
50 WAYS

TO DOUBLE YOUR DAILY REVENUE



HEY THERE!

First off, thank you for getting your copy of *Fifty Ways to Double Your Daily Revenue*.

My name is Amy Carter, and I am the Founder and CEO of Empowering You Consulting. I help salon and spa owners, managers, beauty technicians, and service providers just like you to maximize their potential and to make more money while doing what you love. And if you're not loving what you do, we're here to help with that, too.

Look, I know just how tough it is building a successful salon or spa. I went from being bankrupt and having a business partner steal everything from our salon business to owning one of the top salons in Indiana. I can tell you from personal experience that it's possible to stop being a slave to your business and to have it serve both you and your clients in a way that is beautiful. One of the biggest obstacles to doing that is that we overlook easy ways to generate more money in our day.

That's exactly why we created this quick guide to double your daily revenue. Now you can create the same momentum in your business!

~ Amy



FIFTY WAYS TO DOUBLE YOUR DAILY REVENUE

Here's a list of 50 simple sales tactics that can keep you booked solid and see you earning more in no time flat. ***All you have to do is pick five and do them every day.*** Best of all, you can join us on [Facebook](#) at Empowering You Consulting and Training to share your tips and celebrate your successes.

1. Send an email to your clients promoting your services and products.
2. Go Live on Facebook – in a short video you can share value by demonstrating a new tool or technique, and then share an offer.
3. Follow up with potential clients that you've met and offer them a complimentary service on their first visit.
4. Run a Flash Sale on a product or service.
5. Call clients you haven't seen in a while and entice them to come back with a service or product special.
6. Reach out to past clients and offer them a special continuity package.
7. Do a quick Social Media audit. On Facebook and Instagram, your photo should be current and you should have recent posts. Those sites should be like miniature websites with information on your location, services and contact information. *(It can be as simple as "Rachel Watkins, Stylist at Solaris Salon-Spa, DM to book")*.
8. Create a workshop or event at your salon and promote it on your social media channels. Keep it simple, it should be something you can demonstrate and practice with little mess or fuss.
9. Run a special promotion on your packages.
10. Follow up with new clients: give them a call to see how their services were, then offer any tips and see if they'd like to book their next appointment.
11. Offer a build-your-own service package: pick 3 for \$99, buy two get one free, etc



12. Share some shots of your recent work on Facebook. And if you have no recent shots, shoot some today.
13. Use Instagram to share shots of your work, then use the caption to promote your services (*don't forget to include some way to book in your caption; it could be as simple as "Message me to book today"*).
14. Share a customer testimonial on social media with a link to book a service with you.
15. Go to a community event that draws your ideal clientele and meet at least 10 new people; hand them business cards, engage with them on Instagram, and invite them to come visit your salon.
16. Go live on Facebook showing a new tip or trick focused on quick tips (*think first date freshen up, how to touch up your look in any powder room, portable beauty essentials, etc.*).
17. Use Instagram Stories to show a step-by-step approach to a hair or makeup technique.
18. Host a live virtual class – teach something and then make an offer. You could do this as a Facebook Live event by setting up a day and time to go live, do your demo, and pitch your services.
19. Reach out to your most loyal clients and ask for testimonials.
20. Privately contact people who have been engaging with you and offer a free product with purchase of a service. You could call this a loyalty special, a customer care gift, or anything else that makes them feel special.
21. Create a new business relationship by reaching out to schools – teachers need to look well-groomed and they love a discount – or real estate agents – an industry where appearances are important. What other businesses could you call on?
22. Write an ad for your services on Facebook. The cost is low and you can target your ideal clientele with effective local ads. Remember to keep it simple, write for your audience, and use Facebook's "Call to Action Button" (*a button that literally says "Book Now" or "Contact Us"*).
23. Go out and about in your community and approach 10 people about your services.



24. Outline ideas for new offers (*marketing and editorial calendar*). Come up with at least 10.
25. Pull some of your favorite products and create a fun how-to video with them.
26. Put out an offer with Early Bird Pricing. This is especially effective when you have seasonal specials to promote.
27. Create an affiliate program with local businesses nearby. This is especially effective when you are in a shopping center and can keep your shared clients in the area.
28. Run a sale on a VIP Day for VIP clients to bring a friend; provide both with discounts or product gifts.
29. Call your clients on the book and try to presell additional services for their upcoming appointment.
30. Record a video teaching a new technique or on-the-go tip, and then email it your list to watch with a call to action to buy something. (*It's almost as easy as doing a Facebook Live video*)
31. Reach out to current clients and ask for a referral but be sure to reward them when you start to fill your book.
32. Interview a client about their experience and post to social media. Keep it simple – four or five questions – and include a picture. It's great to do this right after a service when they feel great about their look.
33. Create your value ladder (*low to mid to high end services*).
34. Develop your own loyalty reward system that allows your clients to climb your value ladder and "supersize" one service for a discount. (*If you don't have a value ladder, see the idea above.*)
35. Come up with a new service special and pre-sell on social media. Think seasonally. Think about events and engagements in your area (*garden parties, concerts, fundraisers, and anything that brings people together is reason enough to get pampered*). Think about who your clients are and create something that fits.



36. Engage with new connections privately and offer a free service or product. This can be on top of any new client offers you have, or it can be a better, secret offer.
37. Hold a competition on social media offering free products or services. Have clients shoot their new style and tag you in it; whoever gets the most likes gets an upgraded or free service.
38. Engage with your friends and fans on social media to find out what beauty or styling topics they want to know about, then plan for a Facebook Live or YouTube video demonstrating it in the next few days.
39. Reach out to a colleague to collaborate. See what's working for them and share your secrets of success.
40. Run a contest, then make an offer to participants. Even if people don't win the free service or product you're giving away, they may take advantage of a deep discount on that same product or service.
41. Post a promotion in one of the Facebook groups you belong to. Remember to check the rules (*you may not be able to*) before you post.
42. Share an Instagram story and make an offer exclusive to your Instagram fans. Make this offer small – a discounted service or free travel size product – but use it to start a regular series of small giveaways that build up to a big one.
43. Run a free challenge and then sell something at the end. Think of a Mother's Day challenge: "share a story about why your mom deserves to be pampered. The most likes wins a spa day for two." You could run a similar special for teachers (*back to school/end of year*), or seasonally (*recover from that sun damage*).
44. Run a free makeover challenge.
45. Cross-promote products/services with another beauty professional. Think of pairing with a nail technician for a head to toe (*literally*) makeover, or an independent massage therapist for a rejuvenating set of services.



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46. Offer free "mini-service" to booked clients. Call them and let them know they've been upgraded and are eligible to receive the mini-service.
47. Offer a referral program with a fun new contest where the most referrals gets a high-end prize.
48. Send hand-written thank you notes to your best clients and to recent clients. This sort of personal touch speaks volumes about your service level.
49. Identify a client who has a need to celebrate – anniversary or engagement, baby on the way or new mom in need of some TLC, -- and offer them a discounted or free service.
50. Find a local charity that could use your skills, reach out and offer to volunteer your services. You'll get to do something good for the community and get to promote your services. Think about working with women's shelters, job transition services, or veterans' group, whatever would make an impact in your area.

Remember: you can wait for success to find you or you can make your own. By taking actions to promote your services and business, you'll keep clients happy, keep your chair booked, and find more

Book A Strategy Session

If you want customized or one-on-one help to grow your salon or spa business, sign up now for a strategy session with one of our certified consultants.

We'll go through your biggest challenges to making more money and help you run and grow your business like you've never before.

BOOK YOUR STRATEGY SESSION

