

GMSB001

[00:00:00] **Antony Whitaker:** Welcome to the Grow My Salon Business podcast, where we focus on the business side of hairdressing. I'm your host, Antony Whitaker, and I'll be talking to thought leaders in the hairdressing industry, discussing insightful, provocative, and inspiring ideas that matter. So, get ready to learn, get ready to be challenged, get ready to be inspired, and most importantly, get ready to grow your salon business.

[00:00:29] **Antony Whitaker:** Welcome to the Grow My Salon business podcast. I'm your host, Antony Whitaker. We live in amazing times and we are in a great industry and arguably one that's evolving faster than at any time in the past. So, keeping informed, being inspired and open to change is now more important than ever before.

[00:00:52] **Antony Whitaker:** This podcast series is primarily aimed at salon owners and managers, and the focus is clearly aimed at providing practical help ideas and advice. But I do also want to challenge your thinking and inspire you to step up and to get out of your comfort zone so that you can build the salon business that you have always dreamed of.

[00:01:12] **Antony Whitaker:** I'm going to be speaking with what could loosely be described as thought leaders in the industry. Across many different countries, some of them, you'll know others you may never have heard of, but I promise you that they will all bring something insightful to the table. Something that can help you to grow your salon business.

[00:01:30] **Antony Whitaker:** I know what it's like to be out of your depth, running a salon. I know what it's like to be building teams and learning how to get the best from them. I know what it's like to be learning financial marketing and people skills. And I know what it's like to be succeeding. And to have a team of passionate, productive people and building a brand that has real value, because in some form or another, I've been doing exactly that for most of the last 40 years in the hairdressing industry.

[00:01:59] **Antony Whitaker:** I recognize that every minute of your time is valuable. So, I've made the decision that where possible for most of these podcasts, I'll be trying to keep them to around 30 minutes in length, because I understand how busy we all are. We live in a world where there is so much information and not enough time.

[00:02:16] **Antony Whitaker:** So, if you're going to devote time to your own development and education, then this content needs to be relevant and it needs to be focused. So, no matter at what stage of your life or business you're at, whether you're managing someone else's salon, or perhaps you own a successful multi salon business of your own, my promise to you is to bring the best people to you.

[00:02:38] **Antony Whitaker:** Whether it's to talk about service or social media or people management or how to value a salon or how to open your first business or exit strategies, new technology, finances, or perhaps looking into the future of what the industry may be like. I promise that there'll be value in every podcast to help you to grow your business.

[00:03:02] **Antony Whitaker:** So, who am I? Well, I'm Antony Whitaker and with my wife and business partner, Melinda. We started a company called Grow my Salon business.com. We're based in the UK and I've now worked in over 50 different countries. I started out in this industry in 1978. I'm a former Vidal Sassoon creative director. I'm a multi award winning hairdresser, former multi salon and school owner.

[00:03:25] **Antony Whitaker:** I'm a passionate educator, salon business coach, collaborator with John Paul Mitchell systems and writer and presenter of the two-minute salon manager and author of the best-selling grow book series. Someone once said to me, whatever the question is the answer is education. Well, my goal is that this podcast series will help in your education, on your journey to build the successful salon business that you dreamt about.

[00:03:55] **Antony Whitaker:** And finally, if you haven't already done so hop on over to our website. GrowMySalonBusiness.com. Check out our resources and subscribe to the two-minute salon manager, which is a free two-minute video that will drop into your inbox every week, featuring yours truly designed to help you to be the best version of you.

[00:04:17] **Antony Whitaker:** Thank you for listening to today's podcast. If you'd like to connect with us, you'll find us at GrowMySalonBusiness.com or on Facebook and Instagram at [GrowMySalonBusiness](https://www.facebook.com/GrowMySalonBusiness). And if you enjoyed tuning into our podcast, make sure that you subscribe, like, and share it with your friends until next time. This is Antony Whitaker wishing you continued success.