



# THE FREEDOM & *Profit*

## FORMULA

*How Salon Owners move from long hours &  
overwhelm to Freedom & Profit*

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Salon Owners  
*collective*

[WWW.SALONOWNERSCOLLECTIVE.COM](http://WWW.SALONOWNERSCOLLECTIVE.COM)

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# You worked hard to get here...

You've built your Salon from the ground up by working hard, all the hours serving your clients, and creating a beautiful environment around you. You wear all the Hats as your team is starting to grow now. Maybe you're approaching \$500K a year give or take (or maybe you're well over that now) and you've done it because you have a good work ethic, deliver good service and that results in good word of mouth in your local community. The people in your life think you have a super successful business already.

Now the question is, where do you go from here? You feel like you've winged it till now...

If you've hit this stage in your business, you're already feeling challenged with how to manage a growing team (without losing control, and letting them 'run-a-muck') attract clients to fill that growing team (a real strategy, one that will stop your team twiddling their thumbs out the back room) and doing all this without working more hours...

# This is for you IF...

You have this insatiable drive within you to grow, thrive and turn your passion into Profit but you are already pushing well over 40 hours between clients, team and admin. Overwhelm can easily set in... and that's before we even talk about our feeling of guilt for not being present enough with the family or loved ones... And when you're with the family you feel guilty you're not supporting your team.

There are 2 paths in front of you:

**Option 1:** Continue in what you've been doing. Status Quo, churning out fully booked weeks and hope your team figure it out and start to reach their targets on their own.

Keep working in your business as a stylist or therapist and hope your challenges will sort themselves and just settle for being a great operator (Absolutely nothing wrong with this choice, by the way - Many salon owners choose this path).

OR

**Option 2:** Decide to go all in on owning and growing your business. Step into becoming the CEO of your business and move away from earning 'by the hour' as a stylist or therapist. Instead invest your time in growing your team, attracting awesome clients and living a full life with enough income to support your family and everything they need ... but do it in a way that you don't lose yourself, your sanity or your freedom along the way (craft a life you love, live it well and on purpose).

This guide is for those of us who choose Option 2.



### So, you've decided to step into 'what's next'

Those that have decided that you only have one life: your not going to be one who works yourself to the bone 'till you're \*lucky\* enough to retire.

You're going to craft a life you love, live it well and on purpose.

'On purpose' meaning you don't leave it up to life's circumstances to direct your journey; instead, you take steps to set yourself on the path you desire.

You've decided you're not going to settle for being stuck.

You've decided to create a business that works without you working all the hours yourself and you're going to grow a team. You've also decided that you aren't prepared to be held hostage by your team, or let them hound you (until you lose your confidence) or risk a staged walk out, leaving you with no team and no clients.

You're wearing too many hats and spending all your time in areas that don't grow your business (like serving clients all day long and putting out fires in your business), and while that strengthens the relationships with your clients or keeps your team 'hanging in there'...it means no one is in the pilot seat steering your business in the right direction!





You're not going to risk it all working long hours feeling stressed and burnt out. You're sick of making fast discount deals while your team complain that they want more money, while they sit out back and continue to not meet their targets... leaving you resentful.

You no longer want to work crazy hours... Working on your days off just to keep things moving forward. You need to make a change before your family call you out on your behaviour - enough is enough. Beside your can't bare the guilt any longer.

**So how *do* you live a life on purpose and run a business that provides you freedom to do the things you want in your life, while turning your passion into real profit - without the long hours, stress and burnout?**

*Where you have time to spend focusing on growing your business (without adding more hours to your work week).*

*Where you have the space to take a week-long, uninterrupted family vacation, or heck, even a mid-week workout class!*

*Where you have financial stability that fuels a sustainable business AND allows you to bring home the money to support your family and new freedom-based lifestyle.*

*Where you have a team that you love and you feel confident to manage them to reach their full potential without you feeling trapped as the 'fire extinguisher'.*



# I'm about to share the 5 key steps I've discovered that will get you to where you want to go...



I've created this 5 steps to Freedom & Profit...  
Just for you

Back when I was still a stylist, I loved being creative with my clients and when I realised I could exercise that creativity running my business, I got addicted to 'doing' business.

So I worked hard for my clients and hard for my team... but often, in the early days I was the busiest stylist, while the others sat in the back room... and I brought in the most money while taking home the least...

I was afraid to let my clients down. I was afraid to not be seen to work hard as a leader for my team. I was afraid to make more money than those who worked for me.





I didn't know what I should be doing to grow my business and how to help my team grow...

At times I often felt so overwhelmed that I'd want to sell and 'just get out'... but even the thought of that was just too much to put myself through.

I took on a business coach who offered to 'break both my arms' so I could get off the floor and spend time growing my business. As horrified as I was, it was good advice. But I didn't know what on earth to spend this 'new-time' on - What would I do?

I started to work ON my business and not in it. The time freed me up to get creative and think strategically again. I started to make more money and I evolved from tired, overworked and overwhelmed and I got the passion for my business back.

# Why should you listen to me... anyway?

The new found time and creativity allowed me to find new opportunities for the business. Over time, each subsequent day I took off the salon's floor, the business not only made more revenue but also made more profit. I started to develop new ideas to grow the business. I had the time to invest in, train, encourage and build the team to earn more and do better than I did. I had the time to create customer care programs and training programs. I even had the time to properly set budgets and focus on creating a sustainable business that would care for clients, staff and myself equally.

The year after I had my first baby, I came back to clients for only  $\frac{1}{2}$  days each week. By the time I had my second baby, I never came back to clients again. The business **exploded** its revenue close to \$2 Million and made its **largest profit ever**.

It was living proof that the more I worked ON my business the better it performed. I loved creating and developing a business while helping others succeed too. I had realised my dream. I was being a creative entrepreneur and no longer just working hour upon hour to make ends meet.





As I rose to the top I realised it was time to sell that business so I could help Salon Owners design and build their own business of Freedom, to invest in growth and create real Profit.

I took those lessons I learned and created the Salon Owners Collective, so that you have the steps to make a change. Work smarter and not harder, and work strategically ON your business instead of IN it... without the stress, long hours and overwhelm!







# Leverage Clarity & Unlock Freedom

A dream without a plan is just a wish. It's usually a dream or vision of how we can do it better... Do better hair or skin, deliver a better service and earn more that drives us to buy or open our salon.

But somewhere along the way we lose that vision, as some days feel more like a fuzzy nightmare than a dream. I see salon owners forget to keep the dream in front of them and they get stuck in 'the weeds' of serving clients and managing the drama of their team members. The stress, long hours and overwhelm starts to set in. It consumes them and their dreams, their shining light starts to fade to something dim in the distance.

Some of us achieve our goals and forget to redefine or reset a new, bigger, more wild goal in front of us. But the lack of clear visions or dreams means we simply 'float about in the wind'.

Those that can keep that dream in sight and keep it firmly in front of them, alive with it's shining light are the ones that move forward. Keeping your eye on the prize, even in time of struggle is the only way to keep the dream and vision alive.

It's when salon owners have clarity of their path that they have their best life, their best business and have the strength to navigate the gauntlet of business. (And subsequently not get caught up with Shiny Objects that distract them from their true potential.)

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### A Million Dollar Mindset

Successful Salon Owners have a **Million Dollar Mindset**, where they believe that they have the power and freedom to choose what they want their life to look like. It's only fear of failure, fear of success or even the lack of belief that you genuinely can achieve that vision, that holds us back.

We are our own worst enemy. Our mind is like a muscle, the more your go to the 'Mind Gym' the fitter you become. Those owners who recognise they have a responsibility to be fit enough to run a business successfully are the ones that win. Those that can master their mind are the ones who can manage a team, 'show up' in their business even when it the going gets tough and push through challenges to reach the goals they have set for themselves.

## Misconceived Fear and Worry

Misconceived fear and worry about our business and even ourselves is a very common feeling, you're not alone. When you think about managing and leading a team of people, what frightens you the most? Maybe you are scared to stand up to your team; scared that if you push them that they will leave, worried that they won't do what you ask or you are scared of being rejected.

Fear of these things can stop us making the decisions we need to make in our business that we know, deep down, will move us, our team or our business forward. It can paralyse us and sometimes in such a way that it sabotages us from our success.

So, to be successful in business and life, how we manage it becomes most important.

More often than not, it seems to me that it's a perception that simply lives in our head and the solution to the fear and worry is much easier than we might think.

## Ditch The Overwhelm & Get Shit Done

The feeling of overwhelm is also one of the biggest barriers to success. You feel like a hamster running endlessly on a wheel, unable to stop or jump off, but getting nowhere very fast. Your mind gets so full, it starts to feel fuzzy. Then just when you have space to do the important work, you lack the clarity you need to actually get shit done! Instead, you fluff about with little stuff and putting out fires for your team rather than focusing on actually growing it - I know, I was that person too. Those that can conquer the overwhelm, ditch the fear, get some clarity on who you are in your business and get shit done... are free to unlock freedom.

## Unlock Freedom

As a hairstylist or therapist, you know you can give your client a look they'll feel confident in. As a manager, you know there's potential in your team, but that piece of being the business owner, the leader or entrepreneur... well! Often this part is completely absent in the daily juggle and overwhelm. Those that truly have a successful business have learned how to unlock freedom from daily operations, the team drama cycle, deliver a outstanding client service without doing it themselves but leveraging their team and by fully stepping into the CEO role in their business.

The problem is that as salon owners we're typically wearing all the hats: There are 3 different roles that you have in your business and it's maximizing each that will bring out your strengths that your business needs. In this industry we're too often the operator, manager, and entrepreneur. When we wear all the hats, we play on a sub-par level while always fighting for more time or money, but never being able to have both.

Those that leverage their time by working on growing and developing a team, which in turn brings in more profit-producing clients for the business in one hour than you'd be able to generate by servicing a single client! Seems like a no-brainer, right?

If you want to leverage the time of your team, then you have to know that you now only have one client and that "client" is your team.

Salon Owners who elevate to a high level of business know their role in their business and leverage that clarity and stay in their "zone of genius". They fill in the gaps and hire the right people around them in their non-zones of genius. This allows the true CEO's to evolve and concentrate on the things that move the needle, through focusing on income generating activity... like attracting clients on demand, a rock star team and leading them to WIN and smash their sales targets.





## Stop being stuck!

It's being stuck in overwhelm of all the things we 'should be doing' along with our lack of clarity of where we're going which holds us down in the cycle of stuck!

Our first step is to recreate and get clarity on the vision, the dream and then create the space we so badly need in our business, to get real shit done that actually moves the needle forward without working more hours. It's time to move away from being an employee inside your business and step into leadership... It's time to create momentum toward your goal & stop being stuck!





# Powerful Profits (Creating Profits from Passion)

Salon Owners with a clear mindset can leverage that clarity as a true CEO. To make your vision a reality. And it all starts by evaluating where you are now and where you need to be. Your business becomes more powerful when it's profitable.

Those that are rewarded properly, really start to 'show up' in business. The converse is also true... no one wants to work hard for pennies, including me.

Those that create huge success commit to continually staying on top of their business numbers. I know this can feel like a hard one as most of us hate 'the numbers'. But trust me, knowledge is power.

It gives you the visibility you, and subsequently, your team need to stay on track and toward your greater goal. It allows you to set clear and intentional decisions on next steps and strategic moves. This information, when you know how to read your numbers, puts you in the power seat of your business.

Remember also, profit is more than just what you take home. You must make profit for the future growth and sustainability of your team, clients and be able to pay you as CEO.

**First, Prepare for Profit:** The path to reaching powerful profits is to be super clear about where your current numbers are at today. It maybe uncomfortable but you can't get to where you're going unless you know where you're at right now. As boring, repetitive or as hard as it is to look at, tracking your performance is the only way you'll know if you're moving toward or away from your goals. Building successful habits is imperative to becoming a thriving business owner... and stepping out of simply surviving...

**From Survive to Thrive:** Mega successful owners use this data as the right hand-man of the business, as a business consultant. You should consult 'the numbers' and discover the hidden stories it will tell you and let it lead you toward making smart business decisions. Tuning into the stories your numbers tell you helps you plan forward for what you should be spending your CEO time on. Whether it be a marketing campaign that will deliver new clients in the door (see Clients On Demand) or whether you need to up your sales strategies (see Smashing Sales) for your stylist or therapists. Or simply that you are more than ready to employ someone new (see Building A Rockstar Team). It's time to take away the guesswork and get a real intentional plan.

**And finally, Unlock Freedom & Profit:** With solid growth benchmarks to let you know your powerful profit progress, your best chances for success is to build a clear 1,3-5 year plan for you, your family and you business, based on the goals and profit you so deeply desire.

A clearly written plan will guide you to when you're able to cut back your time on the floor, and invest in your company growth. Maybe even add in some freedom time to invest in yourself or your family.





# Build and Invest In Your Rockstar Team

In this step, I want you to notice how successful salon owners have mentally shifted from a role as an operator (working 24/7 behind-the-chair) to moving into the role of the Manager and Leader. Those that really grow a hugely successful business (without the stress, long hours and overwhelm), that instead of operating themselves, will look over and leverage a group of stylist or therapists as their primary function.

This group of operators, aka a Rockstar Team, is the key to creating real Freedom & Profit, but it can also be one of the most challenging pieces of your business to master because although you are not the one doing the day-in and day-out servicing of clients, your team's performance and outcomes rest on you. We've already determined you want to grow and manage a Rockstar Team, your desire to grow your business without working all the hours or having it revolve around you... Without that strategic piece of your Rockstar Team, the growth of your business halts because a single person can't be leveraged or scaled.



But sometimes the team drama cycle is a Kill-Joy.

These things are only stressful because we carrying fear of team revolt or just don't have the know-how to become the leader you need to be to transform your business.

I too felt held hostage by my team. I'm sure they didn't mean to make me feel this way but it wasn't until I choose to overcome the fear and learnt how to manage myself did I start to feel free. It wasn't until I learned to step into leadership and develop my managerial skills and become the person that could successfully lead a team that my business really started to hum.

With this new mindset, I was able to grow a team of 30 woman. No easy feat.  
**The three most important keys elements to building a rockstar team are...**

### Become the Best Boss

Most people have a 'best boss' story. A person that they just loved working for... thriving salons are run by "Best Bosses" - Who do you need to become to manage and retain a team like this? Think about personal experience, skills, and strengths in leadership and management.

Leadership and management is easier when you have a framework and insight into the personalities you have inside you business. Understanding yourself and how you operate is the first skill to master even before you start to think about how to manage your team. I truly believe your role as a manager or leader is to meet your team where THEY are at and realising their true potential. Each individual has different needs and you need a framework to know how to manage this minefield.

### Employ a Rockstar Team

I see so many owners struggle to attract and employ a great team, any team



members, let alone great ones. A strong team can be the strength or the weakness of your salon. Finding and hiring the right people is paramount to your success - right? I reckon I've employed more than 120 people in my time as a salon owner.

When I sold my business, I had 30 awesome women in my employment. I've learned a thing or two and not always the easy way! Attracting, employing, growing and keeping a great team is an ongoing strategy that needs to be structured and systemised for the future success of your business as it's something you'll do many times over in the time you own your business.

### Realise Potential with the Right Rewards

How you pay and motivate people is the foundation of employing a rockstar team. Is it commission or bonuses? Is it wages? I believe there is a right way.

But to realise the true potential of your team is more than just how or what you pay them. Mostly in the hair and beauty industry people are motivated by more than just cash and incentives. Doing good work, having the right tools and environment to do good work.

If you have a great team, you will want to be leading them to great places. Likely they will be driven and have aspirations of their own. Great team members need support and nurturing to reach their full potential. Too often I see an owner employ someone, give them a target or commission % and send them off to "go make budget" and throw them out into the woods to catch the wolf. But this is not enough.

Your team want more. They want a career, they want to go somewhere that has meaning. They want to progress and reap the rewards of good work and progression. One pay rate with a sprinkle of commission is just not enough to cut it these days.

Why do stylist and therapists have such a short shelf life in one business - it's because we've not captured their hearts. We're not leading them on a journey to somewhere. We're not showing them a vision of 'what could be'. A career path that they can grow and progress.

It's not enough to just track their performance. It's not enough to just pay them commission.

They want an opportunity to set goals, earn more and reach their own personal goals like buying a house or going on a holiday. Like any journey, you set you need to track where you have been and where you are going. Your role as CEO is to lead your team to WIN...

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## Smashing Sales

**Leading to Win:** You now only have one client that needs your attention, and that “client” is your team. If you want your team to be invested in the success of your salon, you need to invest in them equally and lead them to WIN. No professional sporting team or high performing business unit succeed when the coach sets them a goal to win and then says “Go Win! I’ll check in on you next week” - So why would it be different in the hair and beauty world?

A salon with open and honest communication between its leadership and team are the salons that thrive. And a happy team creates happy clients.

Salon Owners who spend time curating a culture within their team smash sales. It leads them to feel connected to your salon, to each other, and to their clients. When employees feel like they’re making a more significant contribution, that their work matters and that they’re a part of something bigger than themselves, they can’t help but be invested in not just their personal success, but the success of the whole salon.



## Smashing Sales

Not only do you need to be present, attentive and supportive but leading and developing their knowledge is an ongoing task for you whether it's technically or client facing strategies that improve sales. (Notice that this is different than directing and demanding from them.)

Too often I see owners assume their team, with the experience they bring to the salon, should know how to do a great consultation, know how to upgrade them, know how to use retention strategies, like rebooking scripts and how to sell take home care products. But the truth is, their last owner didn't teach them either.

Your role MUST include leading your team to WIN and smash sales... I know you worry that if you train them then they'll leave, but what if you don't train them and they stay? Invest, train and lead your people to WIN.

And once is not enough. You need to do this consistently and regularly. As the owner and CEO this role falls on you.

The faster you get on this, the faster this investment will pay dividends in the form of a higher-quality team and happier clients, which leads to better retention on both sides of the spectrum.

## Outstanding Client Experience

More than top-notch results from your services, your clients expect an enjoyable experience. Once you're off the floor, you're able to better focus on crafting excellent client care programs, communicating them with your team and put them into action. Which will bring new clients through the door via your reputation and retains current clients who see your salon as an irreplaceable experience.



## Clients on Demand

Salon Owners often ask me, "If I'm not working ON my clients 'what' do I spend my time on?" Well, you may have noticed in reading the above steps, you'll be full with leading your team to win, employing great people and developing client service standards... But most importantly you'll want to carve out time to work on income-generating activities.

For most successful Salon Owners, at the top of that list is marketing strategies that create clients on demand.

In any CEO's role a systematic strategy that feeds your team new clients and keep your growth momentum flowing and compounding, which is why marketing should be an income-generating priority.

Your primary marketing strategy you need to have dialed in to be able to draw in clients on demand are...

## 1) An Ideal Client

Those that crush it in marketing know who they're marketing to. It's crucial to understand that you can't appeal to everyone. Be clear about who your ideal client is (and isn't), what their pain points are and why your business is the best to help them solve them. Too often I see salon owners super keen to show the world "How wonderful we are".. "WE WON this award", "WE are experts at this, that and the other.. We, We, Wee, all over ourselves and forget about our poor client and what THEY need.

Those that nail their marketing make sure that the focus stays on who the client is and how their lives will improve when they choose their business... but always have the focus on the Client.

## 2) Digital Processes

Next, you need to have the platforms and tools in place that make it easy for your ideal client to do business with you because the moment it becomes too challenging, they'll give up and move on. We're not only in a completely digital age but we're also in an information age. People are used to having access to all the information they need before making a buying decision.

This is why it's critical, especially in today's digital landscape, to make a connection that is readily available on every single one of your digital platforms. It's more than just online booking, our consumers need real connections - without sucking up more of your time. Successful CEO's automate and delegate.

## 3) Social Engagement

Finally, those that succeed stand out from their competitors. In addition to catering specifically to their ideal client, businesses that have a clear differentiation in what





is on offer, stand out from the rest. Whether it's a signature service, an 'above and beyond' service or their socials show off their business in a way that educates, engages and entertains the ideal client. Salons that are #killingit don't post at random, or just have content for content's sake. Everything they share ties back to the ideal client, what makes them different and they'll have an easy and clear path to do business with them!





# See where I'm headed with this?

For those that have these 5 steps in place... They are the CEO's and entrepreneurs of the industry... Instead of focusing on the daily minutiae or doing work that doesn't leverage their time or best use their zones of genius. The CEO role is all about growth, leading a team, attracting clients on demand and leveraging success.

**Growth comes in cycles, and business growth is no different.**

You will always be in a state of change, push and pull, expansion and contraction.

The real question is whether you're equipped with the right resources, tools, and support to help you navigate that growth in a reasonable timeframe so you don't burn out?

For years as a salon owner I felt this frustration and saw my fellow salon owners working themselves to the bone, and I knew I had to do it differently.

So, I educated my way to Salon Success through trial and error, learning and testing...

These are the exact steps I had in place in my business and now lead salon owners through. The business structure, framework, resources and tools that scaled my business to new heights.

Together we lay the foundation - get super clear on your numbers, create a plan to move slowly from behind the chair (without dropping your personal or business income), and build a system for bringing steady clientele to a team.

These proven strategies and the cultivated community around them called The Salon Owners Collective - Freedom & Profit Coaching and Mastermind Program.

All I can say is that there is not another resource out there like this and that I wished I had this when I was starting my salon...

It would've made my path to Freedom & Profit much smoother and shorter!

Won't you join me?



# Salon Mastery



## Master your inner CEO...

Do you feel like you're **done** with working long hours, like you're ready to focus on **growing your business** and **sick of quick-fixes** that don't seem to really help?

If you have the grit, determination, or the skill to make your salon a booming success, then the **Salon Mastery** program is **absolutely essential** for you.

Salon Mastery is **RIGHT** you if..

- You're a Salon Owner who's looking to make a huge leap forward in 2020
- You have a team of 4-7 and are already smashing \$6-7K a week... or more
- You're more than ready to step up into becoming a real CEO of your business (rather than just having another year of 'average')

The promise of the Salon Mastery Program is simple...

- > To facilitate a **BREAKTHROUGH YEAR** in your business and your life...
- > To skyrocket you past your growth-plateau and into a whole new level of momentum.

To be the first to know about the latest  
Salon Mastery updates...

Head to this link: <http://bit.ly/SalonMasteryJOINNOW>