably manage the salon better living away from it!

What's your personal hair or beauty regime?

Well, not having to be in the salon, I don't have to look like I work in a salon. [laughter] I'm extremely basic. I'm very low maintenance.

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

To me, it's maybe the nudge that I need, so basically I've come to, while I might

not do exactly as I see something, as soon as I see something on the website, I'll start thinking and I'll take over and I'll develop something from that, so it gives me a nudge, and it's one thing I've found, for every action there is definitely a reaction.

I won't sit here anymore and wait for the phone to ring or wonder why we've got a quiet week. That doesn't happen anymore, whereas that's what I used to sit here and go, "Well, I don't know what I'm doing and now, how come we haven't got any clients ringing?" It's just been a way to generate the action, in a way.

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

Definitely, 2-for-1 gift vouchers at Christmas time, that was the one we had the most success with for sure, and not only just with the money that it makes in such a short time. It's the way that we can keep our staff really busy, and get the clients in quickly. The busier the staff, the less trouble you have!

Memberships were another one – I didn't want to forget about our loyal customers. For \$200, you get a \$300 gift card, and we've actually designed the gift card so that you can actually write it on the card as the balance comes down. I think that we sold something like 40 of them in three days.

[Ed's note – 40 x \$200 = \$8,000!]

What has been the most embarrassing or funny thing that's happened to you in the business?

We had one gentleman was foreign, so there was actually a bit of a language barrier. When he booked, we assumed that he wanted a full-on haircut. When he actually turned up, he was completely bald! So, we're sitting there trying to determine exactly what it was that he wanted, until he started to try and strip. I asked him what he wanted again, and he actually wanted an



Kara Wills, owner of Sarak Hair and Beauty, tells us about her move to the Sunshine Coast

appointment with a beautician, as opposed to a hairdresser!

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

Staff. Over the years, I've found, just from an experience perspective, I would give them whatever they wanted. I would worry if I didn't do something, I would lose them all.

Now I find that the more parameters I set to work for them, the better it does. They don't run me. Me and my manager, basically, we know we've got a big business. We need rules, we need processes, and we find that the less structure, the more destruction.

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

I can sleep at night. I'm probably one of the least materialistic people that you're ever going to come across so I haven't gone out and bought myself a new car or anything like that. I think that the biggest thing is that we now live on Sunshine Coast, and this is our dream place to live. This is where we've always wanted to be, and it does allow us this lifestyle, because I can actually pay myself, for a change. Now, it's actually providing an income, and it is fun too.

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