



## **4 Things to Do Now to Make Your January & February Busy Too! (Part 3 & 4)**

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Does your business slow down in January and February? For many salons, it does. Here are a few simple things you can do now, during the busiest time of year, to make sure your after-holiday season is the best you've ever had. But it's time to act now!

### **#3: Sell a Series**

Gift buying season is the best time to offer "package deals" in which a series of services are bundled together. How about a Cut, Color & Treatment series? Or a Hot Heads Extensions and a discounted treatment with the follow-up re-bonding service? Estheticians can offer a six-week series in a "re-surfacing" package. Many services can be sold as a series. Consider your service specialty(s), or those services you wish to increase.

Anything you can do to get an extra visit or two from each and every client gives you an opportunity to create more value for them and earn more income for yourself. It's a win-win proposition and studies show that even small increases in customer visitation can add significantly to a salon's bottom line... individual stylists too.

Especially when you have a new client and your consultation has revealed a desire for big changes, why try to do it all in one day? Stretch it out to bring them in one, or even two extra times. Your January and February will thank you for it!

### **#4: Instant Appointment email and Text (SMS)**

You don't need to spend a fortune with Groupon or the other services to fill your empty stations. Pick those specific times when the salon is slow and develop one or two special opportunities for unscheduled clients to save.

Here's an example email or text message, which would be sent at 8:00am on the day of the targeted time slot:

***"We have an unexpected cancellation today, between 2:00 and 4:00pm. First responder to this message gets 25% off \_\_\_\_\_ (whichever service you've chosen)"***

Of course, you can offer anything, but you get the idea. This is a great way to fill empty time slots or build business for newer hairdressers. It's also a great way to build a new category of service such as Hair Extensions or Smoothing Treatments.

Take care not to over-discount. Being slow is bad, but losing money is worse.

For this strategy to work, you'll need to collect every email and cell phone number you can get, from everyone who walks through your salon's door. Keeping that client contact info organized and up-to-date is critical to successful implementation of any marketing/sales strategy!

### **In closing:**

I hope you find this article helpful. I'd love to hear your comments and any other successful ideas you've used so I can pass them on to your fellow hairdressers. **BTW: Please be our friend and "Like" and "Share"- Thanks!** As always, thank you for doing business with Beauty Solutions. We really appreciate your partnership and friendship