

12 Ways To Grow

Your Salon and Spa Revenue Today

The Exact Steps I Took To Scale My Beauty Business To 1 Million And Beyond



Hey! You will find the 12 ways to grow your business. These are the exact ways I focused on over the years to grow my business to a million and beyond. There is no magic fairy dust but I can say it does work if you work it. Read through the 12 ways then go back and journal about each of them and how you can take your business to its new level. Once you reflect on each of the ways then lets get into action! Make a 90 day plan that will have you take massive action and move you closer to your dream business. I cant wait to hear your successes.

#1

Live in your passions and build your dream business. There is nothing worse than having a business that you do not want to go into. Grow a team that is in alignment with your passions and vision of your business; I recommend not settling for anything but this. So, what are your dreams for your business? Where are you headed? What is your vision? What is your WHY?

#2

CEO time is planned for. How much time are you being a technician in your business vs being a CEO? So many times, I see owners working so hard for the money and just exhausted to do much else. Considering all of that, “busy being busy” is pulling you further away from your goals. If you are more than 50% of the revenue in your business then you have a great job, not a business. How do you know when you are spending too much time as a technician? What is a better schedule for you?

#3

Create a plan that moves you and your business forward. Your plan is like a map leading you to your goals. It outlines every step you need to take and keeps you on the path to success. What are your goals this year? What will be your course of action to move you closer to your goals? What is that one small step you will take?

#4

Be financially fit. Have fun with your finances vs avoiding them. What is your relationship to your finances and money? What are your business goals in revenue? How about profit?

#5

Put healthy boundaries in place for you, your team and your customers. When you set boundaries into place then you get to choose you first, up level yourself, and raise the standards. What is a healthy boundary you can put into place right now?

#6

Charge the correct pricing. Why? Because you need to run a profitable business. Profit=sustainability. Where have you grandfathered in old clients to old pricing? Where do you need to raise your prices?

#7

Service excellence- Be of service to your guests vs thinking they are a distraction etc. How can you go above and beyond for your guest so they know they are the most important person right now? Our job is to help our clients look and feel better and boost their self confidence and self esteem. Being client focused will pay 10 x guaranteed.

#8

Be a positive leader. How you motivate your team determines a lot of what you get out of your team. Being a positive leader and motivator means that you set everyone up for success. Positive leaders still hold their team members accountable and have high standards. Their communication is timely and specific to the behavior they need changed.

#9

Budgets are a good thing. Successful salon and spa owners know the value of a dollar. They spend their money wisely. They know where the money comes from and where it goes because they are keeping track of it through a budget. Develop a budget and stick to it. With a budget, it's easier to set and reach your financial goals.

#10

Design a marketing plan that attracts your ideal clients. Spend an hour a week developing ideas for ways to get your salon and spa out to new customers and how to get your repeat clients coming back for more. We want you to look in areas like your social media, client incentives, staff incentives, and your emails that you send out to your clients. Consistency is key.

#11

Always be recruiting. Do you need a few new team members? Probably so! What is your recruiting plan? How do you attract your ideal team members? I highly recommend we focus on recruiting each month to keep the flow of applicants coming in. How much time do you focus on it? How much time do you need to focus on recruiting?

#12

Drive consistent growth . Be obsessed with your key indicators that create profit. Retail sales, maximizing your location, service sales, rebooking, and productivity are a few of my favorites to watch and grow through coaching my team. What are your favorites?

And a bonus one for ya!

Kind of like a baker's dozen.

#13

Systems are key for growth and scalability. We actually thrive under structure...strange huh? Yet we resist it. Structure can look like a handbook, job descriptions, level system for promotions, and scripts for success. What structure do you need in your business that would take your business to a whole new level?

What areas do you see that you need improvement in?

If you know you need help in how to implement these steps, schedule a free strategy session with one of our Empowering You Consultants and get the support you need to grow your business.

READY TO TAKE ACTION?

Click above to set up a strategy session with one of our coaches today!