

GMSB 255

[00:00:00] **Antony Whitaker:** Hello and welcome to another episode of the Grow My Salon Business Podcast. I'm your host, Antony Whitaker, and as I always say, it's great to have you here with us today. I've been a hairdresser, I've been in this industry for many years, and I've worked in many countries, I've had that great privilege, and I've also had a great career.

[00:00:23] **Antony Whitaker:** And I 100 percent believe that as a salon owner, and I know most of my audience are salon owners, that you really are the backbone of the industry. And I imagine that you very rarely get thanked for everything you do, despite the fact that you survive and thrive through your own determination and grit and hard work.

[00:00:43] **Antony Whitaker:** And you deserve to win, and I thoroughly believe that you deserve to succeed, Because I know that you get up every day and you get back in there and you do it again by serving and taking care of clients and serving and taking care of your team and coming up with new ideas about what it takes to run a successful salon business and I'm here to help you in any way that I possibly can so thank you for joining me here once again. Now at the time of recording this episode, we are about to open our money online course So for those salon owners who are listening and recognize that money and being master of your finances is an essential topic to get on top of.

[00:01:28] **Antony Whitaker:** Then visit growmysalonbusiness.com forward slash course forward slash money. Because when you get clarity and have the confidence that you need to handle the financial side of your business. That will be the best investment that you have ever made, whether we're talking about a financial investment or the investment of your time and the discipline to work on your business.

[00:01:51] **Antony Whitaker:** So if you want to find out more, then go to growmysalonbusiness.com forward slash course forward slash money. Join the waitlist so that you get priority notification as soon as Enrollment opens and I'll also be sure to put that link in the show notes for today's podcast So with all that said let's dive into today's episode, which is just with me This is the error of what I call the side hustle.

[00:02:21] **Antony Whitaker:** I'm sure you're familiar with that term, meaning developing another stream or streams of income, which sounds good. And it's

a bit of a catchphrase these days on social media. The term side hustle might be new, but having multiple streams of income certainly isn't. And I think that on the back end of COVID that a lot of people, realize that potentially having another stream of income was probably a good idea.

[00:02:47] **Antony Whitaker:** Now, salon owners will sometimes ask me for advice about potentially developing a second stream of income, whether that's by starting a coaching business, which seems to be the flavor of the month for a lot of people, or wanting to start a podcast or developing an online course, or perhaps it's getting into session work, editorial, magazine work, or wanting to be an educator, whether that's doing live classes or online courses.

[00:03:14] **Antony Whitaker:** These are all things that I've either done or are currently doing and they all provide reward, so a side hustle both in terms of personal fulfillment and the potential for financial gain. And they might all be opportunities that are also the right thing for other people to pursue, but they're definitely not the right thing for a lot of people to pursue.

[00:03:41] **Antony Whitaker:** So before we dig into it, let me just back up a little bit first and put some context around my journey and why I'm so adamant about saying that. My career started off a very long time ago as an apprentice and then a stylist then a full time teacher and creative director at Sassoon Salons and Schools in London where I also dabbled with the world of session work which was an area of hairdressing that I didn't actually particularly enjoy and I weren't that good at it either because it's a very different skill again.

[00:04:15] **Antony Whitaker:** from being a good salon hairdresser. After 10 years at Sassoon, I then went on to open my own salons and I combined that with still being an industry educator because most of my time at Sassoon's was about the education side of the industry. I did work in the salons as well but I spent most of my time in the schools.

[00:04:37] **Antony Whitaker:** The education Part for me when I opened up my own business was doing classes on Sundays and Mondays using my own salon as a venue. And I did that so that I didn't have the added, expense of hiring venues, hotel rooms, et cetera. And eventually though, I moved on to doing seminars around the country and eventually around the world under my own name.

[00:05:02] **Antony Whitaker:** often aligned with manufacturers, where I primarily presented hairdressing shows and taught hairdressing skills. But as is often the case, I reached a point where I had to make a choice. And that choice for me was, should I focus on my salons, of which at that time there were three of them, with one of them that also doubled up as an education center, or should I focus on being a full-time educator?

[00:05:30] **Antony Whitaker:** Now, I don't like it when someone starts a sentence with the reality is. But the reality is that there are only so many hours in the day and when you have salons to run that takes up an enormous amount of time and energy and focus if you really want those salons to succeed. They don't just run themselves and if you're focusing on other things, in my case teaching, then your salon business will suffer.

[00:05:59] **Antony Whitaker:** And you'll end up subsidizing the salon's revenue with your teaching income, which defeats the point of doing it in the first place. And, let's face it, that's not a particularly smart thing to be doing. Typically, that journey all starts off as an exciting opportunity. with very low commitment in terms of time and travel.

[00:06:20] **Antony Whitaker:** If it starts to increase, and that's assuming that you're both good enough and lucky enough that it is increasing, then the commitment of time and travel and lost revenue from the salon starts to increase with it. And, a common problem is that most hairdressers who get into what I call the travelling educator role will totally underestimate the preparation time, the travel time, the lost salon revenue, and I haven't even mentioned the impact that will have on your health, your home life, your relationships with your significant other, children if you're lucky enough to have them etc.

[00:06:59] **Antony Whitaker:** You see, when you first start out travelling, whether it's travelling to do hair for fashion week or doing industry hair shows, at the beginning, you're probably enjoying the break from the salon routine. I know that I definitely were. And, uh, hopping on and off of airplanes and staying in hotels and eating at restaurants and, uh, Let's face it, the round of applause and the feeling of self-importance that goes with it can become very addictive for a lot of people, and I totally get it.

[00:07:31] **Antony Whitaker:** But that's where you need to be clear about the balance of time that you can afford to give it. And still genuinely be on top

financially because it's not a hobby. Remember, it's part of your business because, you know, there's no point in you earning money as an educator or whatever else your side hustle is going to be.

[00:07:51] **Antony Whitaker:** If that money goes straight back into, you know, propping up the salon. For me, when I was at the crossroads of having to make a decision about whether to go all in on being a travelling educator or focusing on my salons, it was a tough decision to make. But I was sort of fortunate in a way in that the universe conspired because the decision was sort of made for me because one day, out of the blue, someone made me an offer to buy my salon business.

[00:08:22] **Antony Whitaker:** And that doesn't come along every day,

[00:08:24] **Antony Whitaker:** So I saw that as a sign that I was meant to sell the salons, which I did. And I then focus 100 percent on building the business I have today, which is called Grow My Salon Business, where we focus on the education side of the industry, whether that's through books or online courses or coaching or podcasts or live seminars and doing keynote presentations.

[00:08:50] **Antony Whitaker:** And you should also recognize that not every side hustle produces money. In fact, for many of them, they're just a bottomless pit of you actually pouring money into it to keep it going and keep it alive. For example, let me just give you an example of this. This is episode 255. Of this podcast and myself and two other people, Melinda, my wife, and another person, we spend a minimum of two days in total for each episode researching, writing, recording, editing, and then getting it out there.

[00:09:25] **Antony Whitaker:** So that's 255 episodes and an average of two days per episode. So that's 510 days work. And we aren't sponsored. So, it's completely 255 episodes, 510 days of work for free. But that's another story because not everything is about making money. Some things are a bit of a passion project. Some things are about giving back.

[00:09:53] **Antony Whitaker:** And some things do have a, Let's just call it another purpose to keep a profile in the industry and bring other people to a wider audience that I'm lucky enough to be able to do. But the point I want to make is that while there is nothing wrong with developing a secondary interest and potentially the additional cash flow that you hope comes with it, whether

it's through being an educator or doing session work or shows and magazines or whether it's to develop a coaching business.

[00:10:25] **Antony Whitaker:** Or online learning platforms, or as I said, podcasts. Regardless of what it is, it's going to take you away from your core business to some degree. And if you own a salon, your core business is working behind the chair and running a salon. And if whatever you do, takes you away from your business, then whatever money you're making in your secondary business interest will often end up being poured into the salon to subsidize the loss of income because you're not there.

[00:10:57] **Antony Whitaker:** And I don't just mean the income that you personally produce, because typically when you're not there, when the leader is not there, then the productivity of other people also starts to go down the toilet, so to speak. Now, I can speak about that with great conviction because I experienced all of that when I had my salons.

[00:11:18] **Antony Whitaker:** And over the last 40 years, I've seen many other salon owners also experience that. You see, one thing I know with absolute 100 percent certainty is that running and building a salon requires 100 percent of your focus. So, unless you have business partners or at the very least a very strong management team whereby someone else is 100 percent focused on the salon operations, then your salon's going to suffer if you're not there.

[00:11:48] **Antony Whitaker:** And that is just a harsh reality. Like I said, for me, I realized that I had to make a choice and I did, or the universe did for me. And that choice then allowed me to focus 100 percent on my education business. I think that the lure for a lot of people is the potential for making money and I'll stress the word potential because, like I said, while some people do make good money from education and podcasts and coaching, etc.

[00:12:18] **Antony Whitaker:** The reality, there's that word again, the reality is that most people don't and that's at least partially because they totally underestimate the amount of work and time and commitment and just discipline and money. That goes into it. You see, I've got lots of friends who own salons and who have always focused on developing their salon business.

[00:12:43] **Antony Whitaker:** They love cutting hair, they love their clients, and they love standing behind a chair four or five days a week, and they love building a team and a successful salon business. And most of them have done

well out of it financially. But I'm not saying don't pursue other options. But I am saying that it will impact on your salon business, and in most cases, that will be a negative financial impact.

[00:13:11] **Antony Whitaker:** I mentioned COVID earlier on, and I think that since COVID, I'm seeing and hearing a lot of salon owners who want to get into different areas, particularly coaching, because they think it will be easier, and they think that they have something to offer. And they may very well have something to offer but don't assume that just because you've been running your own salon business successfully, well congratulations if that's you, but don't assume that that means that you'll be an effective coach and be able to help other people to grow their business because coaching others is very different to running your own salon, no matter how successful you may have been at it.

[00:13:51] **Antony Whitaker:** And I think that sometimes people are drawn to coaching because they think it will be easier than running a salon, but it's not easier. In fact, in many ways, it's actually probably harder and there's a lot more accountability and there's a lot more risk that you're putting on the table if you're advising people how to run their business and what to do within their business, that's a big responsibility and it's an entirely separate business to running a salon.

[00:14:17] **Antony Whitaker:** And so you have to develop this entirely separate business and you have to learn and invest in it and market it to get clients. And I see many people all over the world, different countries in our industry, that dip a toe into coaching. And I see them coming unstuck because they don't realize what it is that's really involved.

[00:14:40] **Antony Whitaker:** Because if you decide to become an educator or a business coach, you're always looking for the next client. And that requires time and it requires ongoing investment. And the cash flow from both of those roles, whether it's coaching or being an educator, is erratic at best. In the hairdressing industry today, it seems that everything except owning a salon gets glamorized.

[00:15:09] **Antony Whitaker:** As being better than salon ownership, whereas when I started hairdressing, it was quite the opposite. Owning a salon was perceived as being something very glamorous to do. To build a business, build a team and build a brand. So perhaps, instead of looking at other

opportunities, why don't you glamorize being a successful salon owner and putting every ounce of your focus and determination there so that you build a great business.

[00:15:39] **Antony Whitaker:** And that other people aspire to be part of it. I'm not saying it's easy. I know it's not easy. It's hard. It's always been hard. And it will always be hard. It's just a different sort of hard depending on the generation that you're in and the, the consumer expectations and the expectations of every new generation that enter the workforce and the technology that you have available to you, et cetera, et cetera, et cetera.

[00:16:06] **Antony Whitaker:** But owning a salon and building a team and a brand is a very cool thing to do. It's not easy. As I said, in fact, it's bloody hard and at times it can be soul destroying and it can be a bit of a thankless task. Let's not pretend otherwise, but owning a business isn't meant to be easy. No one ever said it was, but if you commit to it, if you do the work, if you invest the time and the money.

[00:16:33] **Antony Whitaker:** Into your education, it can give you an incredible lifestyle and enable you to build a team and a brand and expand and create careers and opportunities for others. And as much as I recognize that there is a need and a place for that independent contractor, I totally get it, and all its shapes and forms, that business model will never create the sort of aspirational businesses that attracted people into this industry previously.

[00:17:02] **Antony Whitaker:** And that's a really important statement. And as this industry continues down the path of self-employed or chair rented or independent contractors or freelance or whatever feel good term we use the reality is that we're becoming seen more as a hobby, more as a part time gig until something better comes up, rather than an amazing career choice that can give you a great life.

[00:17:29] **Antony Whitaker:** I come from a time where there were more bigger salons. And creating an aspirational brand and building a beautiful space and creating a great experience for clients and team members that wanted to work in that beautiful space and creating a career path and training and creating opportunities for everyone to grow and succeed.

[00:17:52] **Antony Whitaker:** was a really rewarding at every level, not just financially, it was a really rewarding thing to do. And bit by bit, you see that

being eroded. Bit by bit, you see that disappearing as people start to become more focused just on them, them as an independent, them as a freelancer, whatever the term is that you're going to give it.

[00:18:19] **Antony Whitaker:** But as I said, I totally recognize that that is a market, that that is the world that we live in, that there will be now a lot more independents or freelancers or, self-employed people than what there were ever before. But don't for one minute think that that doesn't have a very real impact on this industry as a whole going forward.

[00:18:39] **Antony Whitaker:** And that, I think, is one of the reasons why people do start to look for a side hustle. Because, perhaps for some people, running a salon is not only harder than it was before, but it's also less profitable. But, my message is, that for most people, Instead of looking for a side hustle, I bet you would be better to focus on doubling down on building an amazing salon business of your own.

[00:19:05] **Antony Whitaker:** Because the thing is, is that salons that are ran well, Have many advantages including having great cash flow. And if you run them properly, you can make a consistent and a very good living, and you can build a great business in the process that benefits you, your team, and your clients. So before we wrap up, and I know I've been on a bit of a soapbox here and having a bit of a rant, but before we wrap up my advice.

[00:19:33] **Antony Whitaker:** is to pursue your dreams, whatever they are, because you can succeed in many different ways in this industry. There are opportunities to build something special. There are opportunities to be part of something special. And there are opportunities for some people to branch off in different directions and to create.

[00:19:56] **Antony Whitaker:** A side hustle that may or may not be financially rewarding. But remember, not everything can be just about the money. But if you want to have a successful salon and develop a side hustle as well, then I highly recommend that you build a salon business that is financially successful first. And if you do that, then do it in such a way that the salon business can run without you having to be there all the time.

[00:20:23] **Antony Whitaker:** Before you start diverting your attention. and your financial resources to do something else. Otherwise, you're going to end up with two businesses, neither of which are performing properly. And that's

the last thing that you want. And that's also the last thing that I want for you. So, with that said, we need to start winding this episode up, but before we do, we have multiple free resources on our website, from our weekly podcast, which you're currently listening to, to the Two Minute Salon Manager, videos, as well as our paid for resources, whether it's our books, our one to one coaching, or our online courses.

[00:21:04] **Antony Whitaker:** Now, relative to today's podcast, as well as the online course for money, which I mentioned at the top of this episode, and I'll have the link for that in the show notes, there are a couple of resources that I also want to point you towards. The first is my books, which are currently at half price. But I can't guarantee how long they will remain at 50 percent discount.

[00:21:26] **Antony Whitaker:** The Grow series of books is made up of Grow One Super Stylist, which is all about getting the individual stylist to understand that ultimately, they are responsible for how busy they are and therefore how much they earn. The Super Stylist book gives them the tools and the understanding of what they need to do to become more.

[00:21:46] **Antony Whitaker:** Productive. Grow to management is all about you. You meaning the owner and the manager. And what you need to focus on as the owner or manager to get more organized, to create systems, and to free you up from the business. Grow3 Team is all about what it takes to recruit, train, and nurture a team of stylists.

[00:22:07] **Antony Whitaker:** And finally, Grow for Marketing is all about how to attract more clients, turn them into regulars, and keep them as long as possible.

[00:22:16] **Antony Whitaker:** So, to wrap up Thank you for listening to this week's episode of the Grow My Salon business podcast And if you know someone else that needs to hear this particular episode then make sure that you share it with them So until next week, that's bye for now.