

Salon Owner Secret Confessions

Produced Just for Salon Owners

October 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 - "I know how valuable it is for me to be in my clients' homes..."

Sandra Chiarella, owner of Get Nailed Beauty Salon in Altona, VIC, tells us...

"We send out 400 handwritten envelopes each month. I know how valuable it is for me to be in my clients' homes and hopefully attached to my clients' fridge..."

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Lite

Page 3 - "I have had great success using the Lite program..."

Sarah Mawson, owner of Nailed on Beauty in Frenchs Forest, NSW, tells us...

"Overall the Lite program has generated so much business for us and given me so much more time as I now don't really have to spend all of my day off thinking of ways to generate more business..."

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Page 4 - Greg's Corner: "The Power of Newsletters"

Greg Milner, CEO of Worldwide Salon Marketing, tells us:

"If you held a gun to my head and told me I could only use ONE form of marketing for my salon or spa, I would always, always give the same answer..."

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



By Annette Gomez
Senior Coach
Worldwide Salon
Marketing

We can't solve problems by thinking the same way we did when we created them
- Albert Einstein

When you own a small business, there is a 100% chance that you will encounter some bumps on the road to success.

What distinguishes successful salon owners from the not-so-successful ones isn't the fact that they didn't encounter any problems – they just deal with them differently.

Do you have any issues in your salon? I bet there are a few things you wished you could eradicate out of your professional life – difficult staff members, impossible clients, hard-to-understand software, unsupportive reps...the list goes on and on!

So...how do you deal with it?

1) **If you can change it, DO!** Don't be afraid to get rid of a problem. If you hang on to it, you're certainly not going to get anything better. If you risk something new, you might! No risk, no reward.

2) **If you can't change it, change your attitude towards it.** Say, for example, you really hate the fact that your salon isn't on the street, because it gets fewer walk-in traffic. Turn the problem into a feature – print up some flyers, market it as a tucked-away oasis of peace, and off you go!

3) **A positive approach goes a long, long way.** If you're determined to be unhappy and miserable, then that is what you'll be. Your happiness only rests in one person's hands – YOUR OWN! Take control of your own destiny, get moving, and make your own happiness happen!

"Do you have any problems in your salon?"

"I know how valuable it is for me to be in my clients' homes ..."



Sandra Chiarella (third from the left), owner of Get Nailed Beauty Salon in Altona, Victoria, shares her secrets on how she writes such a fantastic newsletter every month

Do you want exclusive access to more salon owner secrets?

If you want to join the world's largest network of successful salon owners, all sharing their tips and tricks on the exclusive Member's Only website, you must fill in the purple survey form and send it back TODAY!

Hey Greg,

Thanks for the positive feedback, I actually love doing the newsletter, and I never have a shortage of ideas or stories to write.

We send out 400 handwritten envelopes each month. I know how valuable it is for me to be in my clients' homes and hopefully attached to my clients fridge....(ooh maybe an idea: get some magnets made that say "this magnet is only to hold Get Nailed's monthly newsletter!!! ...and pop it in with my next newsletter!)

I am happy for you to display my newsletters on the (members only) site. I also can share my tips for them. I have a little plastic A4 file with NEWSLETTERS written on the front. In it I keep a hard copy of every month's newsletter so I can refer to them at a glance and also see what I wrote previously if I want to keep talking about that topic etc, and I have blank white pages in them with all the months of the year written on the top.

Every time I get an idea for something to feature/write for any month of the year, I pop it on a sticky note, bit of paper, back of a receipt, bit of toilet paper (clean of course!) and pop it on the appropriate month- **even my staff know this drill and they are getting into the habit of doing this as well.**

So when it comes to writing the newsletter, I don't have to try and remember all the good ideas I had, and stories to tell.

Another idea is for all those who have a laptop or like me an iPhone, when I know I am going anywhere that I will have to wait and pass valuable time like doctors and dentist appointments, kids events, even traffic jams (I dictate to my daughters in the back seat!), I sit and I write my ideas in a word document, or in my drafts in my email, so when it comes to formatting the newsletter I can simply cut and paste. Well I have to admit my husband, Fil does.

But it saves so much time. There are so many ways to utilize time to do the little jobs that you don't want staff doing when they could be using that time to make money. My mum and daughters help out with folding the newsletters, even clients don't mind helping sometimes if you know them well enough, and what kid doesn't like sticking stamps on envelopes?

Delegate delegate! Think smarter, not harder!

I'm sure these ideas might help some of my fellow members.

Regards
Sandra Chiarella

The Inner Circle
LI TE Program

Get clients FAST with
proven hair and
beauty ads, delivered
weekly to your inbox!

I have loved getting the templates and ideas from you and the team for this Lite programme.

I sold 28 packages in July/Aug over 2 weeks @ \$99 and have just launched the VIP limited package @ \$99. Also, have the "new client only" packages and a Friday special offer going at present. We have the opening for the new clinic tomorrow night and have invited 120 people, so what a chance to offer them a treat or two.

My client base is growing now that I am in new premises. As a sole operator it is really hard managing all the stuff that goes with business.

I hope to be able to apply for the larger programme at some stage.

*Joanne Bentley,
Calma Therapies
Wairarapa,
New Zealand*

Do you want the same success?

Log on to www.worldwidesalonmarketing.com/lite RIGHT NOW, and discover how EASY it is to grow your salon's wealth!

"...so much extra business that I no longer have to spend all my day off thinking of ways to generate more business...."

"I have had great success using the templates and information in the Lite program.

Firstly I printed out the Hollywood Woman flyer changed it a bit to suit my Beauty Salon's needs – for example I added as part of the pack an eye shadow which I had heaps of old stock sitting around but however this has **brought a whole new range of customers who are now interested in my make up!** I letterbox dropped 2000 of these flyers and sent out 300 newsletters containing the special to my clients and put up the posters in the salon.

This pack actually only takes us about 1 hour because the value is also added in the eye shadow quad so now my therapists and myself are making about \$99 per hour each and we are non stop with these packs .

I have also signed up to a bulk SMS pack on the internet and put my database into it so I can quickly send SMS to my clients. Last week we looked at the next day and had a few gaps so we sent out a SMS titled Friday Frenzy CALL NOW with a great deal. **Within 1 second – seriously I'm not joking) the phone started ringing non stop. Overall the Lite program has generated so much business for us and given me so much more time as I now don't really have to spend all of my day off thinking of ways to generate more business. I definitely feel that I am now working smarter not harder. Thanks Greg !!!!!"**

*Sarah Mawson, Nailed on Beauty,
Frenchs Forest, New South Wales*



WOW!
Amazing results!

Greg's Corner: The Power of Newsletters



Greg Milner, co-founder and CEO of Worldwide Salon Marketing, discusses why the humble newsletter is the most powerful marketing tool any salon can implement.

If you held a gun to my head and told me I could only use ONE form of marketing for my salon or spa, I would always, always give the same answer:

newsletters!

For me, a monthly (not quarterly, not half yearly, not even bi-monthly, but *monthly*) newsletter, delivered in an envelope with a real stamp on it, is THE best bang for your marketing dollar you will ever get.

It not only makes you a welcome guest in people's homes, they look forward to it, and it puts an *iron fence* around your clients and customers. When they think 'haircut' or 'facial' or 'massage' or 'body wrap', who are they going to think of first? You of course. The importance and value of a regular hard-copy newsletter simply cannot be overstated.

Sure, back it up with a weekly email, an ad in the paper, a mailbox flier, lots of other marketing. But if you could only do ONE thing, a newsletter is so far in front at the top of the list, it's almost out of sight.

Sadly, most salon & spa owners don't 'get' this... yet there is overwhelming evidence – from our Inner Circle members particularly – that a regular monthly newsletter always brings in more business than it costs to print and mail.

And the more personal you make your newsletter – about you, your family, your 'client of the month', the dog, the overseas holiday you took – the better it is.

Case in point: the latest example from prolific newsletter publisher and Inner Circle member (two years) Robyn Curnow of Beauty on Ryrie in Melbourne, Victoria.



Robyn Curnow, owner of Beauty on Ryrie in Ringwood, Victoria, shares her newsletter secrets



Page 1 of Robyn's latest four-page salon client newsletter - IC members can click on the image to download the entire newsletter as a sample of how to do it

Robyn emailed me with her latest newsletter this week, and it's an outstanding example. IC Premium members can [download a full copy from the 'sealed section'](#) of the Member's Only website. And for those who just don't know where to start, our magnificent copywriting and graphic design team has just uploaded several [examples of complete 'done-for-you' newsletter templates](#) to the Members Only area as well.

In Robyn's newsletter, she made it personal, filled it with lots of beauty tips and tricks, some real news....and plenty of special offers to entice her clients to come into the salon and try something out. According to Robyn:

"The last time we spoke you gave me some advice on my newsletter and you said to put more of me in it, well I did, so I thought I would send it to you for a look. I have been getting a lot of calls regarding it and a lot of people saying that they know exactly how I feel."

Robyn understands better than most that business is in the end, about *relationships*. And there is no better way to build and maintain a relationship with clients than regular, relevant information delivered in an easy-to-digest, familiar and *conversational* way.

Robyn, congratulations on a great job!

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