

# SALON Business

## ASSESSMENT 2024

3 PILLARS, 9 DRIVERS FOR GROWTH IN 2024



Salon Owners  
*collective*

# Your Salon Business Assessment For 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 in some of these areas ... but don't nail the whole 9-Parts!

*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...

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.

### Walk Through Workshop

I will walk you through the 9-Parts of the business and how to rank your salon in this short [Walk-Through-Workshop](#)

I'd love the opportunity to review this assessment **before** our scheduled strategy call.

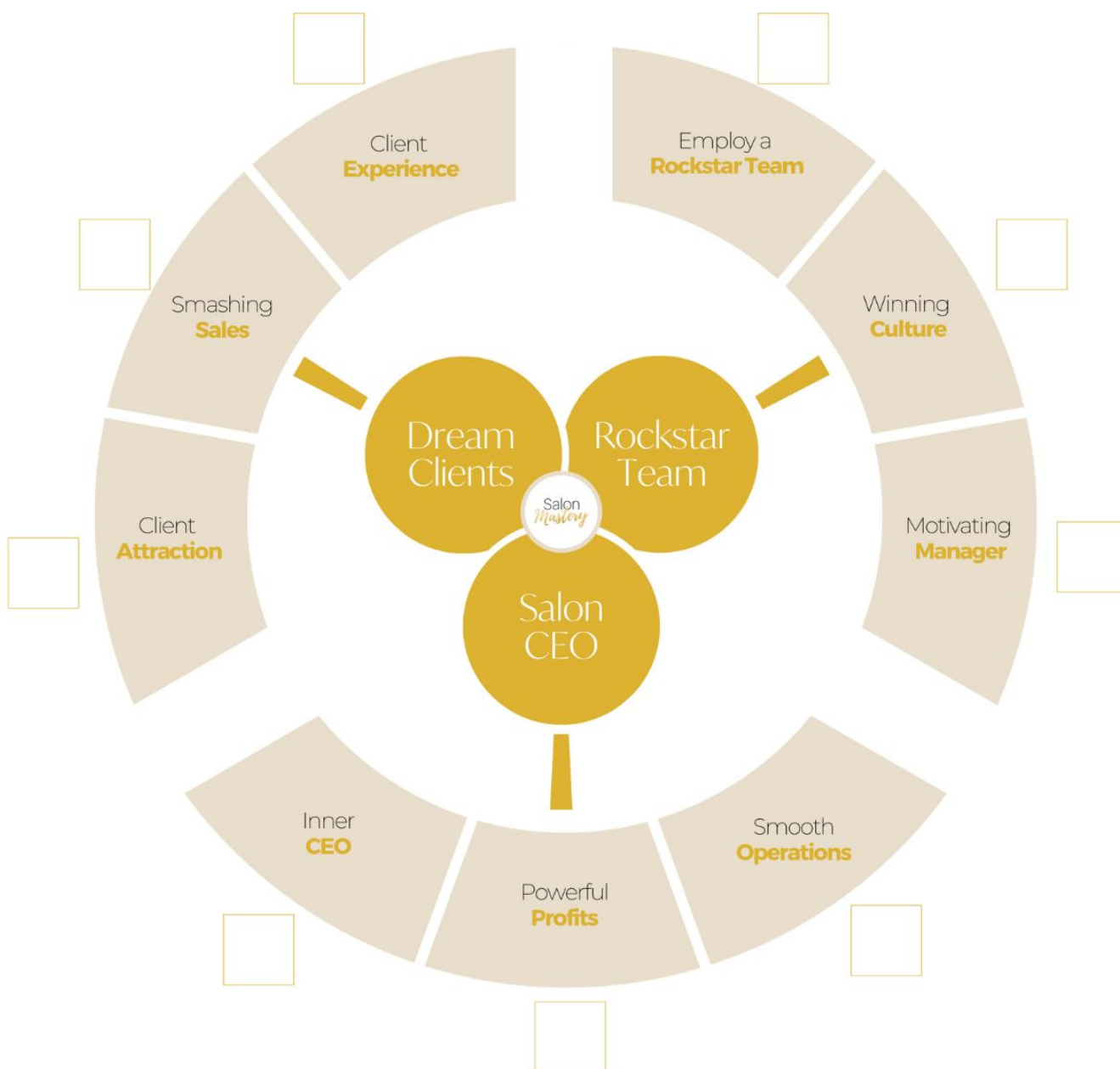
Email your completed Business Assessment to

**larissam@salonownerscollective.com**

## Salon Business Assessment

To complete the Salon Mastery business assessment, **click the button below** to watch the Activity Video and rank your business on the 9 Parts of a Successful Salon. Email your completed Salon Business Assessment to **larissam@salonownerscollective.com**

[Walk Through Workshop](#) 



**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 salon performance report below
3. Uncover the Salon Mastery 9 Part Plan **and become a true Salon CEO** 

### 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!

*You got this!*

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.

### 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.





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](#)

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