

# HOW TO Level Up

**YOUR SALON IN 2022**

PLAN YOUR BEST YEAR YET  
LOCKED AND PRE-LOADED



Salon Owners  
*collective*



# Level up in 2022

2022 is about to arrive..... And I'm sure you're more than ready for it!

The last few years have been **rocky**, to say the least, with lots of unexpected potholes in the journey of the salon business.



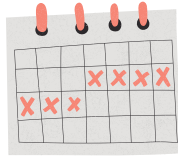
Maybe you **felt defeated and overwhelmed**, and that stress is starting to seep into every aspect of your life? I totally get that. When things feel out of our control, especially in business, **it can tend to drive us crazy!**

That's why I want to give you a fresh start this year. A chance to write your own ending, take matters into your own hands, and be **the one who actually decides to go for it...** to take the leap and make a change in your life

This **Salon Annual Planner** will help you level up your business this year and begin a new chapter... a chapter of **success**.



# Why Plan?



If you want to move toward your goals, and gain more freedom and more profit in your business, then you need to be clear on not only what your goals and objectives actually are, but also the actions steps you need to take to achieve them.

Make your business AMAZING!

*Yay!*

Many of us take action without any planning. But this can often result in stress and overwhelm where you're unprepared for the changes that growth can bring.

“ Give me 6 hours to  
chop down a tree...  
I'll spend the first 4

Sharpening  
the Axe

-Abraham Lincoln -

“

By failing to prepare, you are

preparing to fail

-Benjamin Franklin-

Many fail because they do not take the time to think ahead and plan for success. Without a plan, you have no roadmap to tell you which routes will take you from **where you are**, to **where you want to be...** and no tour guide to tell you **what to do once you get there**. Planning ahead is an important aspect of the dream-achieving process.

By planning ahead, you become proactive and foresee issues or roadblocks that may come your way and therefore plan the actions to avoid the roadblocks... or face them confidently!

Imagine actually achieving the goals that you dream of. In order to plan for the year ahead you need to get clear on what's been going on this year - **the good and the not so good**. We can learn so many amazing lessons from doing this... **so let's begin!**



## Step 1:



# Let's reflect on our wins and lessons

Look back at the year gone by and reflect. This has been a year of immense learning for us all and before you look forward, to the year ahead, it's important to reflect back on what worked and what you've learnt. Identify these things so that you have them in mind going forward.

### Activity:

*Fill in the boxes below to reflect on the past year*

#### WHAT WORKED

#### WHAT I LEARNT

1. What have **you** done that worked well



1. What do **you** struggle with most

Salon CEO

2. What gets the best results from my **team**?

2. What strategies do NOT work with my **team**?

Rockstar Team

3. What engagement strategy gets the most attention from my **clients**?



3. Which client engagement strategies were completely ignored?

Dream Clients

## Step 2:

# What got you "here" won't get you "there"

Knowing where you're at in business right *now* will help you figure out what to do, to level up & reach the next step in your business.

Because remember, what got you 'here' won't get you 'there'. So you can't rely on the things that got you this far to get you where you want to go.

And ensure you don't compare yourself to businesses that are many stages ahead of yours... what they are focusing on will be different from what you need to focus on.

*What "stage" is your business in right now?*

**Activity:** Tick the Box that most applies to your current stage of business

**Based on what Stage of Business You're In:**

*\$1 Million Salon*

**Your Focus Should Be:**

**Which are you?**

**The Salon C.E.O**  
8-12+ Team Members  
Making \$13-\$1M+

Management & FOH Team.  
Step Away from Daily Ops to Scale  
Your Business  
Review & Refine

☐

**The Manager**  
4-7 Team Members  
Making \$7-13K

Define & Refine Team Management  
Systems & Processes  
Build & Future Proof your Team  
Perfect Financial Systems

☐

**The Operator**  
2-3 Team Members  
Making \$4-7K

Employ The Right people  
Perfect Sales & Marketing Strategies  
Build a Culture of Winning

☐

**The Technician**  
Just You  
Making \$2-4K

Perfect your Technical Skills  
Refine your Client Care & Delivery  
You learn to Sell & Upgrade

☐



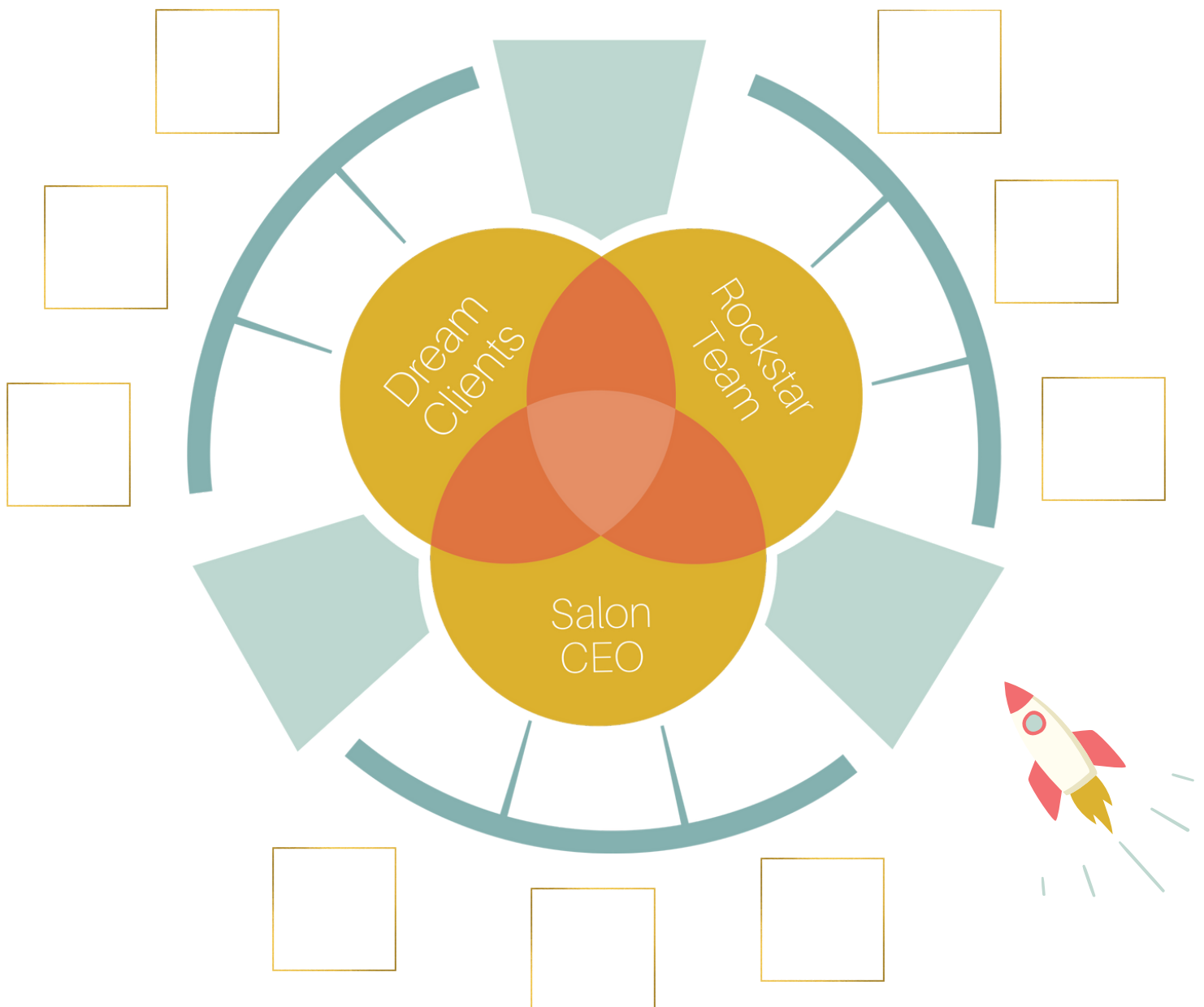
# Step 3: Business Strategy

I believe there are 3 main pillars that every Salon Owner should focus on in order to gain success in their business. Then, within each of those pillars, are 3 drivers to really knuckle down on and ensure you're nailing to achieve momentum in Business... and of course, truly Master Your Inner Salon CEO.

## Activity:

*Rank each driver inside the Pillars 1-3, then rank each of the pillars (1= doing the best at) (3= needs most work)*

Listen to the second Podcast Episode for an explanation of each of these.





## Step 4:



# Big Rocks

Now we can start really planning for next year, remove Overwhelm, and truly get some Momentum happening. It's time to think about the big things that you want to achieve this year - I call these your "Big Rocks". Take a moment to also reflect on the past year and where you want to shift your focus to.

### Activity:

*Fill in the box below with your 6 Big Rocks for 2022*

1. What are my top 6 "Big Rocks" I'm going to tackle in 2022

*Eg. Grow my team by 3 | implement weekly meetings | increase my Social Media engagement | Cut my hours IN and more ON*





## Activity:

*Now break that down into the actions you need to complete*

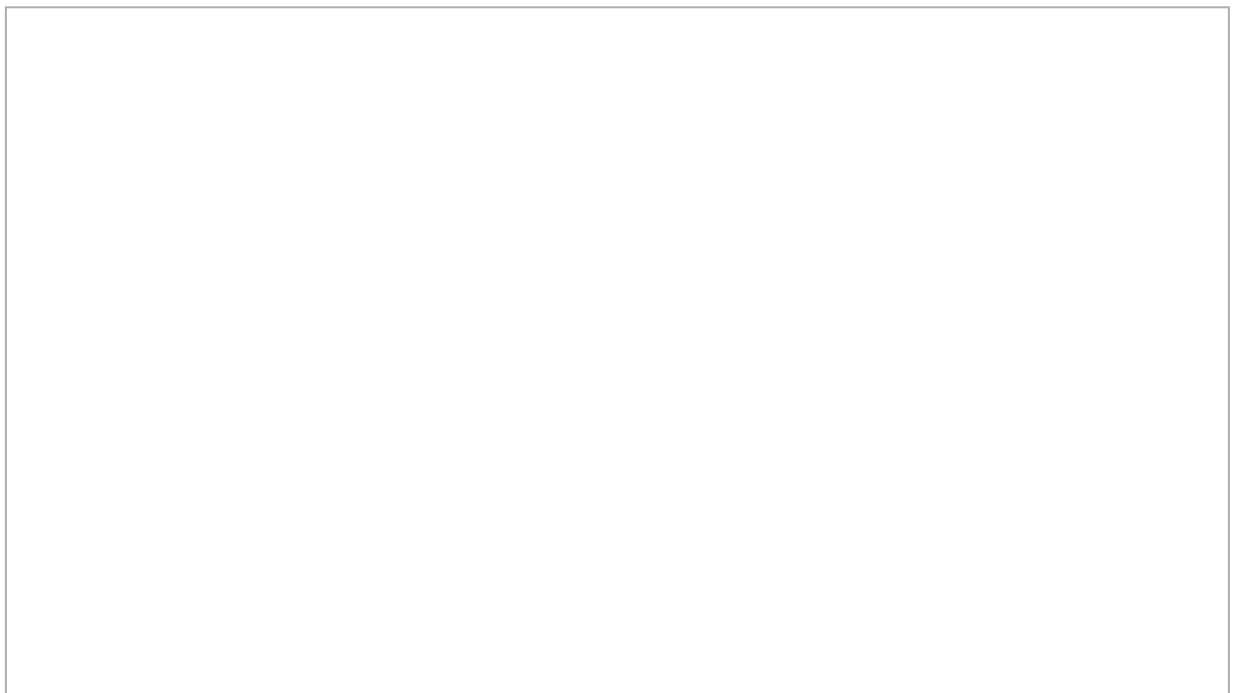
2. From my Big Rocks > What are my top 3 Actions I need to take in the next 60 days

*Eg. Plan 6 months worth of social media marketing, increase team sales by 10%, delegate more duties to my team, etc.*



3. What are my top 3 actions I need to GET DONE to the next 30 days

*Eg. Educate all client to book online via website, increase instagram followers to 500, etc.*







## Step 5:



# Decide to Become the CEO

Decide on the following 3 things now, these are your non-negotiables.

1. Income
2. Hours
3. Holidays & Leave
4. Your "Why"

**Activity:** *Fill out below your non-negotiables for this year.*

Write down your Personal Income Goal this year (not sales) but what you take home (e.g. \$100k)

INCOME

Write down your working IN and ON your business hours per week (e.g. 20 hours Clients & 20 hours working on business)

TIME

Write down the holidays you will take this year. I believe 4-6 weeks holidays every year creates the perfect balance

WHITE SPACE

Write down your life plan. This gives your plan a purpose and the meaning behind your success.

THE "WHY"?



## Step 6: Making it Happen

It's one thing to plan it's another to make it happen. Use these four steps to give yourself some accountability

**Activity:** Write in the boxes below what you will do, to make it happen

### Accountability

*Eg. Make your self accountable with reminders EVERYWHERE. On your phone, calendar, pin to the wall, use it as your pass code. Please don't stuff this paper into a draw*

### 2 monthly Planning

*eg. You've done well to get this far. Book out time for the next 3 quarters to do this exercise again. Get it into your appointment book, as this way you'll make it happen*

### Share it

*Eg. Your team and the important people in your life need to know what your plans are. It takes a village to raise a business so make sure everyone knows what you've committed to so they can join you and support you in this journey*

### Get Help

*Eg. Who will you get help from next year > Connect with Larissa to see if she can help reach your goals.*

# Salon Mastery



## Work With Me...

Do you want to SCALE UP your Salon Business over the next 3 months?

If you are looking to grow your Salon to the next level... then read on.  
Right now I am looking for the right Salon & Spa Owners who want to grow their business...fast.

I only work with a certain type of Salon Owner...Is this you?

- You are a Salon or Spa Owner looking to make a huge leap forward
- You have a team of 4-7 or more and are already smashing \$7-8K a week... or more
- You are more than ready to step up into becoming a **real CEO** of your business (rather than just clawing back from these challenging times into just 'average')
- You want to grow your team and a sustainable business that is not centered all-around **YOU**
- You're willing to be **open & coachable**, to put the right **strategic systems** in your business, and take massive action now!

In 90 days time from now, things can be completely different. A year from now, life & business could be better than you'd imagined.

To see if you we're a fit, click the link below and I'll ask you a couple of questions in messenger... and we'll go from there!

p.s - if you're not there yet but you'd like some help then message me the word **MOMENTUM** and we'll chat

<https://bit.ly/ChatwithMeSalonMastery>

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