

4 Things to do Now to Make January & February Busy Too! (Part 1)

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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!

#1: Gift Certificates:

This is an obvious no-brainer, but don't assume your clients will think about this perfect gift without a little nudge from you. Here are a few things to consider:

Visuals / Signage:

Make sure there are plenty of visual reminders around all areas of the salon.

- Counter signs displayed at your retail area and on the front desk
- Mirror cards at every station will keep your gift certificates on their mind and sales brisk.
- A 2-sided flier in your window gets clients coming and going.
- A tent card or mirror card in the restroom.



Here's a basic example <http://www.beautysolutions.com/blog/wp-content/uploads/2011/12/Pt-1-Gift-Certs-w-KM-drawing.jpg> Feel free to use it, change it, etc.

Reach Out:

Send an eMail, SMS text or post card to everyone on your customer list, suggesting your gift certificates. Update **EVERY** client contact to include email, and their cell phone for SMS texting.

Stimulate Jan/Feb Redemption:

Choose a day or time of the week that's regularly slower and target then for bookings. Consider adding an incentive, perhaps a product gift, for those whose certificate is redeemed during say, Tuesdays between 2-4pm, as an example. You can provide this incentive with a small note slipped into the certificate. Ask the buyer for their OK, but generally they will appreciate the added value of your additional gift opportunity. Here's an example of what to say:

"We offer an additional gift of a free product if the certificate is redeemed at certain times. Would you like me to add this extra gift option with the certificate?"

Timing:

It's always a good time to focus on gift certificates, but December is critical. Start today. Browse your salon to see how many signs you need and where they'll go. You can be on your way to great gift certificate sales, which will lead to a prosperous January and February!

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.