**Masterclass**

The 6 Game-Changing Habits High-Performing Salon Owners Need to Adopt to Succeed Post-Pandemic

Transcript

(From Slide 2)

You are going to walk away from this Masterclass with tremendous value if :

* Even though 2020 has been a revolting year for you, you refuse to let this pandemic be the end of your business. It’s over when you say it’s over and you say IT’S NOT OVER!
* You recognise that you’re going to have to do something different, not just to move forward but to be looking at recouping some, if not all that has been lost this year
* The thought of coming up with yet another heavily discounted promotion just to get people through the door makes your stomach churn
* and you're really going to get tremendous value if you’re ready to play a bigger game

**So Why should you listen to me?**

I have spent well over two decades in this industry. The Beauty Industry. Not in hairdressing or beauty-only related businesses such as nail salons, waxing salons or even laser clinics. Beauty Salons, Skin Clinics and Medspas. Those salons who although may offer beauty treatments, place a focus on the single area of the industry that can make real money, where what you can make in 30mins is not time and money specific like a 30min leg wax for say $60, or a 30min mani for $45. I’m talking about the salons who have a focus on skin and can do a facial treatment in 30 mins for $120 or even $350. And further to that, the kind of salons that can additionally add $100 worth of retail or $1,000 worth of retail inside of those 30mins. Can you see the difference? The beauty industry is somewhat complex and requires specialized coaching, I'm a specialist.

**In case we haven’t met, let me briefly introduce myself.**

After university I worked my way up to being an Account Director at leading advertising agencies. I worked at a senior level for clients such as Penfolds, Heinz Baby Foods, Myer and more. It’s during the fourteen years in this role that I developed my passion for strategy and effective marketing.

In 1996 I opened my first salon, Me Skin and Body. The first 10 years were hard, I won’t lie. Especially that I wasn’t a beauty therapist. I had to learn the hard way, the long way, exactly what the client wanted and train a team of therapists to deliver it in an effective and profitable way. Those first 10 years I spent working IN my business as the front desk person during the day and ON my business at night. Now even though my previous experience was a huge advantage, it was a slow process in those first 10 years. When you're deliriously tired after putting in an 8-10 hour day, it's hard to work on your business, be strategic and do a great job. I'm sure a lot of you know what I mean.

In 2005, I was able to step away from the reception desk and spent all my time working on the business. And between 2005 to 2010 I had a highly profitable salon business that ran like clockwork, I made a lot of money and believe, I had a life. In 2010 I sold the business for a sizeable profit. The financial and time freedom the business offered me, allowed me to start and develop CREAM Solutions, my coaching business today.

In 2011, I launched the High Performance Therapist Academy. First, I taught it on stage at live workshops with hundreds of therapists and salon owners in the room and then it was around 2015 where I transformed it into the first ever digital online productivity programme for beauty therapists. Even more therapists have gone through HPTA, online.

In 2016 , I launched the Leadership and Management Academy for salon owners only with over 150 salon owners going through it and forever changing the financial trajectory of their lives.

What you will learn today, has the potential to completely change the trajectory of YOUR life. The goal of this Masterclass at undoubtedly the most crucial time of your career, is to help you adopt 6 game-changing habits in order to survive this pandemic and economic downturn, but most importantly, thrive through it.

At the end of this presentation I’m also going to share with you more information about my membership. I rarely promote it but I do recognize that this is a time the industry needs more support than ever. Having said that, I also recognize that during these times, I need to make my programmes a lot more affordable and accessible to as many salons as possible so if you want to hear about the massive unprecedented change I’ve made to my membership, hang around for that.

There's another good reason to hang around until the end. Those that are still here, will receive the slide presentation and a full transcript of the presentation within 24 hours. So let’s get started.

**6 Habits**

1. Think ‘Strategically’ not reactively
2. The ‘Why You’ question
3. Scale by developing your digital business
4. Tighten up your expectations
5. Long-term retention strategies
6. Marketing and Retention Funnels

**(1) THINK ‘STRATEGICALLY’ NOT REACTIVELY**

Every day I watch businesses ‘react’. On social media, on email and even on their websites. And when I say this, I mean that the way they try to either attract new business or encourage their existing business to spend more with them, the means is by throwing out discounted promotion after promotion with no strategy. Now don’t get me wrong, I’m not anti-promotions, I’m just anti-promotions that don’t actually address the problem.

There is so much that SHOULD go behind a promotion. So much that it would take up to a whole month to prepare in advance. things like

* Working out the objective – what are you hoping to achieve on the other side?
* What social media and marketing will you put behind it?
* What target do you set the team to achieve?
* How will they achieve it? Do they have the knowledge and skill to actually achieve it?
* How will you brief them?
* How will you monitor the progress and what actions can/will you take if the promotion isn’t on track?

It’s not hard but it takes time, and it takes STRATEGY.

An important element of strategic thinking is **always** keeping the long term in mind with every move you make. Often short-term solutions, which are mostly reactive, without enough thought, end up addressing the immediate, doing nothing for the long term, or worse, creating a bigger problem in the long term. That’s not smart and it's harmful to your business.

We’re months from the pandemic, and now is the time for you to take care of the short term whilst securing the long term in everything you do and every decision you make. Now is the time to think strategically. Not reactively.

Here's what we know for sure:

**We are officially in recession**. What does that mean for you? Well from past experience, we know that during times of recession, the purchase behaviour of consumers change. Consumers WILL be cutting back and trading down. They will place greater attention and thought into where they spend their money and receiving value for the money spent is even more on the radar during these times.

**COVID-19 will severely have an impact on in-salon appointments**

A recession borne from consequences of a pandemic adds an additional hurdle for our industry that we haven’t had to face in the same way before…..The need to keep safe.

The elderly and those with compromised immune systems make up a reasonable part of our population. They will not be exposing themselves freely. Further to that, family members and carers of these two groups will also be more conscious and thoughtful about the degree of their exposure in order to protect their loved ones. This means is that appointment bookings **will** drop even moreso than what a normal recession would declare.

**The future is by enlarge unknown**

This pandemic/recession is unprecedented. We have never had to deal with anything like this before, at least not in our lifetimes, so predicting how it’s all going to pan out will be difficult. Adopting a strategic mindset is paramount to the survival and success of your business during these times

**(2) THE WHY YOU QUESTION**

So we know that consumers will be spending less and will be paying greater attention to where their money is spent. This will make your clients (and prospective clients) way more sensitive to the service experience they receive from you. There will be a lower tolerance to bad or inadequate service and a higher propensity to change service providers if their expectations and needs are not met.

Let’s say you were looking for an orthodontist for your son, would you go to any ortho? After all, the price you’re going to pay will be a sizeable investment. Would you just take the word of an orthodontist who at the initial consultation explains the process and tells you it will cost $7,000? Or would you need something more?

Sure you would. You would want to see some of the work he’s done, do your own research, perhaps speak to someone who has used him with their child. You’d look at the care and attention the ortho and his staff offered you. The hygiene, convenience etc.

You wouldn’t just say no problem, let’s go.

So, let me ask you, how different do you think this scenario is, than with your clients and your business? I can just imagine you saying that for your industry it’s different because you don’t charge $7,000 for your services. But that’s where you’re wrong. You in fact charge more.

With the ortho, the $7,000 is spent treating your son over 2-3 years and the payments spread over that time. In YOUR business and with savvy loyal skin clients, the kind of client YOU want, they’ll be spending much, more. You would looking to sell your clients 2 courses of treatments a year. $2,000. Monthly maintenance treatments inbetween the courses which is around $150 x 9 = $1,350 and a full prescription of homecare replenished 4 times a year which is around $3,000. There’s $6,350 in just the first year and your goal would be to service them so brilliantly that they stayed with you for many years to come.

That’s a lot of money. Can you see that?

If you want prospects to choose **you** above all others, then you need to give them a legitimate, good reason to choose you above anyone else.

If I was to ask you the question, WHY YOU, what would you say? Given the big investment I would have to make, if I was looking for someone to treat my lines and lack of firmness, why should I choose you as opposed to another salon in my area? Can you answer that? I’ve asked this question of many salon owners and rarely does the answer I receive adequately address the question. It’s not enough to SAY you’re the best. You need to BE the best. If you’re going to say you’re the best, you have to be able to back it up.

You Have to Be Able to Answer The ‘Why You’ Question Without Hesitation and with complete confidence based on your previous results. Believe me when I tell you that this is **THE most important advice, I can give you in terms of making it through this recession**. And if you can do this really well, you'll THRIVE, **in spite of it**. Why? Because if you do, you’ll be one of a few. Most likely, the only one in your area.

Look, even before the pandemic consumers have gained greater access to and awareness of your competition, whether it be the salon down the road or the online store. Not only are these competitors in your client’s faces daily on social media but they’re advertising to them by following them all over the internet with Google Ads and Facebook. Not only that, but reviews are way more prominent and way more accessible to the consumer. They don’t HAVE to experience a business to know about it to make a decision to choose it. Consumers are seeking ‘THE BEST’ and now that they need to be more careful than ever about where they spend their money, the scrutiny will be even stronger.

Successful salons are successful because of the loyal clients they’ve built. Because of the retention of their clients and retention doesn’t or can’t exist unless the level of service and results is at a level above all others in their peripheral vision. That’s how you’ll win. By being uniquely great at what you do. YOUR way of greatness. YOUR, WHY YOU!

You need to start developing your unique solution to your client’s problems. Something that keeps them coming to you and ignoring all others.

Can I give you a hint? If you offer everything the traditional salon offers, it will be impossible for you to be at expert level in everything. Your therapists are overwhelmed with what they need to know and with all the training they have to go through. Think about streamlining what you offer. Pick an area of your business and specialise in that area. Now that doesn’t mean only do one thing or drop everything else, I just mean, choose to put your focus in one area as a specialty. Today, we do so much more under the umbrella of ‘beauty treatments’. To expect an employee to be a great waxer, do a mean mani/pedi, have expert hands on a massage, apply eyelashes delicately and precicely, spray a tan flawlessly AND provide amazing results in skin treatments AND retail, IT’S JUST NOT REALISTIC. You can’t be brilliant at everything. Not today.

If you have a very small team, you can consider dropping some modalities, the unprofitable ones but if you if 3 or more therapists, consider specialising your therapists. You can have 2 that place all of their focus on skin treatments and one who does all of the beauty treatments. Your therapists will be happier, be more committed and accountable to training, feel less pressured and will perform to a much higher level.

Regardless of what you come up with, you need to be at expert level. If you’re not already there, put the necessary trainings in place to get you and your team there. You don’t want to be perceived as vanilla. Vanilla is ordinary.

* You want to be perceived as salted caramel! Extraordinary.
* Work towards creating extraordinary

**(3) SCALE BY DEVELOPING YOUR DIGITAL BUSINESS**

COVID-19 will have a lasting impact on the beauty industry for a long time to come.

As we said before your in-salon appointment bookings **will drop.** But it doesn’t mean your revenue has to drop. There’s a huge opportunity waiting for you if you’re willing to take it.

**It’s time to** UP **your digital game.** Look, even before the pandemic, online shopping was evolving at a rapid rate, especially in our industry.

* In 2018, 2.8 TRILLION1 dollars’ worth of products were purchased online and projections showed that by 2021, it would be close to 5 Trillion dollars. Think about it, that forecast was made before the pandemic.
* Since then, the lockdown has forced even the most hesitant shopper to go online and a recent study2 showed that this is going to be more than a temporary boost in online shopping habits.
* Over 50% of the people studied say they’re now more likely to continue to shop online even after the pandemic, forging new shopping habits.

You need to pay attention to this. Think about Christmas, I can promise that way more gift buying will be done online this year than ever before.

I know that you want your business to survive this pandemic. I even believe you can thrive through it. But in order for this to happen, you MUST respond to these changes in buying habits. Consumers won’t necessarily buy less, or even spend less, they’ll just buy differently. If you don’t respond to this, then they **WILL** buy less from you.

WE KNOW, that at the end of the day, that consumers are far better off, and would receive far greater outcomes if they purchased their skincare from professionals, from trained beauty therapists in beauty salons, skin clinics and medspas, from businesses that work with cosmeceutical grade products.

But… the consumer doesn’t know that. And the heavy advertising and promotion done in the mass media and in social media, vying for the consumer skincare dollar ,doesn’t help.

Let me tell you a little story.

Recently I went walking in Central Park, Malvern with a friend from the industry. Note, Malvern is a fairly affluent suburb with mostly educated residents. We were discussing cosmeceuticals. I said that MOST consumers have no idea about cosmeceuticals; that they even exist and that results are superior to even other professional brands and of course supermarket and pharmacy brands. The friend disagreed. When I said that I believe that at least 95% of the women in the park had no idea what a cosmeceutical was, the friend vehemently disagreed and challenged me. So, I went straight up to two women and asked them. Both had never heard of the word. My friend could not believe it. I decided to take my little survey further and on the way home I stopped off at Caulfield Park, same demographic as Malvern.

I asked another 23 women. 22 said they’ve never heard of the word and one said, ‘Isn’t it a type of supplement?’ Sigh. Conclusion. 25 out of 25 women had no idea what a cosmeceutical was. Which means they have no idea of what you can actually achieve for them

So why am I telling you this story? Because it should prove to you YOUR potential is in fact of massive proportions. More business than you can handle is out there if you simply pay attention and do things differently AND get ahead of your competitors. And I’m not talking about the other salon competitors out there. Don’t worry about them, there’s way more demand than there is supply in that arena. I’m talking about your online competitors.

* Online skincare stores
* Department stores that have gone online
* Meccas of the word + their online stores
* Even Tupperware-like skincare businesses have gone online

NONE OF THESE HOLD A CANDLE TO WHAT YOU CAN DO. You can actually deliver results. THEY mostly can’t.

Now, I want to show you, two newcomers to the game, new competition to your business that you really need to be paying strong attention to.

This is a screenshot of Software (stupid name). A new Australian website offering prescription skincare, online. By doctors. Yes. You heard it. Doctors. You take a quiz. To receive the results, you hand over your email and you get your own login. Once logged in, this is what came up for me. It asked me for immediate payment of $29 for a consultation and then telling me that after the consultation, I will be paying $88 for a two-month supply of MY formula.

And how about this? Another online skin prescription service. Also Australian. when you scroll down the page you see similar to Software, take a quiz, have a consultation with a doctor and they'll make a product especially for you, delivered. With follow-up support, automated I'm sure.

BY DOCTORS, the very same doctors who poo pooed the beauty industry but decided to move in on YOUR industry a few years ago. They recognised the incredible demand and lucrative opportunity that existed in skincare so they extended their business models to include the sale of skincare and in-clinic skin treatments. Mostly the same treatments you offer.

And now, their inhouse marketing gurus have advised them to move even further by responding to the market changes. They’re doing what YOU need to do and that is to meet clients WHERE THEY’RE AT…online.

Whether we like it or not, this is where the world is moving to and unless you jump on board, you may be left behind. No matter what these sites say, can you imagine a doctor being happy doing a consultation for $29 and selling an $88 product? No...I don't think they studied for a decade for that. It will be automated, impersonal and no doubt, led to some kind of invasive procedure that will cost thousands and thousands to the client.

They will use what you do really well as a loss leader, as a carrot to drive their much more lucrative procedures. On the other hand, you WILL be more personal and give the time required to achieve results without major downtime. Why? because you don't have a agenda, you'll be indoctrinating prospects into a solid skincare regime from the start that costs more than $88 every 2 months but you'll be delivering the results people actually want. It’s just that many will want it differently. Especially for the ones that don’t want to come for in-salon treatments for whatever reason, pandemic or otherwise

**(4) TIGHTEN UP YOUR EXPECTATIONS**

I’m going to be brutally honest. Enough of accepting low performance, bad behavior and poor loyalty from your employees. Draw the line and say, ‘Those days are over’. Unemployment is at an all-time high and for the first time in a long time, the demand and supply equation to jobs to therapists has been reversed. Once everything settles with this pandemic, there will be more therapists than there will be great positions available so if therapists want to stay in their industry of choice, they’re going to have to step up. In many ways.

If you’re going to ride this, you are going to need to be surrounded by people who on the same page as you. People who love providing results for their clients AND their employers.

But it all starts with you. Your leadership. Your expectations.

Let me share some benchmarks with you that you cannot move from:

* Therapists need to be producing $130/hour.
* A full timer $4,940 a week minimum.
* If you’re equipment heavy, more. Depending on the level, $150/hour upwards
* 40% of that needs to be in retail sales, 50% plus if you decide to scale your business and sell online and do virtual consultations
* Of the clients they see in salon, their rebooking rate should be 65% plus
* New client conversions, 2 out of every 3. Minimum

**(5) LONG-TERM RETENTION STRATEGIES**

You’ll going to need to relook at packaging your offerings. It’s going to be increasingly difficult to sell courses of treatments worth a thousand dollars or more, **paid up front.** Few people will have that kind of money readily available and even if they did, the immediate uncertainly looming will discourage them from making such big investments. Programmes of treatments, the ones you normally offer at a discount for up-front payment will need to be offered with reasonable payment plans.

I also want you to think about about introducing Memberships or Subscriptions. And I don’t mean a one that offers a basic facial and 5% discount or benefits that are just not there with only 8 members who won’t be renewing their memberships next year. I mean a well thought out valued added membership for the client, a money making proposition for you that secure clients renew year after year. And secures recurring revenue in advance month after month. Like everything it requires planning and strategy

**(6) MARKETING AND RETENTION FUNNELS**

If you’re one of these people that say you’re not techy, then you need to stop. You don’t need to be techy to embrace technology. If you don’t shift your thinking you are going to miss out on some incredible opportunities and solutions to many of your challenges.

You want to be able make offers that require prospects to purchase online on the spot through the use of landing pages. Landing pages are a complete online strategy that can add thousands to your weekly revenue figure beyond the shopping cart. Not just retail btw. You can sell treatments and gift vouchers with landing pages in a way that is incredibly effective and compelling. More so that in the traditional ways.

If you’re going to gear yourself towards virtual consultations and online retailing, you are going to need to learn how to use a more sophisticated email marketing system than what your POS software offers you. You want to be able to segment your marketing and send only emails that are relevant to each segment. Aren’t YOU fed up with receiving emails that say Dear Brigitte and the content has absolutely nothing to do with your needs? Well so you’re your clients. No more sending all emails to all clients. The kiss of email death.

When a client buys an offer from you from a landing page, you can create a sequence of follow up emails from thanking them for the purchase, to reminding them how to use the product, sending relevant and interesting articles, blogs, YouTube videos, Facebook lives and so much more. IN AN AUTOMATED WAY, but relevantly.

I’m sure you’ve heard about the KLT factor, the know like and trust factor you need to establish with your clients before expecting them to spend money with you. There’s no better way to support this than by nurturing your clients with a sequence informative and helpful emails that ends with an offer. The sequences and strategies you can create are mind-blowing and once you get into using them, you’ll never look back.

There is absolutely no better, cheaper and more effective way to attract new clients to your business than with Facebook Ads and there’s no better, cheaper and more effective way to stay in front of your existing clients than with Facebook ads but Facebook ads will be useless and costly if you don’t have landing pages and an email marketing system in place.

Quizzes – OMGoodness. This is THE latest piece of technology you can use to get to know your clients and their needs, engage with them (everyone loves a good quiz) and attract new clients with. Imagine a having a quiz online where you ask someone to answer a series of questions and depending on their answer, you can automatically and immediately prescribe the 4 core products they need and direct them to purchase them online immediately. You’d need landing pages and again an automated email marketing system to make this perfect. Too too good.

Can you see how important it is for you to get with the technology programme? Time to adapt and adopt.

That was a marathon I know. I wanted to get you excited about what’s possible. As awful and as ugly the pandemic has been, the net result is that you have the opportunity to flip the switch. You have the opportunity to reinvent yourself, your business and how you operate. A do-over. Is it work? Sure it is but it’s GOOD WORK, STRATEGIC work, the kind of work that will allow you to run a business without ongoing stress, overwhelm and the feeling of fear every day because once you’ve put in the work up front to gain the education, skills and tools you need, you’ll finally be able to enjoy the fruits of your labour for years and years to come.

So, if you feel lost and don’t know where to start to flip the switch, you want to learn WHAT you need to work on, HOW to do it, and WHEN to do it without wasting time, through guesswork and trial and error, then I want to introduce you to the Strategy Society.

This is my programme/membership that combines all of my business programmes into one robust, high touch monthly membership.

Here's what you get as a Strategy Society member.

(1) The whole enchilada

* The full Leadership and Management Academy (normally $2,699) the Marketing and Retention Academy (normally $997) and my regular monthly membership (normally $125/month), all inside of ONE programme
* Every month, for 12 months, you'll receive one module
* In that month, that’s the focus of my coaching. You’ll receive full support from me, helping you through the modules and keeping you on track. No one is ever left behind
* Twice a month live Q+A Calls
* Private coaching calls

(2) Twice a month live Q+A Calls

(3) Private coaching calls

(4) Facebook group

(5) Regular Masterclasses

(6) The Strategy Society Games

Now normally here’s where I’m supposed to mention a whole of the bonuses but I can’t do that because any bonus you can imagine is already a part of Strategy Society. There’s the pre-recorded courses which should cover everything you need but if you need help outside of that, you have direct access to me when you need it. The one reason I will give you to join now is because November is when I teach you how to run effective Facebook ads. Not ads of offers where you virtually have to hand over your first born but ads that are strategic, aimed at growing your list, attracting the new clients that you actually want, develop the KLT factor with new clients so they spend with you with confidence. The kind of ads that can reach your existing clients in the most cost-effective way.

These ads are aimed at attracting the ideal clients, not the bargain hunters that are impossible to convert. Any great Facebook Marketer will tell you that FB ads is a long game, a long game well worth playing. The sooner you familiarize yourself with the power of Facebook ads, the sooner you can start playing the bigger game. I’m not saying start spending in November, I’m saying start learning in November and spend when you’re ready. A great campaign can start for as little as $5 a day.