

How You Can Make Your Hair Salon

“Wildly Profitable”

by Jordan Arsenault

CEO/Founder of Experimarketing

You are either the owner of a hair salon, a hair stylist, or someone looking to start your own salon. You probably are an excellent stylist who is very good at your craft. That is an essential ingredient to a successful hair salon, but skill alone will not make you profitable. Being an great stylist is the minimum requirement you need to be in the business, not the thing that will cause you to outdistance your competitors.

The first thing you need to realize is that your focus should not be on the hair cuts, the coloring or any of your services. Don't fall in love with your services or with your business. You need to fall in love with your client. You need to focus on your client and consider every interaction from your client's

point of view.

When a new client comes in, you should be taking control of the interaction from the moment they walk in the door and creating a smooth pathway for them to buy more and become a permanent client.

You want to fill a desire or need that the client has that they haven't expressed and perhaps don't even realize yet. For example: the client might desire to feel pampered. They might want to feel like they are getting an extraordinary value. They may want to feel sexy and attractive after getting their hair done. It all depends on what the client values. It isn't what you value, it is what the client values.

Getting More Clients

One of the ways to grow your business is to get more people coming in the door. This is the most exciting way to grow your business, although there are other ways as well.

So we already discussed that you need to look at everything from the customer's point of view. Let's apply this knowledge to an advertisement you might run to get more clients.

Look at the difference in these two advertisements:

1. Company focused: We do any cut, color, or style!
2. Client focused: Give Your Hair A Gift This Christmas!

The first one is focused on the company. The second one is focused on the client.

It is all about what thoughts run through the potential client's head when they read the advertisement.

With the first one, the advertisement doesn't mean anything. It doesn't trigger any thoughts in their

mind. It might as well say: “We are a hair salon. Buy from us.”

With the second one, it triggers a thought in the client's mind and they start to think about giving themselves a gift. Their thoughts are about treating themselves and spoiling themselves. They think, “I am buying everyone else a nice gift, why not treat myself to something for a change.”

This simple change can double or triple the response you get from your advertising dollars. If you are already spending money on advertising, then there is no additional cost for you to just change the headline of the ad. It is simple and can make you a bundle of money.

Getting Clients to Buy More

What is the key perspective to get clients to buy more? (Hint: Client's perspective)

Clients don't like pushy sales, but try to find ONE person who doesn't love to go out and buy things. If they don't want to buy beauty products then they want to buy power tools. Everyone loves to buy.

I have been to many, many different hair salons and I almost never get offered the option to buy anything other than a normal haircut.

You know what I hate? After getting a haircut, I always have little pieces of hair stuck all over my clothes and the cut hair is falling onto my clothes for hours afterwards. I have to go home and take a shower.. it is a real pain. So, what would happen if someone gave me a menu before I sat down that listed all the options available and why I should purchase them?

If I saw that I could get a quick hair wash at the end to stop all those little pieces of hair from getting on my clothes, do you think I would spend that extra to solve that issue? Yes, you bet I would!

If you aren't offering clients the options so they can purchase more, you are doing the client a disservice and they leave less satisfied than they should.

When people start spending money, it doesn't quench their desire to spend, it increases their desire to spend. How often have you gone out to purchase one thing and then found it released an avalanche of spending?

Since the client is already there to purchase from you, it is much easier to sell more to that client than it is to bring another client through the door.

The key is to do this ethically and in a way that adds value to the client.

This attitude is not about making you more money. It is about serving the client at a much higher level and the higher revenue naturally follows the level of value you provide.

Getting Clients To Buy More Often

The solution to this question is the same as the others. What is in the client's best interest?

Here is a scenario: You have a client come in to get their hair colored and then you don't see them until two months later and their hair has grown out too much, their roots are showing and they are looking worse for wear. They probably feel a little depressed or a little less perky as their hair looks like it has lost its vibrance. They just aren't as attractive as they could be if they didn't wait so long to come back

in.

Why should you let your clients do that? It is certainly not in their best interest to leave their hair in disrepair. Their self-esteem isn't going to be at the level that it could be if their hair was looking great. So why not take control of this and advise people on when they should be back.

If you know a person should be back in a maximum of 6 weeks to get their hair colored again, then tell them that their hair will need to be colored in 4-6 weeks. Don't just tell them, print off a small guide that you give to new clients telling them how to take care of their colored hair. Have photos of what it looks like at 4 weeks, 5 weeks, 6 weeks, and 8 weeks. Then they can understand why the time frame is so important.

You are their advisor and you shouldn't let them settle for less than they need to have great looking hair. Then you can even tell them that you will setup a reminder email that goes out 4 weeks after their haircut to remind them that it has been 4 weeks.

Fall in love with your client, not with your salon services or your company.

There many more techniques and strategies that I would love to share with you. Although I do offer consulting services to grow your business and use my trademark Experimarketing techniques on your business, I thought it would be useful if I first put it all into a guide for you.

The thing is, I haven't made the guide yet because I need to make sure the demand is there for it. So, I need to know if you want the complete version of the *How You Can Make Your Hair Salon Wildly Profitable* guide created.

I stand by what I have advised in this report. Fall in love with the client, not with my own ideas or company. So, I don't want to sell you anything you don't want. I am offering you the chance to buy something that I believe could help you, but I want to know if you see the value in it, before I spend countless hours adapting and shaping this advice to your industry.

If you are interested in having this guide made for you, simply hit reply to this email and type in the word, "YES!"

Sincerely,

Jordan Arsenault

PS. I won't be making this guide if there aren't enough responses, so this is a once in a lifetime opportunity to have this specially created for your industry.

PPS. This is hush-hush... but if I get enough "YES" responses, I have an exciting way to create it that will provide you with a ton of value while it is being created. More to follow.. Shhhhh....