

Jaye Renéé



Figure
Stylist™

Secrets to Exploding Your Beauty Industry
Business & Creating Success by Design

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First Edition

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Dedication

To my Daughter

*You are a reflection and testament of God's love for me.
You are beautiful, brilliant and my source of inspiration
every day. Be Epic! I love you Snoop!*

Mommy was here

About the author



Jaye Renee

Jaye Renee is recognized as an expert in the Beauty Industry. As a highly sought after educator, speaker, marketing expert and consultant she has been seen in and/or on USA Today, Black Enterprise, NY Daily News, International Business Times, CBS Moneywatch.com, and more. A truly gifted entrepreneur, she is dedicated to helping people serious about success improve the quality of their businesses and lives, helping them turn ideas into dollars and red into black on their bottom lines.

Listen Up!!!

***The old way of doing things in the
Beauty Industry is broken and gone forever.***

THINGS WILL NEVER BE AS THEY ONCE WERE.

While some time-honored, proven business strategies continue to have their place and not only that, they will always have their place but, they must be combined with new, more creative thinking along with thorough and disciplined methods that prove effective with the realities of the new direction of this industry and the desires of its professionals, its consumers and its clients.

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Preface

Welcome to the New Era of the Beauty Industry. It's here and I know you have felt the changes. Maybe you've noticed that something was different but could not recognize what it was. Does any of this sound familiar?

- You find it hard to get new clients
- If you are able to find new clients, you can't get them to return as you wish them to
- You find it hard to find competent staff, who understands your vision
- You're noticing an extreme lack of loyalty in both clients and staff
- Profits, if you have any, are not stable and predictable
- You have worried that someone in your staff one day will walk away with your clients
- You've been afraid of someone will steal and share your secrets and other proprietary information
- You have worried about staying ahead of the trends, not wanting to fall behind
- You want to be sure that you can retire comfortably
- You want to increase your businesses exposure

- Clients don't realize the difference between you and your competition
- Potential clients feel that they can do your job better than you can and don't realize your value
- You don't want to simply survive in this industry, you want to THRIVE, creating Maximum Profit & Wealth along the way

If any of those bullet points sound familiar to you, you've definitely felt the changes.

Here's the great news though, those who understand that things HAVE changed and make the decision to do something about it, success is at hand and will be easier than you think!

Too many will decide to do nothing, they will stand idle while their businesses collapse right before their eyes. Well, that's if their business even get the chance to get off the ground.

For those of you who respond boldly and intelligently, incredible opportunities that are bigger and better than ever are waiting for you. In this New Era of the Beauty Industry they will be these opportunities will be more accessible than ever.

The weak will struggle to stand if at all and those who decide to act will be en-route to all the benefits that drew you to the industry in the first place, great pay, travel, multiple streams of income, the list just goes on. You and you alone can make the decision to either lie down and struggle or to stand tall. Standing tall is the only way unless you want to be trampled on.

This New Era of the Beauty Industry has new rules. I must also mention the critical principles of this industry that too many professionals have long forgotten; these fundamentals must still be recognized and respected.

The 6 Figure Stylist™: Secrets to Exploding Your Beauty Industry Business & Creating Success by Design is all about

this New Era and those forgotten principles that will propel you forward to the pinnacle of one of the best industries in the world. This book is not just for hairstylists but all members of the beauty industry. You will find that often I make references to and use examples of hairstylists and or salons but you can still use the information and strategies found in this book no matter what your profession is within the industry.

I also use the pronouns “she” and “her” to illustrate some stories and certain situations, when I do it in no way insinuates that a customer, client or professional must be a woman but rather to avoid saying, “he or she” or “him or her”. For all intents and purposes it’s just allows me to keep it simple so please do not feel any kind of way about it ☺. This book is also vitally helpful if you own a business that serves the beauty industry, if you are a beauty school or if you have an association in the beauty industry.

Before we go any further let me say this, I love the beauty industry! There is nothing like it in the world. Its professionals are some of the most creative, talented, innovative, intelligent people in the world. We operate in a \$42,000,000,000 industry and it is my goal that you get as big a piece of that pie as you want and to help you do that. At the end of some of the chapters there are a few assignments for you to do that help to reinforce some of the information in the book and to help you get the most out of it.

With that said, I hope that you not only profit from this book but that you enjoy it as well. I welcome your thoughts and questions. *You can communicate with me by fax (877)499-3720, email or via the website www.DollFaceMarketing.com.*

Best always,
Jaye René

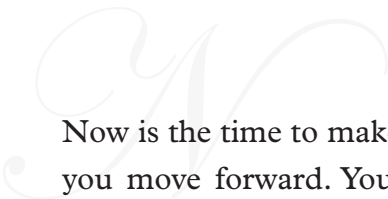


Chapter

It's Time to Make a Decision

“If you must choose between a meal or a book,
buy the book, go hungry, study, so you can
escape such a sad & precarious position.”

Ben Franklin



Now is the time to make a decision. One must be made before you move forward. You must decide to take control of your future and make a commitment to do what you need to do to be successful in this New Era. There is nothing to be afraid of, especially if you are ready to learn the rules and understand the principles that are so vital to your success in this industry.

The people who will not be successful will fail only because they decide to do nothing. They refuse to acknowledge change, refuse to realize that by doing nothing or proceeding with business as usual they are in fact helping those who do decide to do something take over the industry. By refusing to acknowledge the changes they know are underway and that they have noticed themselves they are waiting to be trampled upon.

To make it you will need to be decisive and determined. You will need a steadfast commitment. You must be firm in your resolve to gain an understanding of how things have changed, to embrace those changes and to uphold the time honored principles that serve as fundamental building blocks for you and your business. You will develop habits and behaviors that seem to be contrary to those of your peers because you will find that the ideals, strategies and ways of thinking found in this book are remarkably different from what you see in the industry and for good reason.

Too many professionals in this industry are suffering, they are nowhere close to reaching their potential and if you decide to continue along the same road with them you will get the same results. I will be honest and tell you that some may not understand the changes you will make especially in the beginning but they will see the fruit of your efforts. For this reason it is very important for you to associate with other professionals, entrepreneurs, advisory groups and coaches so that you can share ideas, get feedback and support along the way. It is also important for you to be encouraged regularly and for you to know that there are people out there who are committed to success just like you.

Being a professional can get lonely especially if you are successful at it, never let yourself become isolated and do not be afraid to take advantage of resources available to you that are there to help you out along the way. Associate with those who get it all, others will just hold you back.

It doesn't matter where you are starting from and it doesn't matter where you are now, all that matters is that you set your mind to where it is you want to go and that take advantage of the information available to you to get where you want to go.

I remember being 8 years old or so on my way the 3rd grade and I was a cheerleader for a little league football team. We had practices in the evening during the summer just before school started and my mother and I walked to the field where we practiced because she didn't have a car. I remember asking her if she would allow me to get a Jheri curl like I saw in Eddie Murphy's movie *Coming to America*. You can go ahead and laugh at me, which I know you probably are but I wanted it bad. For those of you not familiar with the movie for a Jheri curl, look them up. You can look up "Soul Glo" because that was the

fictitious brand in the movie and you will see the commercial featured in the movie as well.

Anyway we had been having a bit of a rough time that year and she let me get it just after school started. Things were good in the beginning, picture day came and I was happy as I could be. I remember my picture clearly it had a black background with pink and blue lasers, you couldn't tell me anything! I was smiling so hard.

We still walked to practice 3 days a week and the weather was still hot out that didn't change. What changed was something else entirely. When I initially got my hair done at the salon I had gotten all of the products I needed to maintain my style. I didn't have a clue about was how to maintain that style, and why would I I was a kid. I had the products my mom had bought me as the salon and that was enough right? Wrong! We didn't have the money for repeat visits to the salon. Honestly, we didn't really have much money for even the products so that I could keep my hair soft and moisturized. I begin to dilute the products to make them last longer. The more time that passed, the smaller the amount of proper product I had to maintain my hair. I mixed and I mixed to no avail! My hair eventually became dryer and dryer it really was pretty sad.

Two things I think about when I remember having that Jheri curl, I think of how bad I wanted it and how dry it was by the time I let it go. I have been fascinated with my hair ever since. That was the moment that I realized my hair was affecting the way I felt. The way I felt began to affect my performance in school. This was my experience but as I got older I realized that just as my hair had influenced how I felt about myself it had a similar affect on others. It was amazing to me the effect that hair has on a person's physiology and that experience led me to

the course that I am now charting. It doesn't matter where you start or what sparks your interest in this industry what matters what you do when you arrive.

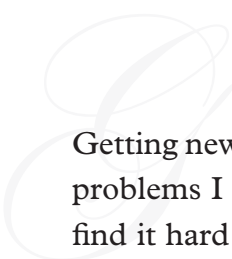
It's time to make your decision to be a successful professional in this New Era of the Beauty Industry. Write down where you are right now, where you want to be and why you want to move from where you are to where you hope to be. Who will you help? How will you feel?



How to Get All the Clients You Want

“There is no empty space
something has to fill it.
Life will find a way to fill it.”

Unknown



Getting new clients is something we all want. One of the biggest problems I hear from professionals in the industry is that they find it hard to get them. But we must get them, it's something we need to do and do it continuously for all long as we plan to have a business. It doesn't have to be as hard as you think it is. There are ways to make it much easier.

Why do we need to have a continuous stream of new clients? The answer should be obvious; it's not enough to have a few new people being introduced to who we are and what we do if you want stable, predictable profits. We'll get into specifics a little later but for now remember that new clients=steady income. Someone once said to me that if they made a constant effort to get new clients, they would become overwhelmed and overbooked. I'm sure that she would figure that problem out when the time comes. If you have the problem of having "too many" clients, this is a good problem to have. It increases your value and allows for even more opportunities to generate even more profits. Just remember that overbooking is not an option, it signals that you feel that your client's time is not important and that they are there for you as opposed to you being there for them. This kind of thinking will destroy your business in the New Era. You will have to make other accommodations,

increase your prices, create membership clubs and hire staff to assist you in serving your clients better. Let's move along.

If you notice I have used the word client as opposed to customer, in my opinion clients and customers are two different things. A customer is someone who will come in to your business and purchase a service or a product once or maybe twice. A client is someone you have established a level of trust with. They make a decision to intentionally return to your business to purchase products and or services. So when I say that you will need to get clients understand that you are not just going to have customers but you will have clients, people who trust you and who realize your value as a professional and solicit your business because of that. Don't feel overwhelmed right now, this book is going to show you how to do it. Got it? Great, lets move forward.

Being New Customer Ready

You want new clients. You know that you need new clients. Here's the big question...Are you ready for them? Are you "new client ready"? This question is tricky because most everyone would say, "Yes, of course I'm ready?" and it may or may not be true. When I ask this question I want to know if you are mentally ready. You must have the mindset that allows you to get out there and make it known that you are ready for them. You must visibly seek them out and let them know that you as a professional are available to them and that they can trust you to provide them with their desired services and products.

Are you ever surprised when you hear a stylist complain about not having a full book but their attitude is as if they have all they clients in the world? They are lazy, they half-heartedly do their job, they are constantly late, they constantly complain

and the list goes on. So here are some things that I want you to be aware of so that you can be sure that you and your business is actually ready for these clients because they are out there, they are looking for competent professionals and they have plenty of money to spend.

So you understand that you are not simply preparing things logistically or physically within your business but preparing yourself mentally as well. You may not understand the importance at first but anytime you are expanding your business you are opening yourself up to new relationships. These clients are not just bodies or numbers they are real people; they have different personalities, needs, wants and desires. You must be ready to address them.

Prepare yourself to understand what makes them tick, what their preferred communication style is. This is important not just for you, if you have a larger business or organization this applies to everyone who is apart of that organization. Everyone on your team needs to be on board and ready as well. It would be foolish to think that you are the only one who needs to understand this concept if you have a larger organization. It is crucial that anyone in your organization who has any kind of contact with your clients be prepared for them as well.

A great way to ensure that everyone is on the same page is to have a formal training for everyone. This will give you the opportunity to set the standard and let your team know what you expect from them, everyone must be on one accord. Reinforce your expectations through weekly meetings. They do not need to be long, 15-30 minutes is perfect to ensure that everyone is consistently on board with what is expected of them. This will also give them the opportunity to ask questions and get clarification for processes and procedures they may not

understand. Keep in mind that these meetings and trainings are different from your product knowledge classes or any kind of technical trainings; these meetings are specifically designated to your team's understanding of how to be mentally prepared and attentive on a consistent basis.

Now that you understand that concept lets move along. Why would these new people want to do business with you in the first place? What makes them want to give you their hard earned money as opposed to giving it to someone else? These questions must be answered. You must be able to say what sets you apart from others because if you don't know what's special about you, you cannot expect for others to know. If you are not sure, take a moment right now and let's try to figure it out. Grab some paper and something to write with and get some answers on paper. I want you to write down 5 things that make you special, which set you or your business apart from everyone in this industry. These 5 things will play a very important if your business going forward. We are going to get the customers to buy into these strengths and qualities that set you apart; this is what's going to turn them into your clients. They need something to buy into. Why should they buy into your business? Why should they invest in you? Take some time and work this out.

I also recommend that you do this exercise with your team as well, this will allow them to feel that they have a stake in business, which they do as the business prospers so can they. It makes them invested in its success; they will have a part in making in happen. I guarantee you that magic happens when your team sees that they are apart of the vision and they will move mountains to work for that vision.

So again you must know the benefits are for doing business

with you and you must be able to articulate them. Once you and your team have an idea of what those benefits are you will need to figure out the best way to get those messages to everyone who is interested in your business, even those who may not be interested directly in your business. You never know who's going to send you your next loyal client.

What Do Your Clients Want?

How do you know which benefits are most desirable to you your clients? That's where these next exercises come into play. The first one is simple...ask them. You can ask your current clients what is most important to them when patronizing a business like yours. It's almost too easy but the truth is most professionals simply won't ask. This is definitely one of the things that separate the princes from the paupers in this industry.

The easiest thing for you to do is to ask your clients what they desire most and deliver it to them. It's a win-win for everyone involved you become seen as a miracle worker and you don't have to wonder aimlessly hoping to find out what they want or spend thousands of dollars on trying to figure it out. Another way to figure out how you can best serve clients will also give you an understanding of how you stack up against your competition and more important how best to set yourself apart from them and that is to put yourself in your client's shoes.

There are many ways to do this the first is to get a pen and paper as you did before and to write down all the things you would want as a client. What qualities would you most want in your hairstylist? How do you want to be treated by the staff of a hair salon? What are some things that would turn you off from a particular business? These are some things to think about.

Now, I want you really put yourself into the shoes of a client. I want you to actually go out and be a customer of another hair salon or beauty business of your choice. I want you to do this because you can see things objectively this way. You notice things about other businesses that you may not readily notice about your own. When you patronize these other businesses you can assess areas in your own business where you may need improvement and you will also notice areas where you excel in comparison to that other business as well. If you notice these things you better bet that other customers will notice them as well. It is imperative that you have an understanding of the way you want your business to be seen by future potential clients because what you not see from the inside is not always what they see on the outside.

It will pay many times over to have someone come into your business from the outside to give you a fresh set of eyes through which you can see your business. This person can be helpful in a multitude of ways. They can “mystery shop” your business pretending to be a client to see if your team members are doing things as you wish them to be done. This is just one way they can be helpful, you should be able to figure out other ways they can be helpful I’m sure. It should be a professional who understands the New Era of the beauty industry not just someone who’s an ambassador of the way things used to work. They no longer work. I’ll mention here that in limited areas on certain occasions I may be available to assist in this capacity depending on my schedule and location. Feel free to contact me if this is something you would like my help with and if possible I will do what I can.

This last exercise I want you to have some fun with. It’s easier when you have fun and not take it too seriously. I want

you to pretend to create your own client. Not just any client but a client that for you would be your idea of an ideal client. Create everything about them, their name, marital status, income level, profession, interests, age, educational level etc. This client will not serve as a poster-child for everyone who does business with but what it will do is even more important. This exercise will get you out of your ordinary way of thinking and really understand the person behind the person who may walk into your business.

Think of it this way, if you see a woman who walks in to your business, she looks well dressed and well groomed ordinarily you may just see that woman for what she looks like on the surface. This exercise will allow you to get familiar with who she is on a deeper level. Let's say the person you create has those same qualities, by you creating the rest of who she may be it allows you to know things she may be interested in. If she has a great job, how did she get that job? Did she go to college? Did she begin at the bottom of a company and work her way up? These things are important to you as a business owner because it allows you to understand a person who actually comes into your business that may possess those same qualities. It helps you understand what is important to them, what qualities they would admire in a professional, what traits of a business would most likely captivate her and make her a loyal client. Someone like her would want an environment that reflects at least on some level, who she is as a person.

An exercise like this it allows you and your team the advantage of being able to answer every question a potential client asks you about your business. When they ask you questions they in fact want to know what you can do for them, what benefits will they gain and why your business is the one for them as we

discussed earlier. By doing this exercise you and your team will have an idea which things are most likely to turn casual clients into recurring streams of income.

This also helps you focus on whom it is you are trying to reach, who your target market is so to speak. Target market meaning a specified determined portion of the population that's most likely to use your products and services. Understanding your target market is important because that is where you will focus your efforts. There's no use in spending time or money to put yourself or your business in front of people who do not have the desire or ability to do business with you.

All of these exercises are great ways to get a better understanding of patrons in the New Era, if you will take the time to do them you will have a perspective that most professionals won't have and this perspective alone is a major stepping-stone in what elevates the best from the rest.

You never know who's going to be your next loyal client; it could be the person you least expected. Use the exercises above and the powerful information you get from it to make yourself, your business and team as appealing as possible.

Building Rapport

The next thing I'm going to talk about is a crucial part of turning ordinary customers and people who do business into your clients. Once upon a time this subject was widely known, now days unfortunately, not so much. This is definitely one of those fundamentals long forgotten by too many in the beauty industry. It's about building rapport. Rapport in other words is a bond, a relationship, a link, a connection or an affinity.

Sometimes building rapport can to others on the outside looking in appear to just happen automatically. It can seem like

there are things being unconsciously communicated from one person to another and to a degree it often is. You may know someone who always seems to be known and people love them everywhere they go. When they walk into the place its like the show *Cheers*, everyone knows their name. When people meet them they sense that there's "something about them" though they may not be able to put their finger on it. That person is great at building rapport with others.

The benefits as a professional in the beauty industry with this quality are limitless; this industry is all about people and people want to feel good. Now I don't want you to feel intimidated or worried. Do not feel threatened if you have never been that person we'll go over a few tips that will allow you to step into that role when you ever you want to.

It's become far to commonplace now days for customers to walk in to a place of business and not even be acknowledged. This is the number one turn off to a potential client. They are there to spend money. Period. You don't deserve their money if you can't even see to it that they are at the very least greeted properly.

You will be different you will go above and beyond greeting them. You will engage them. You will be different. There must be something about you that will draw people in and make them drawn to you. As you talk to them be sure to maintain eye contact, allow them to take hold of the conversation and ask questions. If you listen to them they will tell you exactly what they want. Think of someone you like being around. Think of someone who when they speak, you listen no matter what the conversation is about because you feel good listening to them. What is it that makes you feel that way? Think about it for a while because that is how you want the people who come into

contact with you and your business to feel. It's all about how you make them feel.

Let's take a minute here to talk about your business as well. The same applies to it. You may wonder how can your business create a feeling so look at it like this. The design of your space creates a feeling. The actions and warmth of your staff creates a feeling. The scent of our business creates a feeling. This is why great Real Estate Agents have fresh baked cookies at open houses; they want people that come in to view that house to feel like they are at home. A fresh baked cookies scent makes you feel warm and comfortable. What scents can you use to evoke the desired feelings of people who walk into your business? I definitely want you to think about that. Now lets get back to you.

Again, the keys to building rapport, a bond, and an affinity with people are their feelings. If you consider yourself to be an introvert its ok, I don't want you to fall apart here. It is not necessary for you to have a suave way of speaking. You are not sweet-talking or coercing them into doing something they do not want to do. The goal is first to make them feel comfortable. This may actually be easier for introverts to do because often they are better at listening to others and are often more sensitive to their thoughts and feelings. As we discussed earlier this is a key element in turning a customer or a prospective customer into a client.

Let's review a bit here. It may feel like a lot of information but its fairly simple. You have a new person that walks into your business, it is crucial that they are greeted properly and that someone approaches them to access their needs. This can be you or a member of your team. Let's say that it is you, you will approach them smiling, eager to understand what they are looking for. Ask them detailed questions, go beyond the usual

“Can I help you with something?” because often they may not have a clue if you can help them or not. Ask them leading questions that would require a response other than a simple yes or no. What ever their needs are you must go above and beyond their expectations in order to differentiate yourself from others and position yourself as you want to be seen in there eyes.

For example let’s pretend that Customer A says that she’s new to the area and is in the process of checking out salons. Most professionals would simply walk up to her and ask if they can help her, then give her general information about the salon including the products and services offered. Your most important goal with her is to establish some sort of bond with her and to create a level of trust, simply giving a spiel about the services won’t cut it. And lets be honest here in a lot of salons she will likely either be ignored or spoken to as if she was interrupting something. What you will do is ask her what brings her in; ask her if that part of town is her preference and why or why not. These questions give you a better understanding of what is most important to her, price, distance and things like that may not be factors for her. These are things you need to know. Something such as distance may be an issue to some people but not others it allows you to understand what level of importance that person is placing on what she wants. You can automatically assume that someone who drives 30 minutes across town passing 15-20 salons along the way is not just doing it because she loves to waste gas.

Then, ask her what services are most important to her. Ask her what products she currently uses on her hair. Ask her how often she’s used having her appointments scheduled. Ask her what her biggest issues are with her hair, etc. These answers provide incredibly important information for you.

Now that you have a good amount of information about what she is looking for and you are thinking about how you can best help her you need to do something that will get her attention, something that she will remember. You need to wow her here. She will assume after you have asked and answered all the questions that you will send her on her way but not so fast. The best way to wow her would be to show why your business is the place for her. Here is an opportunity for you to have her coming back for sure. Give her a tour of the salon, introducing team members along the way being sure to highlight their best qualities and skills. Offer her a beverage if you haven't all ready, after all that talking she will definitely appreciate it. I know I would. After that you should offer her a complementary service right off the bat. This is your chance to really shine here and it's necessary for you to perform a lengthy service it can be something simple.

If she mentioned earlier that her hair was lacking moisture, give her a conditioning treatment and a blowout. If you have a manicurist offer her a complementary manicure. The service offered doesn't matter as much as the fact that it will be a welcomed surprise to her and at the same time the best time to cement in her mind why your salon is the best place to receive her business.

Customer A is very likely to come back because you began to bond with her and attend to her needs when she first walked in, you asked questions and was genuinely interested in what she was looking for, you were professional and knowledgeable and finally you went above and beyond showing her around the business, making her feel at home and offering that complementary service. Not only is Customer A likely to return but many of her friends and family would hear about the

complementary service that was offered to her and for those people who will potentially come into your business because of it. If you use this for many of the people who happen to walk into your business or who are first time customers trust me many, many more will follow.

Another thing to keep in mind is that anytime you are out networking or you meet some one who is inquiring about what you do treat them just like you would if they came into your business ask them the same questions and offer solutions to their problems. Obviously you wouldn't be able to give them a free service right there but you can extend that same offer. This will also keep new people coming into your place and once they come in, work your magic to make them stay the hardest part is already done and that's getting them in the door in the first place.

Remember to always be prepared. Have your business cards ready with correct and updated information to give to people you meet while you're out and about. I also like to give out small trinkets the key is always to stand out from the rest, to be remembered and to be seen as valuable to them. Small things such as travel or trial sized versions of your favorite products are nice surprise gifts to give to potential customers. Also, they will remember it.

Understanding the value of people who walk into your business and people you meet while you are out and about will definitely create a surge of great people for you to turn into your clients. By providing value, understanding the needs of others and demonstrating how you can be the one to meet those needs you will have positioned ahead of the majority of professionals that have overlooked some of the most important fundamental of this business and you will see the benefits.

The Power of Multiplication

Just about everyone knows that it's a great idea to ask their clients for a referral. After all what's better than getting a recommendation from someone who was likely a friend or a family member. Where most stylists fall flat is understanding how to get people to actually recommend them to their network. It would be lovely if they would do so just because you asked them. It would be wonderful if they did so because you perform such great services for them. And it would be great if they did so because they have been your clients for years. It would be great if all these things were true but the truth is that chances are slim. Don't count on it, in the event that you do have a client who refers people to you that is wonderful and you should reward them to show them your appreciation.

Two things that will drive clients to refer your services to others are incentives and motivation. Your clients need to be motivated to do so. They are people like everyone else. In a perfect world we would all do things just because they are the right things to do but that's just not how we work. You will need to do something, give them something, or offer them something, to make them want to refer to people to you. There must be a reason, more than it just being for the greater good of your business. There needs to be something in it for that client and not just anything, it needs to be something that she wants, something that she desires or something that she needs.

I can't tell you what to do exactly or what to specifically offer your client but I will tell you this, if you offer them 10%, 15%, or even 20% off a service chances are they will not even budge. If they have to calculate what the value will be to them you can forget about. These clients need to see the value in whatever you're offering to them right away. For example if it were my

client and she is on the books for a either a shampoo and set or a shampoo, blow-dry, style every 2 weeks, I would offer one of those services to her for free every time she referred a new customer to my business. Too many stylists would see that free service as a loss of income but I'm going to help you see the bigger picture.

Let's say she referred a friend to me who will get that same service and that friend too decides to schedule her appointment every two weeks. That 1 client has increased your yearly income by \$1080 not including your tips. Obviously this is an extremely conservative number because in reality this price is on the lower end and she will be receiving more expensive services as well such as color, relaxers, haircuts, etc. If your business offers higher priced services such as extensions then one new client will mean even more to you.

Let's look at multiplication. This is where the magic can happen, that one new client refers another and that one refers another and so on and so on. Just one referral from your client and just one referral from each one that becomes your client down the line will lead to incredible profits simply because you offered one complementary service. All without having to spend any money on any other kind of marketing, especially advertising. Be creative in deciding what your incentives will be. Remember that they need to see the value immediately.

Red Carpet Treatment

One of the best things you can do to for those wonderful clients that bring you business is to celebrate them. I suggest having a VIP Client Appreciation Events at the end of the month or at least every two months. Make it a big deal because it is a big deal for them to value you enough to recommend send you

business. Honor your top referrer of the month with some type of award or recognition. Give them a prize that they and others would love and want so much so that they would work for it. If you have parking spaces just as you should have a place for the team member of the month, you should have one for the client is the top referrer.

Some other things that could work would be to offer a month's free services or exclusive service hours just for them. Obviously you will work out the numbers but this sort of program will dramatically transform your business. Whatever it is, make it a big deal, make them say, "I want that." Be sure to photograph your event and share the photos and details of the event to create more interest.

There will be so many strategies in this book that you can use to explode your business so do not feel overwhelmed if you feel that you cannot do it all at one time. Everything may not be for you to do. Pick one or a few at a time to get started on and as you make progress come back and try others. Getting referrals create magic for professionals that know how to get them. I really recommend you putting together a system to get them such as I mentioned above.

Websites

We cannot talk about getting all the clients you want without talking about websites. Websites are very important to your business and if for some reason you don't have one that needs to change immediately. Just as sure as you need a phone within your business to run it is almost just as important for you to have a website. Websites extend the reach of your business further that you could have ever imagined in years gone by. People come to your website are interested in finding more about you.

They want to either make a purchase of some kind or learn how they can obtain your services. So be sure to give them all the information they need to make an informed decision. A great website will help build your business.

A website is made up of several pages, starting with your homepage. If a client does a search on salons in the area the results will show listings of all websites that meet their search criteria. When a customer finishes a search, they will have a list of websites to choose from. Let's say they click on a link and is taken to your website. The first page they will land on will be your homepage. Your homepage is the most important real estate on your website. You can win or lose a customer with this page. If the page takes a long time to load or if it's jumbled and hard to look at you can lose that potential client. A list of things that will be helpful on your homepage would be information about your business, where it is located, pictures if you have them, contact information (you can add your social media icons here as well), and a blog or a news section for updates.

The information about the business, where it is located, pictures and contact information is pretty self-explanatory so I'll just mention here briefly the blog or news section. In this section of the site you can give clients and potential clients information about upcoming events that are happening at your salon, you can provide them with tips to help them prolong their services, you can offer product discounts, the list just goes on. This section is very important because it allows you the ability to have an ongoing dialogue with people who are interested in your business. With the blog section you have the option to allow comments and feedback, which can be invaluable coming from clients and potential clients, it provides a place for them to tell you what they want and to give you their opinions.

A blog or news section on your homepage can also help establish trust by providing helpful information you can prove to potential clients that you are the qualified professional they are looking for.

Another page you may have on your website is the “about us” page. This page can include information that includes how long you been in the business, your training, special skills, and what sets you and your business apart from others. You can also include anything else that’s relevant to your business. You can add information about your team members, the products and services you offer etc. you can make your “about us” page is detailed as you like. You can include pictures and a brief bio of everyone on your team your choices are endless. Just remember that the “about us” page means just that it’s a chance for you to tell potential clients a bit about who you are and how you can help them.

Next is your “contact” page. We mentioned earlier that you will have your contact information on the homepage where it is readily seen but it is also important for you to have a “contact” page that that gives potential clients information on how to contact you as well. Just like the last page we discussed this page can be as detailed or as simple as you like. You can simply have your name, email address, phone number, social media accounts etc. available for them to see. You could also add a contact box where they can communicate with you directly from within your site. For example, with this contact box you can have them contact you directly with questions about products and services or whatever else.

Once they fill out the contact form and click the submit form the message would be delivered directly to you via email. From there you have the option of responding when and however

you like. Contact boxes are great for getting information to potential clients that may be hesitant to pick up the phone. You should note that more people would feel comfortable initially sending a message this way as opposed to calling so take advantage of that. I could do a whole lecture on ways you can use contact boxes but I will not do so here. You should have a good idea of what they are I'm sure you've seen at least one before. The "contact" page is very important, you want people that come to your site to contact you don't you? Well, make it easy for them to do so.

A few other things about your website. Avoid using content, animation or graphics that require a flash player you may feel that your website is fancy but for others it will be hard to access. Websites that require flash players take a long periods of time to load and if you think a potential client is going to sit and wait for your website to load you can forget about it. The last thing you will want your client to associate you with is waiting. If they have to wait for your website you load they will assume that they would be waiting for you in the salon as well. In either case...it's bad for business.

Keep in mind that more and more people are accessing the web from their cell phones and portable devices using items that require flash player can affect those trying to view your site from those devices well. The bottom line is if you want to be sure that you are allowing as many as people as possible the chance to connect with you don't use items that require the use of the flash player.

You want to be sure that everything is clear and legible on your site. You want to be sure that everything can be read easily and that your information is organized in a way that makes her website easy to navigate. Make it easy for them to get from

page to page without being frustrated or confused. Have fun with your website. Be sure that it is reflective of your business in the way you want it to be. Used properly your website will be great for new client generation, maintaining contact with current clients and more.

You have so many options just be careful of adding things just for the sake of adding them to your website. If what you are adding does not convert into profit in your pocket you may want to reconsider adding it to your site.

Hosting & Sponsoring Events

You want to know a little known secret about how successful businesses continuously bring in new people to do business with them? What so many successful businesses do to have a seemingly endless flow of potential new clients to do business with is that they host and they sponsor events. All kinds of events, you name it media events, nonprofit events, fairs, fashion shows, hair shows, the list goes on. Whatever the event it will be beneficial to you because people view companies and businesses that host and sponsor events as being influential. There's a certain status that comes along with taking on the responsibility of coordinating these types of events.

These events create tremendous opportunities for you to get your name out to people and to network with them. It provides you with the perfect opportunity to share who you are, what you have going on, and to position yourself as the most qualified professional to handle all of their needs. These events will give you great amounts of exposure and that is what it's all about, putting yourself in front of people who want to do business with you and to share the benefits of doing business with you without having to "sell" them.

What I mean by selling them is that as a professional when you meet someone which happens to be a potential client you may find yourself trying too hard to please them. You may find yourself pushing your services on them and this is not what you want. What you want is for them to be eager to do business with you

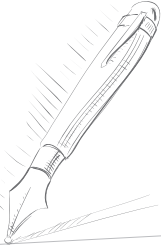
The possibilities here are endless. You can collaborate with other businesses that do not compete directly with you for example other business as with the beauty industry or with any other business that you know whose services are valuable to your clients and those who may have clients that could benefit from your services and products. You can work together with these businesses to share the expenses, limit your out-of-pocket costs and at the same time provide valuable products and services for everyone. The types of events you can host and sponsor are endless as I mentioned before I'll leave you to figure out what works best for you.

If you need an idea about how to do something like this this let's say you host a customer appreciation party for your clients at your salon. You invite all of your current client base, everyone they know and extend the invitation to practically everyone in your target market. You alert everyone who keeps in contact via social media, you put an invitation on your website and you alert your friends and family. You have food, cocktails, entertainment and prizes. At this particular event it would be smart to give away free products or sample of free products and coupons for services. Let's face it everyone gets excited about prizes so use it to your advantage.

Make your event a good time and I guarantee you that if who ever is in attendance is not already a client of yours they will be. Be sure to remember to take photos of the event to share.

These kinds of events allow for people to be able to get a feel for your business without being pressured to buy. They do not want to feel sold, if anything they will be trying to sell you on why they should be one of your clients. Have fun with your events the possibilities are endless.

Getting new clients are important to every business in this New Era of the Beauty Industry rather than looking at this as a boring chore, have fun with it. Enjoy meeting new people and having the opportunity to share the benefits of what you have to offer. They will come.



**How will you get new clients?
What strategies will you
implement from Chapter 2?**

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3 Chapter

Keeping Your Clients for Life

“If put to the pinch, an ounce of loyalty
is worth a pound of cleverness.”

Elbert Hubbard

In this chapter the focus will be on nurturing those client relationships that you have built. There may be some overlap here but bear with me. There are a few things that apply both to getting new clients and to keeping them I trust you to be able to understand what may apply to both and what would apply specifically to one or the other.

There are times in this industry when we get hung up on what we want to do and what we want to offer rather than focusing on what our client base wants. That is totally backwards. To be most effective in servicing them and keeping them around here some things that you should know:

Here is a list of things that you are in fact providing your clients with in addition to your products and services, confidence, assurance and an edge up on their competition. You have the power to help them become the person they've always wanted to become. Did you know that good-looking well-groomed people are better liked? They are more frequently helped and they are more likely to get their way. They are thought to possess better personality traits and intellectual capacity. What do you think about that? Simply because someone is well groomed and are well put together people like them more, at least initially.

You are helping them to become better liked and get their way. You are giving your clients access to their best possible lifestyle. Given what I just told you, you know that you are potentially giving them an advantage when it comes to jobs and so many other important opportunities. So not only do they leave your business feeling and looking better but also they are actually able to perform better, they're more effective and better received to boot.

The Most Powerful Hands in the World

Read this closely because it is truly powerful information. People are not sitting in the chairs of their stylists around the world just so they can leave feeling pretty, their lives are being profoundly impacted all because they sat there. What are these people's dreams, hopes, needs and fantasies? Because your business is all about you being a facilitator helping them to achieve those dreams and desires. This is what Professionals in our industry understand and those outside of our industry as well. Those outside the industry may be able to see the value even more so than beauty industry professionals because often we are too close to forests to see the trees. From this point of view hairstylists have some of the most powerful hands in the world. Think of any major celebrity and you can guarantee that are is not just a stylist but a team behind them making them look the way that they do. No celebrity would be the same without that team and without that stylist. They would not command the same attention, respect or admiration without their stylist. Those stylists help make that celebrity. Bite on that :-). It's a little heavy I know it is the truth. You have the power to change lives.

Wow-Factor Service

Here are some other things to pay attention to when dealing with your clients and how to make them want to continue to do business with you over longer time. The bottom line is that you want them to come back. You want them to feel so good doing business with you that they are proud to do so. You want it to be understood that it is a privilege to do business with you.

I often try to explain the concept of providing excellent customer service to people all the time and what I've come to learn is that you cannot offer or give something when you don't know what that thing is that you are supposed to be giving looks like. If you happen to have team members who are not sure of what great customer service is or what it looks like you cannot expect them to offer that level of service. Nothing you could say to them not being would be able to change that. The perfect thing to do in that situation would be to take your team to a place that is known for exceptional service. Take them to dinner at Ruth's Chris or to brunch at The Four Seasons or the Ritz-Carlton. These are businesses that pride themselves in offering the best customer service experiences. Extensive training goes into developing those employees to be able to provide that level of service. So take your team there to experience first-class service first hand, only then will they be able to understand with excellent customer service is.

You don't know what you don't know, the only way to be sure if your team understand what you are asking for often times is for them to see and experience it for themselves. Once they have experienced service on that level they also know how someone feels when they are in the receiving end of that type of service and attention and they realize its power.

Client Appreciation

We've already discussed client appreciation events so you know that you should definitely incorporate them into your business. Another way to add value to your client base is to give them information that is useful to them. A Client Training Experience (™) is another way to add value to your client's lives. Client Training Experiences (™) is exactly what they sound like, and they are provided to your client as a complement to their services. For instance you set aside an hour that is specifically dedicated to educating your clients in some way. This experience could be focused on how to prolong hair color or any other type of service. The goal is to help them understand the best ways to maintain their hair between salon visits. You also have an opportunity here to introduce and to sell to them the products that you recommend for them thereby increasing your retail revenue as well. When your clients are given notice about your upcoming Client Training Experience (™) encourage them to invite guests as well this provides other opportunities for you to get new clients while at the same time solidify your bond with the current ones. Be creative in choosing the topic of each experience. If for some reason you're having trouble picking a topic simply survey your clients they will tell you all the things they struggle with once they leave the salon.

Why would you do something like this? Well I'll tell you. Professionals who can charge \$150-\$250 for a haircut are not able to do so because they actually give the best haircuts. They know how to prove their value to their clients in such a way that when they set their rates they, clients don't mind the investment. The key is getting them to see it as just that an investment rather than a cost or a fee. When you go above and beyond to create value in their lives price becomes a non-factor.

Building a Fence Around Your Sandbox

In our industry let's face it we can definitely be territorial when it comes to our clients. We have a problem when we feel that others are trying to "play in our sandbox". Go on and admit it it's just the nature of the beast. I'm going to share a few ways on how you can keep people out of your sandbox without being a bully. You should also note that all the strategies mentioned earlier in the book will help to keep others out of your sandbox as well.

First, let's talk about list building. A list is a compilation of all your client's and customer's contact information. This will include your current and past clients, customers, people who purchased products from you, people who have attended any of your events and also those that have requested information from you on your website. All of these people together are your list, which is basically all the contacts in your database that you have access to. If you have not been collecting this information before now is the time to start.

At every event you should have a sign-up sheet to collect names and email addresses. If you have an electronic customer management system you likely already have the majority of your clients information in the system just be sure to update it frequently. Of course if you don't have it you have the option of collecting it as they sign in to get their services. People on your list are the easiest to convert to clients if they are your clients already it will be easier for you to keep them as such.

Email addresses are especially important to collect because email is the most preferred method of communication for many people. On your website you can collect email addresses simply by asking the people that comes your site to join your email list. You can also offer them a free report on things that are

beneficial to them in exchange for their email address. There is software called email marketing software that allows you to build and maintain your email list. There are many different companies offering this type of software and sometimes it can be hard to know what features you need or don't need. There are some that work best for large companies and others that may work better for small businesses. If you need help deciding which is best for you just reach out to me and I'll help you sort that out. But you will definitely need one of them.

Now that you have this list of information will you do with it? You will use your list information to stay in contact with the people on that list. You will use it to stay on their minds, and the foremost of their thoughts as much as possible. Let's talk about a few different ways to do that with your email list. You can use your email marketing software to send messages to that list on a regular basis. If you want to send something to them once a week highlighting upcoming events, tips or even articles they might find interesting you can do that. The software also allows you to automate your emails so that they are sent out whenever you want them to be. It allows you to set specific days, time, etc. It gives you the power to share messages with thousands of people by sending just one email. You are also able to create automated campaigns created specifically to announce or promote an event or any other kind of information you like to share with them.

For example Sunday may usually be reserved for your day of relaxation but you have a client appreciation extravaganza coming up very soon and no one knows about it. So you sit down in front of your computer to begin a new email campaign created to promote that event. You decide that initially you want to introduce the event gradually and remind them more

frequently as the event nears. You can set those emails to be sent once a week for the first two weeks, twice a week four weeks 2 to 7 and every two days for the last week until the party. You can have the 8 weeks of information ready to go simply by sitting down on that one Sunday for a few minutes.

You can create contest for your list and giveaway prizes. There are just so many things you can do just use your imagination and you will be able to come up with the myriad of ways to strengthen that fence. Maintaining regular contact with your list would make it hard for another professional to entice them away from you.

Another way you can utilize your list is to contact them via good ole fashioned snail mail. The same way you send them offers and information via email you can send it through the mail. It will definitely cost you more but there are occasions where utilizing the mail will give you a much better return on your investment. I won't go into to much detail here just know that traditional mail is an option as well. No matter the resource that you choose to use to deliver your message just be sure to make them a regular part of your business.

Send offers to those on your list and you will see this information for the power that it holds. It also gives you the ability to create money on demand. It is very possible for you to be sitting in an empty salon then suddenly get the idea to send an email to your list offering %50 off of products and services for the first 5 people to come into the salon that day. Half of the money is better than no money at all. In the mean time see that %50 percent off as an investment. You could very well make much more money in the long run. Those clients who come in are likely to include people who are apart of your list because they joined from your website but they have never actually

been to your salon. This offer gives them the motivation to do so now.

Social Media Blitz

Social media has become so prevalent these days. Used correctly it can add value to your business. Sense our business is largely visual; sharing photos can be very beneficial. You can see how you would be able to share and build relationship through that medium as well. Social media allows for your efforts to be multiplied because your network shares information with their network and so on and so on. Social media also works on the premise of social proof which basically explains that often we do things simply because others are doing them.

Offer your SM list great content and fun things they would like to share as well, the key there is balance. No one likes it when someone is constantly promoting their business on social media. That's a sure way to lose followers. Your task will be to incorporate business events and helpful information together with personal information that will demonstrate who you are as a person and allow you to share that with your audience. With social media people want to feel that they have a real connection with you. If you are all business all the time it will definitely turn them off.

Another thing I would caution you about is the amount of time you actually spend on social media. Be careful not to get sucked in, social media can make you waste enormous amounts of time on things that are not productive. When it comes to your business you need to focus on things that works to generate income. If you find that you are utilizing SM and are not seeing any results, step away from it for a while and try something more conducive to your success.

VIP Client Membership

The final fence builder that I would like to share with you next is a VIP Client Membership Program. This membership program would be put together for your VIP clients and I am not talking about clients that have doing business with you for a period. This membership will be available to those who pay for it.

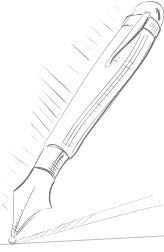
The investment for membership is up to you. Let's say that it's \$24.99 per month billed automatically. You can allow your membership run for 12 months or any duration you wish. Offer members that pay in full a discount for doing so. One benefit of this program can be priority appointment times, for example if Monday and Tuesday are typically your days off. Use a few hours of one them to open up appointments for those VIPs. Many people would prefer to have their hair as fresh as possible at the beginning of the week. Another possibility is to have creative hours for your VIPs, they could be late in the night, or early in the morning the choice is up to you. Also any of the previously mentioned events could be geared especially towards your membership as well.

This program would also serve as a wonderful marketing tool as well. Word will definitely travel from those in the membership to those outside of it. Pretty soon you would have clients asking to get those special appointment times because they too want to feel special. That is the perfect opportunity for you to tell them about the membership program, chances are they would certainly be interested in at least once of its benefits. You should be able to convince her to join right on the spot.

This program provides you with a way to not just increase your income but to get the best type of income you can get, recurring income. Recurring income is money that you can

count on coming in over and over again over period of time. If you do not take the time to create such a program you will definitely be missing out.

So much time is dedicated to getting new clients do not let your efforts go to waste. These strategies will in be incredibly helpful in keeping them right where you want them because that's where they'll want to be. Maintaining positive relationships with your clients is the most important aspect of your business for without them there is no business. Remember that and you will have great success.



What strategies will you implement from Chapter 3? How will you build a fence around your clients?

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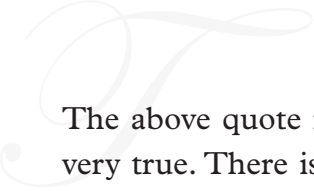
A large rectangular area containing 25 horizontal lines, intended for writing. The lines are evenly spaced and run across the width of the page, leaving a small margin on the left and right sides. The entire area is enclosed in a thin black border.



Projecting The Most Profitable Image

"If you look good, you feel good. If you feel good, you play good. If you play good, they pay good."

Deion Sanders



The above quote is definitely one of my favorites and it is so very true. There is no doubt in my mind about that so much of this world is based on perception, perception is reality and people will perceive you in the manner that you present yourself to them. You have the power to influence those thoughts based on how you present yourself, intentional or not.

Have you heard the term “dressing for success”? Dressing for success involves intentionally using your clothing and appearance to get a desired result. In this industry you have so much freedom in how you dress that it can be easy to fall into a pattern of not caring so much about it. Be careful and do not let this happen. You should use how you dress to establish authority. Together with the right clothes, confidence and a great personality, no words would be needed to convince anyone of your role as a professional that is about her business. That statement would already be made.

There are too many times that people take their appearance for granted when it comes to business and they do so at their own peril. Contrary to how we may feel about it, people actually do judge books by their covers. It is a fact. It may not seem fair but it is what it is. The world is visual we more often than not, for better or for worst make decisions based of off what we see.

For professionals in this industry, it is the reason we have careers in the first place and for that very reason it is so important that we understand the relationship between a professional presentation and a successful business. As a professional stylist you will be judged most harshly of all by clients and potential clients because you are supposed to set the standard. They are coming to you so they can look good and to feel good so that they can reap all the benefits that come along with it. They expect you to reflect what they are in search of.

It is really very simple whatever message you want to convey, just dress the part.

Setting the Tone

Just as your appearance is very important so is what comes out of your mouth. It would be a waste to have all this credibility built up from you deciding to dress for success only to lose it when you open your mouth. When you open your mouth, you want to let people know that you know what you are talking about.

Knowing how to explain your products and services is very important. Also to be able to clearly articulate your points of view and your ideas. You cannot fake it either, knowing how to do so increases your strength in the marketplace. Being able to communicate effectively with your people is a most valuable quality. People want to feel understood.

The time when it may be most important to know what and how to say things to your clients is when something is wrong. This is when your communication skills are especially important, important for your team members and staff as well. The ability to have poise, to be firm when necessary without being threatening especially when you do not agree is a critical

quality. Of course there are times when the best thing to say is nothing when you should just listen but I'll leave it to wisdom for you to know the difference.

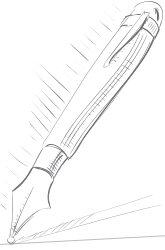
How you say what you say is just as important as what you are saying. How you say things are often the meter by what you say is often gauged. Influential speakers are just that because they speak with assurance and authority. The same applies to you and what you say. The key is to be confident and sure of yourself because any thing less is unacceptable.

Transference of Feelings

One of the reasons it's so important for you to feel confident about yourself and what you are doing because that affects your business as well. Have you ever wondered why a team member with a bad attitude can ruin the mood of your entire salon? That one bad apple certain can ruin the bunch. This is true on the other side as well if you started out having a bad day and someone comes around who is smiling and having a great day, chances are you'll begin to feel the same way. Those feelings have transferred from one person to another. They can also transfer from one to many as well.

When a person feels something so strongly and deeply it is easy to make others feel the way you are feeling. I'm sure that you can see how this can work for your benefit in your business.

A keen understanding on how you dress, your words and attitudes affect people will definitely create profound leaps and bounds in your business.



What strategies will you implement from Chapter 4?

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Salon Choreography™ for Maximum Profit

"Choreography is simpler than you think. Just go and do, and don't think so much about it. Just make something interesting."

George Balanchine

Salon choreography (™) is all about having everything working, flowing together on one accord. If you can imagine a show in which you are the director and producer. Your goal is to have your audience feel certain emotions and you want to elicit certain thoughts. The same way you would design your set to the benefit of that production is the same way you would design your salon for maximum effect. The same way you would have attendants or ushers to guide your guest to their desired locations the same goes for your receptionist and assistants to guide your clients. The same way the music you chose is for a specific feeling, so is the music selection in your salon. And so on and so on. I'm going to show you how you can create this for your business. How to structure everything so as to have your profit dancing right into your bank account. Establishing and designing your salon choreography (™) is all about scripting your client's experience. You may be asking yourself what is the scripting and what does it have to do with my client experience and will discuss that.

The reason you should be aware of salon choreography ™ and in your power to script your clients experiences is because it puts you in the drivers seat. It puts you in control of the outcome. The better the experience and the better the outcome the more

value you add to your business and the higher profit margins can be. The experiences you create for your clients are so very important because they are critical keys to setting you apart from your competition. You can set your prices according to your client experiences instead of simply for the services and products provided. You can set your own prices as opposed to charging what is an assumed going rate. When people have great experiences when they have fun they are willing to spend more money.

In order for you to really understand the kinds of experiences your client would like and those they would benefit from you can simply do some homework. Evaluate your business and your clients and try to answer the following questions. What would make them happy? What would surprise them? How can you make them feel special? What makes them feel good about themselves? How can you customize a product or service especially for them? How can you make them feel that the product or service you're offering is just for them? How can you help them express themselves? How can you help them do something out of the ordinary that belong to do? How can you help them become someone else or someone they are free to be? When you take the time to answer these questions you'll have a basic idea of what's most important to your client and how you can make those desired experiences come to pass even if it's only temporary.

Can you create the perception that doing business with you will raise their social status? Figure out how to incorporate that into the choreography as well. How can you create a feeling of satisfaction or validation that your customers can have for themselves? How can you make them feel secure and give them a piece of mind? How can you help them become the person they have always wanted to be but maybe they were scared to

be? These too are some questions that you really want to go over when evaluating your customers and your business. These questions will pretty much give you the information to create the experiences they most want and would be happy to benefit from. Just about every aspect of your business will have a part in this dance; everything that goes on in your business has a part in your salon choreography™.

I would like to also make a side note here before I continue that this choreography is not just physical moving them from one place to the next but psychological as well. The psychological aspect begins the first time someone actually comes in contact with your business. It begins right there at that point of initial contact. It doesn't matter whether it's through your website, your telephone call, or an advertisement. It doesn't matter if they walked into your place of business from off the streets it begins there. This point of initial contact sets everything in motion. It begins the story of how they are going to perceive and receive your business. Rather than letting this story be played out by chance the way your business is perceived is exactly the way you want it to be because you made sure of it.

Key Cast Members

Let's talk about the second most important and influential person in your business, your receptionist. I'm well aware that you may have some reservations about that statement but it is true, your receptionist plays a key part in the success of your salon. She has the power to increase or decrease your profits on a continuous basis so it is imperative that this person is someone who understands the significance of this position and who is fully competent to do the job. Because of the nature of the position and the importance I will make two suggestions here:

1. Consider protecting yourself and your business by having your receptionist sign a non-disclosure agreement, this ensures that they understand the value placed on your business operations, strategies and customer information and to protect you from that person sharing that information. If they did for some reason anyway, it would provide you with some recourse.
2. Consider having your receptionist sign a non-compete agreement as well. The agreement is usually a year or two and protects you against that person using your business as training ground only to leave and start a competing business or to use your information for the benefit of another company. You can have all of your employees sign NDA's and non-competes if you desire. This gives you protection, preventing potential employees from taking advantage of you or at least presenting them with consequences if they did.
3. Consider paying your receptionist above the normal salon receptionist's wage. You want to entice good talent and make it understood that in leaving it would be hard to find competitive pay.

Back to your receptionist, she must be so knowledgeable about your business that she is able to relate the vision, mission and purpose of your business to potential clients. She must be able to explain the benefits of your products and services just as you would. Remember, she is on the front line often the first point of contact. Most often it will be her that sets the tone for how your salon will be received by the outside world so train her accordingly. Make it clear to her that she is a crucial part of the team and prepare her to be a team player. Just like a

successful quarterback, she must be aware of the power of the position she holds, the importance of that position and how to fulfill it to the best of her abilities.

There will be some who disagree and that's fine, for every person who walks out of their place of business because a disgruntled receptionist was having a bad day that customer can walk right into another place that gets it. In case you may be having a hard time deciding if this applies to you, just take a moment to evaluate the person or people that you have in these positions (if applicable). Do you note frequent issues, problems or miscommunications in the front of the house? If so, be mindful that these problems can hurt your business. Is that team member professional? Are they articulate? Attentive? Accommodating? Do they thrive or crumble under pressure? Are they able to communicate with various types of people from all walks of life? Are they encouraging? These are things you need to know. If your business has suffered in any way from any of the things in mentioned above for from lack thereof you might want to reconsider whom you have in that role.

Now Booking...

Even your booking processes are important components of your Salon Choreography™. You want to be sure that however you make it possible for your clients and customers to schedule appointments whether it's online, on the phone or on person that the process is as streamlined as possible. It is wise to make it possible for people to make informed decisions about your salon when it comes time to make their appointments so provide them with as much information as possible. When describing what you offer online, in brochures, in marketing materials or in person do so in ways that are exciting, use

colorful wording and phrases as well as words that evoke good thoughts and feelings. Be as engaging and accommodating as possible.

Décor

Your décor sets the tone visually for your salon. Your website, or receptionist on the other end of the phone may have lead the charge up to this part but everything comes together at your place of business and should flow together accordingly. Everything prior is the build up to the main event and the customer experience continues.

Keep in mind the kind of atmosphere you want to create for your clients. Is your salon chic and modern? Is it warm & classically conservative? Does it have an edgier appeal to it? Your design and the way you decorate can communicate those things. How do you want them to feel while they are there? Remember, everything should flow together so if your salon is chic & modern, your website, all literature and your team members should reflect that as well. Congruency matters so use it to your advantage.

Team Work Makes the Dream Work

Let's talk about your other team members for they too play a very large part in your business. They should be a team that is on board with your vision and your goals for the business. So how do you know if they will fit in with the vision? How do you know if they will understand the experiences that you are trying to create for those who come in contact with your business? Well, simply start the beginning the interview. When you are interviewing someone for a job that's the time you figure out if that person would fit within your business or not. After all the

interviews are for. You should look for people that understand what you want and what you are looking. Do not simply just look for those who do good work technically. It is easier to train someone to your way of doing things then to have to rid them of bad behaviors and retrain them. Sometimes people are so stuck in their ways that they may not be willing to adjust to how you'd prefer to have things done.

This is why the interview is so very important. It's where you make the decision if that person would be a good addition or not. It is there that you get a glimpse of their attitude, their personality and how they react certain situations. You get a feel for if they're punctual and other things that are important to you. All these things you like to know you can get at least some sort of understanding from this first meeting. You may decide that two interviews are necessary the first can be with you personally and the second can be with the team. The team interview can take place during your weekly team meetings. You can have the person you're considering for job to sit in on that meeting and allow them to ask any questions they may have, ask them to feel free to ask the team questions, allow the team to ask a few questions and return. This overall should give you some idea on how that person would fit in to that environment. The members of your team are cast members in your production be sure they are fitting for their roles.

Feed the Senses

If you offer beverages and snacks at your salon that's great because these are things that make people feel welcome. Lemonade, bottled water, tea and coffee are staples, even champagne or mimosas can be nice (for those 21 and older of course). Your patrons should never have to worry about paying

for something to drink or starving to death while they are at your place they should simply be enjoying their time there. These things should be complementary. Look at it as a cost of doing business and factor it into your marketing expenses. My favorite snacks would be chocolate chip cookies and brownies everyone loves them. They may not be the best for your waistline but they are sooooo good! Throw in a few healthy options like apples and oranges as so that everyone has something they can enjoy.

Not only are the cookies and brownies delicious but also they can change the smell of your salon. Many people would prefer the smell of fresh baked cookies as opposed to a bunch of chemicals. You can get scented candles or air fresheners to enhance the smell but these scents truly help you relax and feel warm and cozy. Real Estate agents utilize the power of fresh baked cookies and they have been doing it forever. When they have open houses they usually have them for the very same reason I'm telling you to have them they evoke certain feeling that make people feel at home. They can instantly make your more comfortable.

Music anyone? I do not know of many salons that do not have some type of music playing. If you do not you may want to reconsider. This is another chance for you to engage the senses. Your music selection should go along with the theme of your salon and help create the atmosphere you desire. It would be hard for your competitors to snatch your customers away while they are being pampered, sipping on a nice beverage, nibbling on a good snack while jamming to your favorite tune! So be sure to engage those senses in every way you can sight, sound, taste, etc.

Steadily and purposefully guiding your clients through the choreography of your salon and getting them to where you want

them to be puts you and your business in a category apart from others. It eliminates so much of your competition because they simply will not be able to compete. If you have ever wondered how you can increase your prices with out much of a hassle, this allows you to do just that.

Most salons can only compete on price. They feel that the lower their prices are the more customers they will receive. Let them be the cheapest guys in town the whole purpose of this book is to set you apart from others so that you don't have to compete on price. Businesses that are the cheapest "guys" in town aren't interested in providing experiences for them it's simply a numbers game one that will certainly be no fun for them. When it comes to things that make you feel good its tough put a price on them but if you do people will pay it. Price is not an issue when this is the case.

I'm really excited to be sharing this Salon Choreography™ with you! It is really a blend of sales, psychology and marketing all rolled together in a clever little package. It's important that you understand that every thing has a place, purpose and a reason and how you can make the most of it.

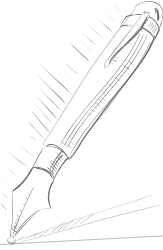
A Note to Owners of Booth Rental Salons

For those of you that own salons with a booth rent structure please note that this chapter applies to your business as well. Generally salons with this structure are not as team oriented and everyone may not typically be use to working together. It is your duty to establish at team-oriented structure within your business. Although your team members may be independent contractors it is still up to you to establish rules, protocols and set expectations for that salon. In your case a qualified receptionist and assistants are instrumental in providing your stylists with

the support and resources they need. Do not make them fend for themselves be sure to give them a qualified support system. Your rental fees should reflect that level of support and your business structure will allow them to charge higher prices and make more money, which allows you to have a higher rental fee for value provided.

Weekly meetings in your case are definitely a must! Maintain an open line of communication if you want your business to be as productive and profitable as possible.

Salon Choreography™ puts you in the driver seat of your business create wonderful experiences and people will have not problem paying for them.



**What strategies will you
implement from chapter 5?**

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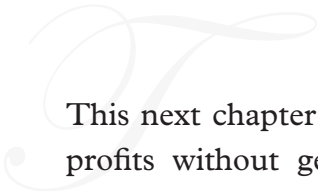


Chapter

Put Even More Profit in Your Pockets

“If it doesn’t sell, it isn’t creative”

David Ogilvy



This next chapter is going to show you ways to increase your profits without getting any new clients. I have found that there are a lot of professionals in the beauty industry that are reluctant to offer additional products and services to their clients. As discussed earlier it is your duty to make your clients aware of all of the things that will benefit them, especially if it adds value and/or extends the life of their service. Hopefully you understand the importance of doing so because here we are going to take it a step further.

In this chapter we are going to talk about upselling, add-ons and packages. Each one of these can be used in providing your clients with extra value based on their needs and what you put together for them. Mastering the art of the up-sell is easier than you think. In order to do so you will need to begin your interaction with your clients with your desired end result in mind. What I mean this, up selling does not begin at the end of your service it begins at the very beginning, right when you discuss with your client what they are looking for, right at the consultation stage as you're finding out those needs and wants. If you proceed through a service and at the end you try to sell some one a product chances are, they will decline.

The goal is to figure out how you can best serve them ahead of time and if there is a product or service that's going to benefit your client it is your duty to recommend that to them. Just don't surprise them because it's not going to work. At the end of the service your client is thinking just that, that is the end. For them it's over and they are ready to go home, their mind is already set on the next thing it is unlikely for them to care to even try to focus on what you are offering them at the last moment.

So it's the beginning of that client's service and you have discussed what your her goals are for that visit, as soon as you take them to your shampoo bowl you're going to begin educating them her on is happening. You tell her about the shampoo that you're using, and about the conditioner and/or any treatments that you will be using. If you have an assistant to do this be sure that you train them to do this in your place but do not simply explained to them what that product is explain how it works and why you are using it. Explain its benefits so they can notice the differences later on in the service. For instance if they mentioned that their hair is flat, lacking body and thin you will recommend for them a shampoo and conditioning combination that will give them the body they are looking for. You are the problem solver but don't simply solve their problems let them know how you are solving their problems. Give an understanding of the process, by telling them what you're doing and why you are allowing them to participate in the process.

When it's time to take them to your styling chair let them know about the products that you are using as you're adding there as well and why. Feel free to put the product in their hands, have them feel it, have them smell it and even have

them apply it themselves. This again involves them in the process and makes them feel comfortable with the products you are using so that they will be familiar with them later when you decide to offer them. When you involve your client in service and you educate them along the way they will feel confident with those products they will know that they can create the same results at home. Too often clients decide not to purchase products for fear of not being able to use them properly.

Taking the time to involve your client in the process and in their own experience serves many purposes. You are educating them, therefore demonstrating your value as a professional and increasing their confidence in being able to extend the value of the service. Doing this can also help cut down on mindless chatter and prep them for the sale of recommended products at the conclusion of a visit. Now that their hair is styled and the client is happy you can point out those things that are the result of the products you used during that service. Reinforce everything you told her about those products because now your client can see the products affect right before their eyes. Not only will she be impressed with those products and with you as a professional but she would be impressed with role she played in the service as well. She had a part in making that beautiful hair happen. So client participation is also a way to boost their confidence, which is a primary reason they are there the first place.

So then comes the conclusion of the service this is the time to offer those products for sale to your client. After being exposed to the products from the beginning of the service it is most likely that she will agree to purchase them. Usually when people say no to products that you offer it is because they do

not understand the value of those products, they may not know how to use those products and the biggest reason is that they cannot see how those products work. By holding her hand and taking her through the service you have eliminated all these obstacles, the primary reasons she give to justify saying no.

This process is designed to get her to say yes and more often than not she will. If she doesn't at this point do not get frustrated or upset the reason could be financial maybe it was not in her budget for that day, the rest assured she will keep in mind for the next time.

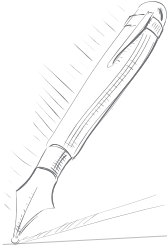
Using this process will definitely increase your profits by increasing the size of your average ticket amount. Those retail dollars really add up so get used to incorporating the process and see for yourself.

Another way to increase the transaction size is to give free away services with purchase of other services and offer add-on items. For example you can offer a client a discounted haircut with the purchase of a color service or you can offer free shampoo and conditioner for color treated hair with your color services. Incentives like these are great ways to get people to try new things. Think of it this way, if someone takes you up on any of those offers you have just gained a new color client, that is a service for which the clients needs to return regularly for maintenance. Not only will they likely return more often but there will be more products you are able to offer them therefore increasing your transaction size as well.

By giving things away for free or at a discount you are taking away some of the risk, making it easier for them to say yes to them. Everyone likes freebies and bonuses use this to your advantage and watch your business grow.

Combo Packages

Specially designed combination packages and services are other ways to generate extra profits for your business. You can create all kinds of packages such as wedding packages, girls night out packages, spa packages etc. This way your clients would not have to choose their services à la carte. You have thoughtfully prepared and priced combinations that would both be exciting for your clients and provided them with the feeling of being pampered and exclusivity. Everyone wants to be pampered and to feel like a VIP.



What strategies will you implement from chapter 6?

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Chapter

Sales Techniques and Strategies That Really Work

“Sales are contingent upon the attitude of the salesman - not the attitude of the prospect.”

W. Clement Stone

One of the biggest mistakes that beauty professionals make is that out side of what their specific talents are within the industry, they have no idea what profession they really are in. When I ask a crowded room of hairstylists, “Who in this room is in sales?” Rarely do I see any hands go up. But if I then ask, “How many of you have products or services that you charge a fee for?” Every hand goes up. So here lies the dilemma, everyone in the room has things to sell, they are in fact in the profession of selling and most of them have pay little if any attention to that fact.

As beauty professionals we are also in business of selling. We are salesmen. In fact everyone is selling something whether you notice or not. It’s the people who know and understand this fact that also understand that it’s not about what you do its how you do it. These are people who are able to transcend preconceived standards of what a beauty industry professional is. These are people who will thrive in this New Era of the beauty industry.

Don’t believe me that everyone is in sales? Think about the process of dating, during a courtship both parties are presenting their best qualities to the other in hopes of closing the sale by convincing the other person that they are THE one.

Both parties are trying to sell the other on themselves. What about interviews? During an interview a prospective employee is trying to sell that employer on the qualities that best show her ability to do the job. Everyone is selling.

As the sales professional you must commit yourself to studying this craft just as you study and continue to hone your craft as a beauty industry professional. If the thought of looking at yourself as a salesperson is something that is totally new to you that is okay. Use the information I will provide to you as a starting point and I would also urge you to read other books on salesmanship as well.

The 80/20 Rule

You may be familiar with the 80/20 rule also called Pareto's Principal, named after the Italian economist Vilfredo Pareto. Who gathered that it was 20% of the population that controlled 80% of the wealth, and the other 80% owned just the remaining 20%. This rule has been shown to be valid in practically every study of economic activity. That means that it is true where your business is concerned, where your money is concerned and in all proven to be correct.

This rule is very important not just in selling but in every other part of your business too. For example, know that 80% of your income is going to come from 20% of your clients. 80% of the results of what you do is going to come from 20% of the activities you are doing. And yes, 80% of your headaches are going to come from just 20% of your clients and so on and so forth.

What you must learn to do is evaluate your business so that you know exactly where to focus your energy and your time. You need to know exactly what activities you should be focused that will be most productive and beneficial to your business.

The worst thing you can do as a professional is waste your precious time on things that are counterproductive and things that will not move your business forward.

The members of this New Era of the beauty industry that “gets” it will be in that 20% of professionals that make the 80% of the money. Evaluating your business so that you know on a daily basis where to focus your time and energy the most is crucial. Use the 80/20 principle to create clear goals. Those activities you find that are taking up a lot of your time without being worth it take it off of your plate and delegate it to someone else if possible.

Take the time to sit down and write out your goals and create a plan that will help you reach those goals. Write out your 5 year goals and your 1 year goals, then create a plan to get there. Make a to-do list that is broken down month-by-month, week-by-week and day-by-day. You should always have your goals and a plan to reach them written down. You want to be successful but it’s hard to be successful if you don’t know what success looks like to you. When you write it down you keep your goals fresh in mind and provide yourself with a roadmap of what you need to do and when.

Sustainable success in this industry will come from a constant dedication and taking action everyday. You need not be behind the chair everyday or even inside of your business everyday. Just do something everyday; planning counts as doing something; team meetings count as doing something; simply stating your goals out loud still counts as doing something. You could also read a book related to the industry or sales, you can take a class or seminar or you can even use the time to send thank you notes for your clients. Do. Something. Everyday. Remember the 80/20 rule and let that principle help you in your business.

AIDA

AIDA is an acronym for the words Attention, Interest, Desire and Action. AIDA is a selling model that helps you understand the sales process. This is the actual process that happens before a sale is made. It is imperative that you understand this model because the process is happening constantly. If you are to be great at increasing the sales of your products and services you must understand how the sales process works. Understanding this allows you to streamline and focus on how your clients can best benefit from what you have and why they should even care.

A-is for Attention. Before anything else can happen you must get your prospect's attention. A prospect is someone that has yet buy what you are selling but who is likely to do so. It was Mae West who said, "It's better to be looked over, that overlooked." And it is certainly very true; nothing can happen if you are not able to get people to pay attention to you or what you are offering.

Once you have their attention you are then free to engage them further. Ask questions to get a better understanding of what their wants and needs are. People are typically cautious and the two questions going on in their heads initially are, "Who are you?" and "What do you want?" Your questions will neutralize those questions in their heads and pave the way to them understanding that you are the person that can solve their problems, who has what they are looking for. Give them a reason to listen, to become curious.

I-is for Interest. This is where you continue to arouse their curiosity and create interest in what you have to offer. The key is to focus on them after you've caught their attention rather than focusing on yourself. Explain benefits in ways that are interesting and important to them. Product demonstrations

and presentations are great ways to arouse interest in prospects. Creating mystery also arouses interest simply because people are curious. Be creative there.

D-is for Desire. Desire is what actually drives a purchase. It is what sets people in motion to buy. During this stage it is best to share with your prospects what they will enjoy as a result of what you have to offer. How it can make their lives better, easier, more fulfilling. Here is where you used the information you gained from them after you have caught their attention. What is driving them? What do they want? What insecurities do they have? As discussed earlier it's not just about a hairstyle. Maybe for them it is about being respected. Maybe for them it's about having an edge up on their competition.

A-is for Action. This is where you ask for the sale. You have gotten their attention, aroused their interest and stirred their desire. Now you need to close the deal. There are many ways to close the deal but be sure that you take the time to ask for the sale. Too often people in business assume that someone will ask to purchase if they are interested and this is wrong. It is your responsibility to move the deal along to consummation. Most often, your prospects want to know what's next steps are. It is up to you to take the initiative to take them by the hand and lead the way.

Understanding how the sales process works plays a huge part in this New Era. It will be up to you to educate yourself or get left behind.

Social Proof

Social proof is a very powerful concept in sales. Basically the premise of the concept is that people rather than taking the time to examine all the facts of a given situation people simply

assume that the best course of action is to do what other people are doing. For example, imagine that you are out of town and you're trying to figure out the best restaurant to go to for dinner. There are two restaurants, at one restaurant the parking lot is empty, the other the lot is full. Chances are that you like most other people would chose to dine at the restaurant with the full parking lot. It would take some time to compare menus or to get people's opinions of the two places so in a split second the choice is made to head into the crowded one for dinner. You may not even realize that you are doing it when you make the decision but you have made that decision based on social proof, every one is eating there so it must be good right?

The premise of social proof has many uses for your business as well. If it seems to be a busy place with a lot going on people will feel more inclined to stop in. It is human nature. The greater the number of people who find something interesting the more interesting it seems to be. Social proof has an effect on sales as well as influence in your business. Use it to get people's attention, pique there interest, stir desire and all that's left is to close the sale.

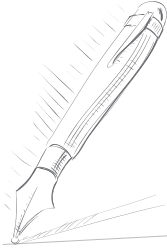
Handling Objections

We know that objections come up and you should be prepared to deal with them. The best way to handle objections is to prevent them. That's why it's important to do your best to ask if your prospects have any further questions and if there is anything else that they would like you to address before the end of the service. This will prevent them from declining what you are offering because they are confused about something. It is much easier for someone to say no than for them to admit that they do not understand something.

Another reason for them to decline your offer is because they do not have the time. If their excuse for declining is a time issue then either it truly is a time issue or a polite way for them to decline. The only way to tell is to offer to get a commitment from them for a future date, collect a deposit or enter it on the schedule to get them to commit. If they still decline, no worries, try again the next time.

And the final reason they may decline is because they just aren't interested in what you are offering in which case that's fine. You can try again next time. Great salesmen know that persistence is successful where skill does not.

It is crucial for you to understand the sales process and sales principles and apply them to your business. Doing so further demonstrates your commitment as a professional in the New Era.



What sales strategies did you learn in Chapter 7? How will you implement them?

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8

Chapter

Taking Care of People

“There is no such thing as a plain woman.
Every woman has attractive points, so
accentuate your best assets.”

Dita von Teese

In our industry in addition to providing people with services and experiences we have a fiduciary duty to take care of the people that we are in the business of serving. There are certain common courtesies that some of us need to be reminded of from time to time, myself included.

This is a service industry our incomes are reflective of the level of service provided. If you are of the mindset that your business is your business and you have no one to answer to you are sadly mistaken especially if you want to be successful in your business. The people that trust and respect you enough to hand over their hard earned money to you require a level of respect and lack of it will destroy your business. It doesn't matter how great you think you are, how well known your salon is or how great you think your products and services are, if you do not show respect to those you serve. No one will care.

Now leaving Gossip Central Station

So let's discuss a few things. We'll begin with privacy. Respect it and maintain it. You should vow to hold all of your client's information in confidence. It's unfortunate that often salons are notoriously known for what is said inside of them as opposed to the styles and the confidence of the people who walk out of them. I'm sure that there are times that you feel some clients just

hold in gossip all week only to have the dam burst right in your place of business. It will be your responsibility to control and diffuse it. You have the ability to shut it down before it even gets started. Just as I'm certain that you wouldn't want your personal business broadcasted through someone else's business you should keep that in mind and be sympathetic towards others.

One idea that can remove this element is to have a quiet area in your salon. You can be called a relaxation zone or something like that. Relaxing treatments and services can be offered in these areas coupled with soothing music and scented oils or candles. Encourage your clients as well as team members to utilize this area and they will be free to leave the gossip behind.

Be sure that you hold your team members accountable for they can often be the worst ones. They must be held to a high standard and you must be sure that they are upholding everything you require of them. You don't want money to walk out of your salon because of those working for you. I'm sure you get the picture so let's move on.

Out with the Potty Mouth

I can see your eyes rolling in your head right now! The nerve of me telling you what to say....actually what not to say! Even still I'm going to do it anyway ;). As a professional in a service industry curse words and vulgar language are not wise choices. When clients they are spending their money they simply do not want to hear it. Call me old fashioned in this regard but ugly words can make you look ugly as well. You don't hear doctors and lawyers freely tossing around curse words during the course of their working day because it will undermine their credibility as a professional for you it will do the same. What you do in your private life is no one's business but as a professional, leave it at home.

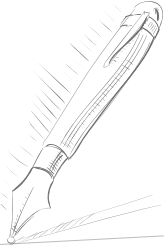
Please & Thank You

These words are still magical, even more so in this digital age. It is of the utmost importance that you use them. Unfortunately there are many people who are consumed with what's going on their own lives so much so that they may not take the time so see that there are other people who are living too. They may not be able to see that everyone has their own struggles and crosses to bear. A little please, thank you and empathy will be like little fairy dust on your business. Just like little hinges swing big doors a little please and thank you and other common courtesies are invaluable in your business especially in the New Era of the beauty industry.

Respecting Your Elders

When doing business we often get caught up in our own worlds and forget about those who may require a little more care and attention. You should be sure to include the older generations, be sure to take the time to see that they are happy as well. Take for instance the baby boomer generation; they have tremendous buying power and their income is usually steady and consistent. You would be doing yourself a disservice if you failed to reach those potential clients. If you are wise enough to get them as your clients they are the most loyal clients to have be sure to be accommodating to their likes and tastes.

We are called service professionals for a reason. It is our business to serve others. Along with the power and authority that comes along with being a professional we must uphold our duty to serve above all else...and of course it's nice because we get paid for it.



What reminders did you pick up on in Chapter 8? How will you implement them?

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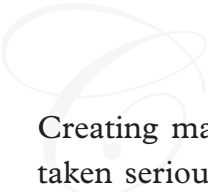


Chapter

The Proper Mindset for Maximum Profit

“Both poverty and riches are the
offspring of thought.”

Napoleon Hill



Creating maximum profit is often something that cannot be taken seriously because of how we think. In order for you to be successful you must be able to see that success first in your mind. If your mind is not on success, you won't mind if you fail.

It's not enough to know what it is that you want nor is it enough that you know what it is that you should be doing. It has been said that when you know better you do better but of course that's not always the case for if that were true we would all consistently eat better, exercise more and have more self-control and discipline. Knowing is simply not enough. You must believe that you can achieve your desired level of success in your business and in your life though I know it's not always easy. We are exposed to so much negativity and negative thoughts that it can be hard for you to stay focused.

I recommend that you focus on more positive thoughts. This may mean that you will need to limit your exposure to certain aspects of the news, television shows and people. It's very important, especially in this New Era what you pay attention to when trying to reach your goals and be cognizant of potential distractions. When it comes to people unfortunately not everyone will be rooting for your success. I heard a quote once on the radio that said, "You cannot tell little people your

big dreams because little people cannot handle big dreams and will want to cut you down to their size.” There’s so much truth in that quote, your dreams may be too big for everyone to grasp and that’s fine.

What would you do if it were impossible for you to fail? If you knew that whatever you attempted in your business would be a success? My guess is that you would not be afraid to do dream big and act upon that. When you look at things as if success is the only option that will indeed be the outcome. Of course there will be times where you fall short of your mark along the way but a short failure doesn’t mean that you have failed entirely, it just means that you now have a bit more experience on the subject. This is where having a mentor and regularly surrounding yourself with like-minded people are important. It’s important for you to know that your goals are possible and a mentor can help you put a working plan in order to achieve them while providing you with motivation along the way.

Law of Attraction

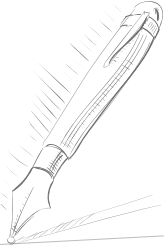
I’m not going to go deep into the law of attraction because there are so many resources out there for you but I will speak briefly about the premise. It is proven that your mind is very powerful and that thoughts are the highest form of frequency. How often have you thought of someone repeatedly whom you haven’t spoken to or seen in a while and they show up out of nowhere! It happens all the time, that’s the law of attraction at work.

We become what we think about and our thoughts form our reality. If your mind is in a constant state of negativity that is what you will continue to experience. It’s close to impossible for you to create a thriving business in the New Era of the

beauty industry while your mind is filled with negativity. Be careful what you think about. It is very hard for you to remain in a negative frame of mind once you begin to think positively. A simple smile can change your frame of thought.

The law of attraction works in all aspects of your life, personal and professional. Even if you think the idea of it to be strange I urge you to research more and see how you can benefit. In the mean time try it for yourself, when you find yourself headed to a crowded mall imagine a parking spot there waiting for you. Do not be nervous and don't be anxious; smile, be confident and excited about it. You will be amazed at how you will find yourself not having to worry about crowded places anymore or stressing about where to park. There will always seem to one there waiting for you or someone will be heading to their car just as you are driving by. This is the law of attraction at work. Try it and you'll be amazed. The law of attraction is truly interesting and I do not profess to be an expert on it I just know that it works. I encourage you to read more about it.

“As a man thinketh, so shall it be” is probably one of the truest words to be spoken or thought. Your thoughts are powerful take more responsibility for your thoughts and allow them to help you to get to where you want to be.



What have you learned about the importance of your mindset in Chapter? How will you implement what you have learned?

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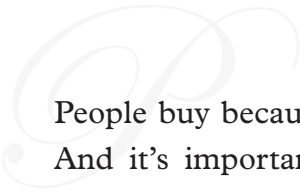


10 *Chapter*

Understanding Why They Buy

“People don’t buy for logical reasons.
They buy for emotional reasons.”

Zig Ziglar



People buy because they want to not because it makes sense. And it's important for you to understand that. You already know how to figure out what clients want, ways to provide it to them and how to create thrilling experiences for them, this is the final piece to the puzzle. It's the key to understanding why your clients do what they do and what actually makes them want to spend their money. At first you may be thinking to yourself that people buy things and spend money on things because that's what they want but you will learn what actually provokes and compels them to open their wallets.

SECRET Reason #1 Why They Buy- Feelings

It makes them feel good. It can be how it feels to have that product or service or even how they feel by the results that these things bring. This is incredibly huge for you. If you can give them something that make them feel a way that nothing else can, there's power in that. Make them feel great and they will buy every time.

SECRET Reason #2 Why They Buy- To Belong

People buy because they want to belong. They want to be included. They want to belong to whatever group is affiliated

to what they are buying. They feel that if they buy X, Y or Z they will belong to the “in crowd” that is commonly known for whatever that thing is they’ve purchased.

SECRET Reason #3 Why They Buy- To Be a Member of Something

People buy so they are able to say they are apart of something exclusive. They want to be one of the few that belong to a specific group, club, association or organization. They want to feel as if they are roaming in a social circle limited to a selected few. They want to feel connected to something bigger than themselves. They want to be able to associate themselves with people of like minds and shared interests, even is it’s just to escape for a while.

SECRET Reason #4 Why They Buy- Because of Influence

If you are a person of influence offering something to them by them buying what you are offering it allows them to feel closer to you, its like that influence will rub off onto them. Your confidence, air of professionalism, sense of authority and control of situations are all qualities that most people want to have. People want to be admired and looked up to; they want to feel as if they have the power to make a difference because they do. They feel that an influential person can help them become more influential themselves and they will buy because of it.

SECRET Reason #5 Why They Buy- For Validation

People buy to feel validated because they want to feel important. The purchases they make as a result give them the desired effect. These purchases will validate or confirm their positions in life.

It could be their career, in social circles, at school, etc. Think of the red soled Christian Louboutin shoes aka “red-bottoms”, the thrill of someone walking behind getting a peek of that red sole knowing that you have made it, is enough to have so many people spending hundreds of dollars on them. People want to be apart of that tiny group of people who speak the “red-bottom” language it validates them. How about men and their cars? For many men the car they drive is their validation seal broadcasting to everyone that they have made it or that they are at least on their way. After all of your hard work it’s only right that you have something to show for it right? Your position has been fought for, deserved and rightly won its only right that people know about it.

SECRET Reason #6 Why People Buy- Perception

People buy to create the perception they want other people to have of them. How they would be looked at as a result of purchasing. Perception very often is reality and this fact is a strong motivator for people to buy. For better or for worse some people go above and beyond their budgets spending money just to be perceived in a certain light, that’s the power of perception. The “term fake it til you make it” embodies a sentiment that many feel about the power of perception.

SECRET Reason #7 Why People Buy- To Fulfill a Fantasy

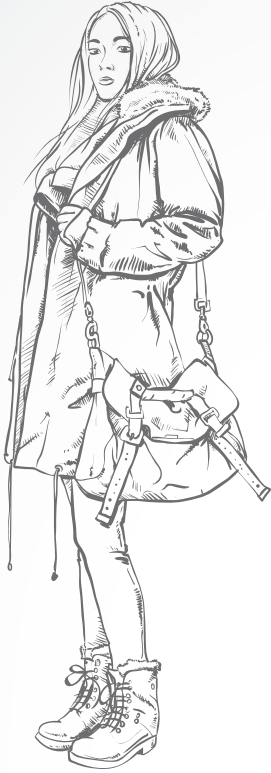
People buy to fulfill a fantasies, a secret desires and dreams. They buy to escape, after all life can be boring and repetitive. People long to be taken away from all that mundaneness and to have a chance to enjoy themselves. People long for something

different, for a thrill and for excitement. If you can tap into those secret desires & create excitement in their lives you will have plenty of willing and eager buyers. These are arguably strongest motivators to buy. You never know one time when someone comes into contact with your business may be their only chance at adventure don't let them down. They may be so tied down with work responsibilities and drama at home that even something simple can be a welcome respite.

SECRET Reason #8 Why They Buy- Loyalty

People buy because of loyalty. For instance I am an avid Los Angeles Lakers fan and Baltimore Ravens fan that makes me very likely to buy many things affiliated to any of those brands as opposed to others. There are many people that will buy just about anything affiliated with their favorite brands. In fact the reason brands are created and cultivated is because of people's passionate loyalty to them. Loyalty makes people feel as if they are an extension of their favorite team and they will make purchases accordingly.

The truth is people rarely buy something because it makes sense to do so. Our emotions are powerful forces that influence so much of what we do even when we aren't aware of it. If we were as logical as we would like to believe women wouldn't have so many pairs of shoes and men wouldn't spend enormous amounts of money on small cars but I digress. Nevertheless these reasons are the driving forces behind the lion's share of your sales it would be wise for you to understand them so you can figure out how to best incorporate these motivators into your business.

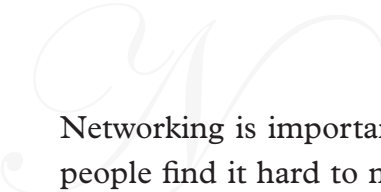


Bonus Chapter

Networking Your Way Around

“Your network is your net-worth.”

Unknown



Networking is important for your business and even so many people find it hard to meet new people. This bonus chapter is for you to help with that in it you will find a variety of ideas for you to use in your networking adventures. People do business with people they like so be sure to connect with people and be personable.

Before we get started here are a few basics for you to be reminded of: remember to be well groomed and nicely dressed, to speak with confidence, shake hands firmly and that you look people in the eyes when speaking with them. Following are a list of ways to create opportunities for networking.

More Events

Sponsoring & hosting events provide great opportunities to network and meet new people. When they are your events you have a position of authority and people respect you. You become the person they seek out and are anxious to see. From this point of view you are the obvious expert, the person with credibility whose curiosity everyone's trying to peak. The types of events vary from trade, social, charity, etc. but the benefits remain the same. Think of ways to sponsor and host event that will be beneficial to you.

Business Cards

Business cards are the oldest tool in your networking arsenal. I don't have to tell you what they are but I will provide just a few notes on them. Be sure that the information you put on your card is the contact information you would want people to use. If you put an email address or phone number on the card be sure that they are active and that you monitor them regularly. Also, do not feel pressure to put information on them that you do not want people to have. I am not a big user of social media so I decide not to succumb to the pressure of using it as a method of contact. When exchanging cards be sure to be interested and engaged with the other person. You may also want to make notes on the back of the card to serve as a reminder of who they are.

Trade Shows

Trade show attendance is imperative to you as a professional in the New Era of The Beauty Industry. They provide the perfect opportunity for you to network with like-minded professionals while at the same time furthering your education. The beauty industry is unlike any other; the comradery of our professionals is un-paralleled and the strength of the bonds created here are far reaching. Make it your priority to attend trade shows regularly. Don't get left behind.

Professional Associations

The benefits of professional associations are far reaching. So far in fact that you may not know the luxuries afforded to you even though you may not be a member of any. They have advocacy groups dedicated to many causes related to the beauty

industry in addition to understanding and taking action on legislations that affect the industry and its professionals as well. Professional associations are tremendously important to you because there is power in numbers. Take pride in your industry and as a professional support and take pride in organizations that take pride in and support you.

Successful networking works wonders for your business. It helps to further build your business, your position in the industry and reinforce your authority. Networking allows you to not only build new relationships but to reinforce established ones as well. Remember that nothing happens unless you make the decision to be somewhere so get out and start networking today.



Final Thoughts

“Success requires no explanation &
failure permits no alibi.”

Napoleon Hill

In this book you have techniques, principles and ways to effectively use them to get your desired results now!

You have this book for a reason, to learn to dramatically increase your profits and to become amongst the elite in this New Era of The Beauty Industry. I am here to cheer you on. It's your time!

This industry is filled with incredibly talented intelligent people such as yourself, without us the world would be a mere fragment of itself.

I want you to have the most profitable & effective business possible. My goal is to help as many professionals not to simply survive but to thrive and you can help. I want you to encourage 3 of your friends, colleagues or team members to read this book and to then discuss what you all have learned. Each of you can hold each other accountable and be there for one another to get things done. Success depends so much on having a great support system.

It would be impossible for me to put everything in a book, time goes on information changes so quickly, better ways of doing things come along so keep current on the state of the industry and to stay up to date with how to be most effective in our industry be sure to visit www.DollFaceMarketing.com. Don't

forget to take advantage of special offers there and visit often as they may change. Also, remember to join my email list it is the most effective way to communicate with me because I am not an active social media user.

I would like to help you as much as possible and here are a few ways I could be able to do so. If a group of 5 of your colleagues purchased a copy of this book, I will host a FREE 30 minute teleseminar for you to discuss ways to help you implement the strategies discussed in the book and to answer your most pressing questions. If a group of 10 purchases a copy, I will host a 1-hour teleseminar. For groups of 20 I will host a 1-hour teleseminar in addition to 1-on-1 coaching calls for each person in the group. To take advantage of any of these opportunities simply send me an email at Jaye@dollfacemarketing.com and I will provide you with directions for forwarding your proofs of purchase.

Beauty associations, beauty schools and other businesses interested in purchasing 150 books or more, I will provide a FREE live seminar for your organization. Please email me at Jaye@dollfacemarketing.com and I will be more than happy to discuss opportunities.

It is my sincerest wish that you found yourself thinking that you can do this all the way through the book, finding new information and reaffirming things that you already knew along the way. I hope that no matter what your specific goals are, that you know that you are worthy of them.

The beauty industry has changed but I'm confident that you are more than able to thrive in spite of those changes. Best of luck to you in your life and in all of your personal and professional dreams, hopes and pursuits.

Jaye

Where To Go From Here...



Steps to **QUICK** **START** **Your Success**

1. Join professional associations that help you stay up-to-date with the industry, provide opportunities for networking and continuing education. Check out the Professional Beauty Association at www.probeauty.org
2. Get a planner so that you can organize your personal and business goals. We get things done more efficiently by breaking things down into small digestible pieces. This is why to-do list and day planners are so helpful in increasing productivity. They allow us to break larger goals down into smaller action items.
3. Go back to your notes in the book and choose 3 things to get started on right away. Break them down into action items on your planner then get started. When you've completed them choose 3 more and repeat the process.
4. Be sure to visit www.DollFaceMarketing.com and join my email list to stay in touch with me. Email is my primary source of communication. Also, take advantage of all offers you may find there.
5. Attend trade shows, beauty shows, hair shows etc. See a list of them on the resource page at the end of the book.

Resources

Associations

Professional Beauty Association- ProBeauty.org

American Association of Cosmetology Schools- BeautySchools.org

Must Attend Beauty & Trade Shows

IBS- New York, NY & Las Vegas, NV

PBA Beauty Week –Las Vegas, NV

ISSE- Long Beach, CA

Natural Hair Beauty Show- Atlanta, GA

America's Beauty Show- Chicago, IL

Premiere Beauty Classic- Columbus, OH

Bronner Brothers Hair Show- Atlanta, GA

Southern Regional Beauty Show- Jackson, MS

Premiere Orlando- Orlando, FL

International Hair & Beauty Show- Secaucus, NJ

Texas Hair Shows – Dallas, TX

Fashion Focus- Locations across the country

Causes to Support

Look Good Feel Better –LookGoodFeelBetter.org

National Alliance on Mental Illness- NAMI.org

Cut It Out- CutItOut.org

Children's Defense Fund- ChildrensDefense.org

National Urban League- NUL.org

National Association for the Advancement of Colored

People- NAACP.org

Human Rights Campaign-HRC.org

****Please email me for personal references in other areas such as website development, email marketing software, etc.****

Jaye@DollFaceMarketing.com

Share Your Stories!!!

Do you have an interesting story that you would like to share about your experience in the beauty industry? I would love to hear it!

Send your story to me at Jaye@DollFaceMarketing.com or fax it to me at (877)499-3720.

I cannot wait to hear from you!

Book Jaye René and make your next event unforgettable!

Jaye draws upon her personal wisdom, experience and knowledge combined with industry information to help your organization connect emotionally with the intended message and understand where behavior needs to be changed or modified and to understand new strategies and help them feel transformed.

Jaye René is available for presentations, seminars and hand-on trainings as well as workshops and breakout sessions.

Jaye's shoot-straight from the hip, heartfelt and practical messages provide her audiences with the strength, motivation and know how to step into their dreams instead of looking in on them from the outside.

Full of humor and anecdotes, Jaye's edgy yet personable presentations are sure to be memorable & valuable.

In a group of 7 or 700 Jaye's experience is the perfect combination of education, motivation and entertainment.

“In the real world now one wants to hear empty rhetoric, they want to know if you have a plan.”

Email or fax for further information:

Jaye@DollFaceMarketing.com

(877)499-3720

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