

The Proven 9-Part Plan to Salon Mastery Success

Take the Salon Mastery Business Assessment, and Uncover the Salon Mastery 9 Part Plan to become a true Salon CEO



“What should I be working on in my Salon business...that’s actually going to get results?!”

Is this you? You aren’t sure what to work on that’s really going to make a difference.

Currently, you feel like:

- The amount of effort you’re putting in isn’t giving you an equal reward--you’re exhausted and you don’t know what to do about it.
- You’re overwhelmed with all the things... living on adrenaline and unable to relax. You try to convince yourself that you love all the ‘noise’ and thrive under pressure... but in reality, you know you’re just **“busy being busy” and things aren’t really moving forward**
- You’ve had countless sleepless nights, waking at 3am every morning with a busy brain. **You don’t know how to make it stop!**
- You’re wearing a million different hats **and still** never getting ahead. The wheels need to keep turning but you can’t catch up

What makes things worse, is that you feel there’s nothing you can do **to slow it down** because there’s SO much you have to juggle. You’re a hairdresser or beauty therapist by trade, and you never had “Business woman” training! So you’re kinda just winging it... and hoping for the best.

You’ve gotten this far, BUT you feel there’s almost nothing *more* you know how to do.

It feels scary, because everyone thinks you’re ‘so successful’.. but in reality you feel you’re just winging it. You’re constantly throwing *shite* at the wall to see what sticks... trying everything, but not getting the results.

Many Salon Owners go through this. You are *not* alone.

And all you really want is to:

- Thrive and grow
- Learn the gaps in your business knowledge **so your action gets results**
- Feel ahead of things for once... knowing where you are going, and being in control
- **Have confidence that the things that you do will work**
- Lower anxiety and increase results
- Actually earn **great** profit above a **stinky basic** wage

Relate? If this sounds like you, then listen up. The real problem that’s causing you to have those sleepless nights is not lack of trying all the things...

Instead, it’s the fact that you don’t have a clear proven plan. So you can stop winging it.

Growing a salon is always going to be overwhelming if you don't have a plan... Because everything lives inside of your head, and then the business relies on you WAY too much!

- You need a **proven** plan to solve the team problems. Attract, employ and grow a strong team with a culture that people won't leave.
- You need a **proven** plan to attract dream clients, and know how to turn them into 5 star clients who will pay your prices and enjoy your services.
- You need a **proven** plan for yourself as the leader of the business, that will give you confidence to lead your team, with the numbers telling you what to do next and where to focus.
- You need a **proven** plan so the business can operate *without* you at the wheel day in and day out.

So, if you want to find out how you can avoid winging it and find a business plan that's proven to work once and for all, then keep reading...

Introducing...

The Proven 9 Part Plan to Salon Mastery Success.

Did you know, there are 9 key parts of business that every Salon needs to nail in order to run a high functioning, profitable and successful Salon?

In my experience, most Salon Owners dabble ins ome of these areas ... but don't nail the whole plan!

THIS is the missing piece, and the reason why it always feels like nothing you do will work.

And in order to find out which of those 9 parts you need to focus on right now (because let's be real, you cannot focus on them all at once)... you need to find out how *your* business is performing **in each of the 9 parts** currently.

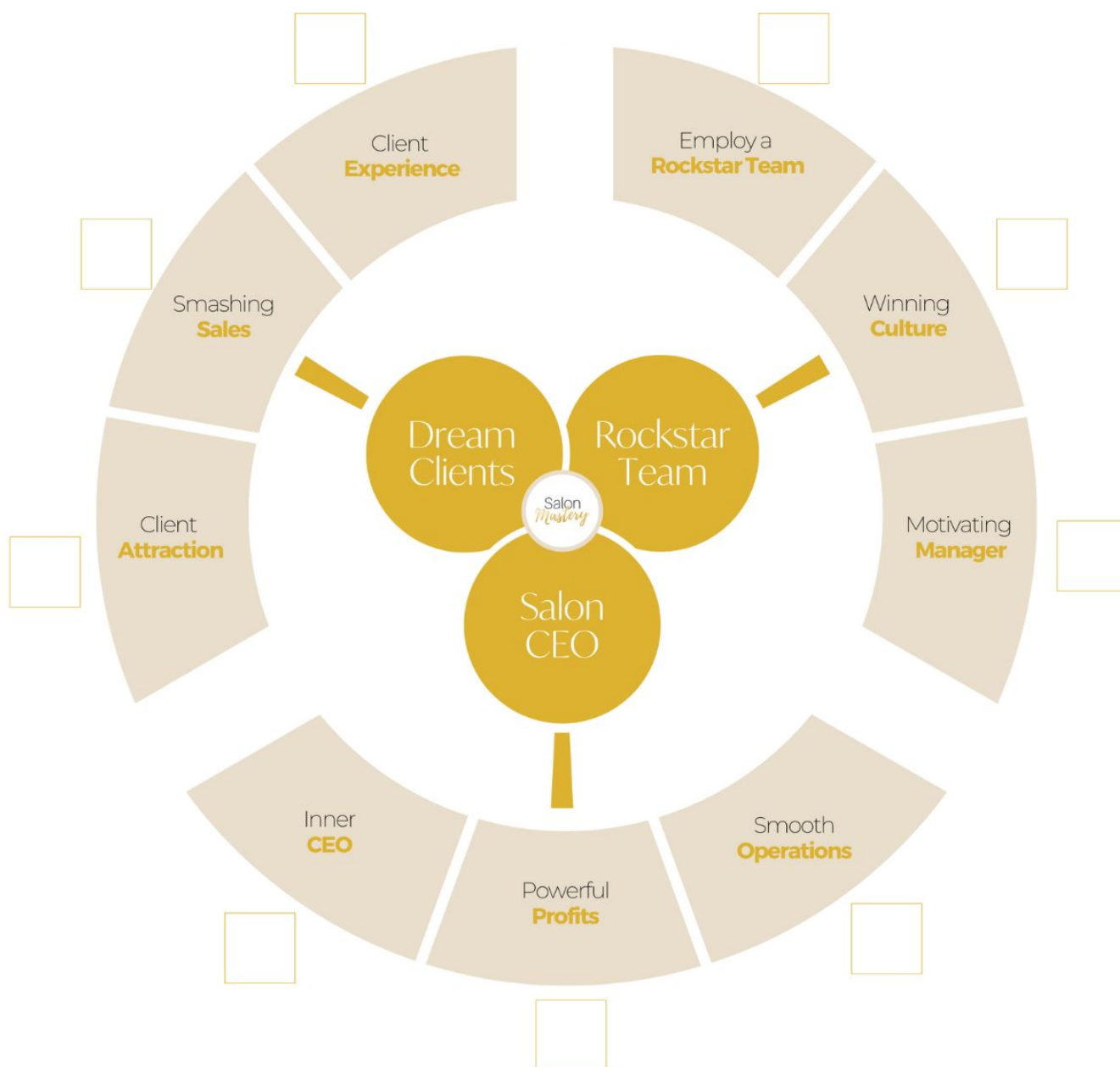
How does your Salon rank in the 9 parts of a successful salon business?

Take our Salon Mastery Business Assessment to see how your Salon is performing in each of the 9 key parts...

You'll learn exactly where your business is performing well and where exactly it needs work... PLUS it will highlight what's the right thing for you to work on next, in order to achieve both salon mastery, and your personal career goals as you step into your role as Salon CEO.

BEFORE YOU START

To complete the Salon Mastery business assessment, watch the Activity Video and rank your business on the 9 Parts of a Successful Salon.

Salon Business Assessment

Uncover the Salon Mastery 9 Part Plan to grow your Salon once and for all.

1. Take the Salon Mastery Business Assessment
2. Explore your personalised salon performance report
3. Uncover the Salon Mastery 9 Part Plan **and become a true Salon CEO** 💪

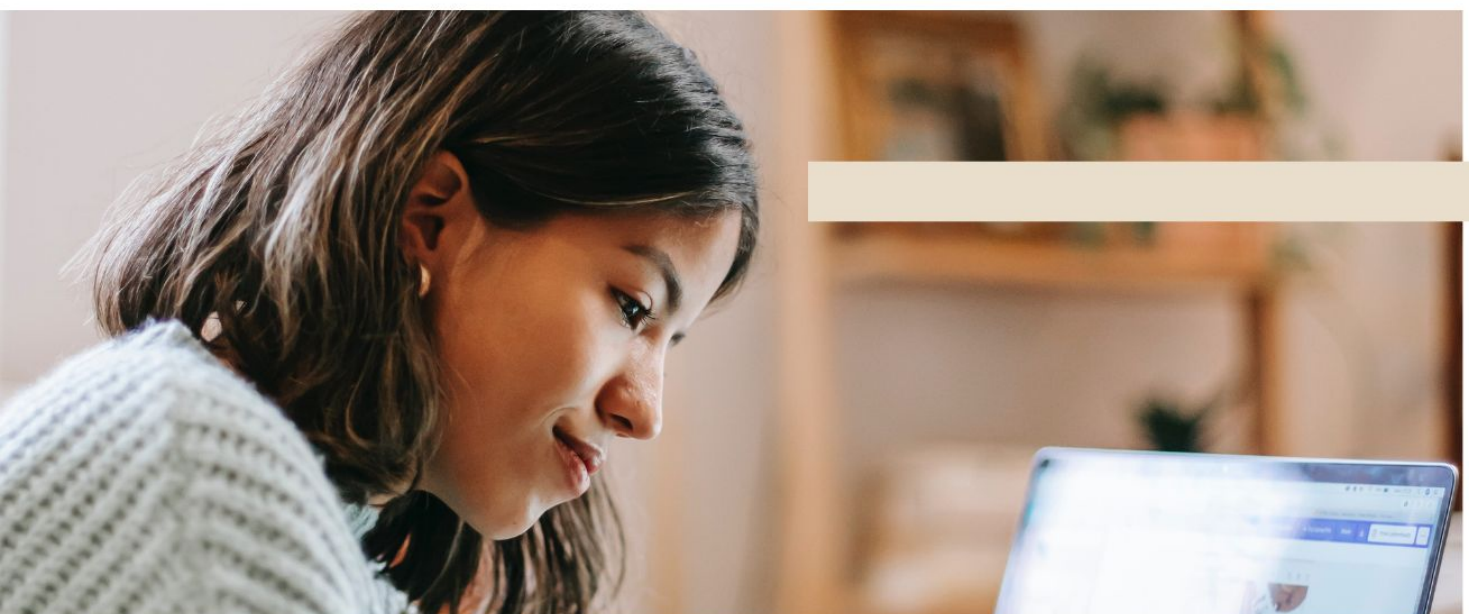
Now, it's your turn!

Choose only your **2 weakest areas from your Salon Mastery business assessment.**

Choosing 2 areas only will help you to avoid overwhelm and be laser-focussed on achieving goals before moving onto the next project. Once you have chosen your 2 weakest areas, find the corresponding Salon Mastery 3 step plan below for each to uncover the breakdown of exactly what to do to move this area of your salon from 'weak' to 'strong'.

Write your plan here:

Focus Area #1:	Focus Area #2:
-	-
My plan	My plan
-	-
-	-
-	-



Client Attraction

Client attraction is all things *Marketing*. In order to truly nail your client-attraction strategy, you'll want to ensure you've nailed these 3 steps:

1. **Ideal Client:** To be able to attract dream clients into your business, you need to have an *ideal* client. The type of client who, in an idea world, your salon would be full of.
2. **Build a Following:** And then you need to build a following of those ideal clients. This will create an audience, both social and digital, that you can attract into your chair.
3. **Bums in Seats Strategy:** It's also important you have a good strategy to attract those clients, so that when you have white space that needs filling... you have a reliable way to do so.

Smashing Sales

As an industry, we often don't consider ourselves salespeople. We're creatives, so while we're great at serving people... sales can sometimes feel icky. But I do not believe this should be the case!

1. **Winning Sales Culture:** It's important you have strategies in place to give your clients what they want, and what they need... not just what they booked in for. This is the magic to retaining clients each and every time.
2. **Coach your team:** As the business owner, you need to have a strategy to coach your team to succeed. Too often I see Salon Owners being the most successful sales people in their teams... bringing the most into the business. And that's not scalable. You only have 40 or even 60 hours in the week, so you need you to be able to have the skills to coach your *team* to smash *their* sales goals.
3. **Track Success:** You also need to be able to track progress. How do you know if you're winning if you're not keeping score? Have something in place to be able to track your success.

The Client Experience

Creating a 10/10 client experience for each and every client in your salon is the key to client retention and sales success.

1. **10/10 Client Experience:** Start by working on the client journey. What does a good job look like? What does a 10/10 experience look like in your salon?
2. **Consultations that Convert:** Do consultations that actually convert. The consultation is the key to smashing sales in a great way, so your team need to know how to perform great consultations that convert
3. **Consistent Experience:** The big word for client experience is *consistency*. Every client's experience should be consistent from one visit to the next, or from one team member to the next. If clients are having a different experience, every time that they visit you, it weakens your brand value... which is where you'll run into problems with team members leaving and their clients leaving with them, because they're loyal to the team member not your brand.

Employ a Rockstar Team

In today's ever-changing hiring climate, it's important to have a reliable, proven recruitment strategy in tow that's going to allow you to successfully attract & employ staff each and every time.

1. **Attract team:** You need to be able to attract great people into our business. When someone leaves, or you want to grow, it's paramount you can employ (the right way) quickly and swiftly.
2. **Induct Team:** You'll then want to induct them into your team culture and get them up, running and income generating as quickly as possible.
3. **Repeatable System:** Recruitment is one of the things we do most often as business owners. Let's face it, you're likely to need to employ people multiple times in any given year, so you'll want to have this system set up ready to go. You don't want to be constantly looking for all the tools and resources and feel surprised every time we need to employ somebody else!

Winning Team Culture

In a time where finding & hiring staff can feel difficult, retaining your existing team members feels more important than ever before. And one of the biggest contributors to a team member's life-span in your salon, is your culture. When it comes to building a Winning Culture, there are several elements to consider.

1. **Install Culture:** What's your existing culture like? Does your team have an effective way of communicating? Is there a vibe that is positive and heartfelt? A winning culture is having a group of people that feel like they belong on the winning team.
2. **Grow Your Own:** Develop your apprentice training program to not only recruit 'imports' but to grow your own talent and create a future-proofed, high performing team.
3. **Career Pathways:** In order to create team longevity, you need to future proof and create a career pathway for your team members. Team members leave when they run out of future with you, so your people need a plan both financially, personally & for training. Setting out a clear career roadmap is the key to building that winning culture.

The Motivating Manager

In order to be a great manager and lead a winning team--a rockstar team-- you need to be the best boss that you possibly can be.

1. **Best Boss:** You'll need a strategy in place to be able to be the best boss, intentionally. You want your team to always remember you as The Best Boss they ever had.
2. **Performance Management:** Have the tools you need to be able to manage great behaviour, but also to manage the bad behaviour. Because managing humans is tricky! So it's essential to be prepared.
3. **Grow Your Management Team:** There is a sweet spot to the number of people that any one person can manage effectively. So at some point you need to have a plan to, and know when to, grow your management team.

Smooth Operations

To run a smoothly operating business is the goal right? Without the lumps and bump that business brings. So to achieve a life that delivers both freedom *and* profit, you'll need systems and processes in place so you're not at the centre of your business, 24/7.

1. **Systems and Processes:** If you ever want to be able to spend time away from your business, and not be the one that's catching the fireballs and putting out fires all the time, you need to run your business by systems and processes.
2. **This is how we do it here:** You'll need, what I call, your "one source of all truth". How do you do things in *your* business? How does your salon serve clients? How do you upgrade your clients? Attract clients? How do you employ people, run your culture, do all of the things... so your team can run the business without you being there 24/7
3. **Business in a Box:** A scalable business runs without you there. So you need to build a 'completed' business that works without you and build, what I call, your 'business in a box'. A really clear plan for how business should work. You can sell it at a premium, if you should need to or want to. It gives you choice, and choice is powerful!

Powerful Profits

As a Salon Owner, you don't want just *some* 'profit'. You don't want to do all-the-things, and hope and pray that some profit falls out of the bottom. Instead, you need a powerful plan to ensure profit.

1. **Prepare for Profit:** In order to be powerfully profitable, you first need to have a profit plan where you're really clear that you're putting Profit First. Paying yourself the right way ensures you're business is set up for future success and will always be profitable to grow and scale... not only to pay you, your team but ensure there is enough in the tank to grow.
2. **C.E.O Dashboard:** In order to implement your profit plan you need a dashboard, or an Oracle, that's a really good reporting system and tells you how your business is performing at any given time... so you can be clear, all the time, what the right next step is. Don't allow yourself to wait for weeks, months, or even years to know if you're doing a good job... by then it's too late!
3. **Data-Driven C.E.O:** I want you to become a data driven decision maker. If you can make great, strategic business decisions based on the facts that your business is telling you--with a sprinkle of gut instinct--then it takes away all of the anxiety and it stops you from needing to make emotional decisions. This will put you into the driver's seat of your business, always.

You got this!

Inner CEO

Let's talk about self management and your role as the Salon CEO. Because remember, it all starts with you. How you behave, act, and run the business is going to have a knock on effect to your team and clients. So it's important to ensure you're happy and thriving, so that the business can follow suit.

1. **Your Role:** To be an effective owner, you actually wear three hats most of the time. You're often the stylist who's serving clients, the manager trying to manage and build a rockstar team, plus the owner juggling all of the business responsibilities. So you need a super clear Job Role and differentiation on your responsibilities as the CEO, *as well as* being the manager and a stylist, therapist.
2. **Self Mastery:** Doing all this "running-a-business-stuff" requires a little bit of self mastery. Have the self discipline, motivation and determination to run your business strategically, not just emotionally or flying by the seat of your pants.
3. **Strategic Plan:** So you need to be able to master the critical CEO task of Strategic Planning. Have a Strategic plan in place along with self mastery and a dash of discipline to nail your role & Salon Mastery.



Uncover the FULL Salon Mastery 9 Part Plan

You should now have a clear idea of what to work on in your business, that's actually going to move the needle and create the results you've been searching for.

When you gain clarity, and then make a plan, it allows you to take action with confidence and really gain momentum.

Your team will be more motivated too, because you've all got something to really strive for. Without a plan, people just float around in the wind, achieving success, only by luck rather than clear, planned actions.

And most importantly... make the time to execute the plan! A plan is pointless if there's no time to make the shite happen.

Be intentional about your time, because what's a lot more powerful than luck, is intent. It's so important to stay ON POINT and CLEAR. Set your intentions each week for what part of the plan you want to achieve, and then ensure you review when each week is up.

You now have the strategies for 2 of the 9 key parts of business that every salon owner needs to nail in order to run a high functioning, profitable and successful salon.

When you optimize the 9 key parts of your Salon business, you'll not only feel confident in your Salon growth plan – you'll actually enjoy running your Salon again.

The Salon Mastery 9 Part Plan is a proven framework to grow your Salon without sacrificing your freedom & sanity.

To unlock the **full** 9 Part plan, that will not only tell you *what* to do, but actually *how* to do it, then keep reading to learn all about the Salon Mastery Coaching Program...



COME AND WORK WITH ME:

Salon Mastery



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

If you are looking to grow your Salon & team 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 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 another day fully booked on the floor and the business just becomes overwhelming and stressful)
- ★ You want to grow your team and a sustainable business that is not centred all-around **YOU...a successful, predictable business that works without you.**
- ★ You're willing to be **open & coachable**, to put the right strategic systems in your business.
- ★ You're a massive action taker.

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

[Chat With Me](#)

Salon Owners
collective



I help Salon Owners Attract, Interview, Hire, Induct, Train & Retain Rockstar Team Members

Julie

QLD, Australia

THU 17:35

I want to say thank you...

You bring thoughts forth that I've had and things I've known but couldn't see a clear path to getting where I must go./

You validated my frustrations and confirmed my strengths, leaving me excited about what is to come!

So thank you Larissa, you're doing a great job - I appreciate you.



WOW Julie! That's amazing.

Emma

QLD, Australia

THU 17:35

I think I have found the guidance I needed to hold myself accountable...

I've tried a million paid courses, and never complete them on my own. This is the best one I've ever tried.



Yes! You are smashing it.

Kirsty

UK

THU 17:35

This program is literally the best thing I have ever been involved in.



We love having you here!

Janine

Oakden, South Australia

THU 17:35

I would not be able to run my business without Salon Mastery.

I think I would have closed one of my salons as it had been struggling, until I joined salon mastery and it has since doubled its income in under a year!



You are killing it, Janine!

[Chat With Me](#)

Salon Owners
collective