THE

fringe dwellers.

INSPIRATION • GROWTH • COMMUNITY

WHO WE ARE

Inspiring Salon Success

At The Fringe Dwellers, we are dedicated to empowering salon owners and professionals to unlock their full potential. Our comprehensive coaching and mentorship program blends strategic marketing, hands-on education, and business development expertise to inspire growth, build community, and elevate your business to new heights.

Salon Coaching & Mentor Support

Gain actionable insights and strategies to grow your business, increase revenue, and deliver exceptional customer service. Receive personalised mentorship to overcome challenges, set ambitious goals, and achieve sustainable growth.

Salon Marketing & Social Media

Build and boost your salon and staff profiles with expert guidance on social media setup and strategy. Elevate your presence on Instagram and Facebook to connect with clients and showcase your unique brand.

In-Salon Education & Training

Develop your salon team's skills and productivity with customised training that sharpens artistry, boosts confidence, and fosters seamless teamwork behind the chair.

We believe in the power of inspiration, connection, and growth. We are passionate about helping you create an extraordinary salon experience that resonates with your team, clients, and the wider community. Together, we'll build a thriving business model while amplifying your social media presence and showcasing your salon's brilliance.

Program Features:

Salon Coaching + Mentorship

- Coaching induction
- Tailored business development plan
- Someone in your corner for business support
- Once a month, in-person salon coaching
- Weekly check-ins via Video Call

Salon Marketing + Social Media

- Social media induction and strategy session
- 2-3x Instagram posts per week
- 1x Monthly social media Meta ad management
- Quarterly in-salon content shoot
- Monthly analytics report
- SEO review

Salon Training + Education

- Salon education plan
- Access to guest education at a discounted rate
- First chance at/discounts on workshop tickets

Grow your salon business with our holistic approach to salon coaching, marketing and education, all in one place!

Experience
Proven Results

The difference between The Fringe Dwellers to other coaching is everything is tailored to you, and your business needs. It's not a course or paperwork that was written 100 years ago. They actually care about you and your business.

- Tamara
The Cut N Colour Bar

INCREASE
47%
REBOOKING RATE

INCREASE
15%
RETURNING CLIENTS

INCREASE
28%
SALON EFFICIENCY

Salon Success Accelerator Program

A coaching framework designed to elevate salon owners through actionable strategies, mindset shifts, and team empowerment.

Module	Focus Area	Key Topics	Tools & Deliverables
1. Financial Fortitude	Salon budgeting & pricing	Cash flow, cost management, profit margins, pricing psychology	Budget templates, pricing audit workshop
2. Social Media Mastery	Visibility marketing	Instagram & Facebook strategy, content pillars, reels, client attraction	Content calendar, meta-ads, in-salon content shoots
3. Team Building & Leadership	Culture & retention	Hiring, onboarding, team dynamics, conflict resolution, empowerment	Onboarding journey support, team culture checklist
4. Branding Blueprint	Identity & client experience	Visual identity, service flow, client touchpoints, brand messaging	Brand mood board, mission/vision creation, social media analysis
5. Culture Catalyst	Community & vibe	Inclusive environments, salon rituals, feedback loops, leadership tone	Salon values workshop, internal culture manifesto

Let's take your business to the next level, starting today!

Investing in The Fringe Dwellers means investing in your salon's future success.

View our success stories here

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