

GMSB 340

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[00:00:04] Hey, it's Antony here, and welcome to today's episode of the Grow My Salon Business podcast. Whether this is your first time that you are tuning in, or perhaps you are a regular listener either way, it's great to have you here. So thank you very much for joining us. Okay. With that said, let's just jump straight into this week's episode, and I wanna start by asking you a question.

[00:00:25] And that is when you hear about a salon that does a million dollars a year or maybe 2 million or 3 million or even more, what do you picture is happening in that salon? Now, be honest. Do you imagine a salon with a full-time social media manager, perhaps a PR agency, a team of people pumping out content every single day and constantly running Google ads?

[00:00:52] In short, are you picturing a complicated, expensive, always on marketing machine? Because I think that most of us do,

[00:01:02] We look at a high performing salon and we assume that it must be complicated, that there must be some secret formula that we don't know about yet, and that they're doing something that you are not. But here's the thing. I work with salons doing half a million dollars a year, a million dollars a year, 2, 3, 4, 5 million plus.

[00:01:24] And what I can tell you, and this might genuinely surprise you, is that the reality of building a successful salon business is actually much simpler than you might think. Now, that doesn't mean it's easy, but it is simpler than you might think.

[00:01:40] In fact, it's simple to the point of where it's almost boring because the principles that high performing salons run on is the same basic three piece formula. Whether they're doing 1 million or 5 million or whatever the number is, the underlying principles and the intention are essentially the same.

[00:02:00] And so today I'm going to walk you through exactly what that formula is and more importantly, what it actually takes to make it work in your salon. But before I get to the formula, I need to give you a bit more context because the formula only makes sense when you understand what the problem is that you want your marketing to solve.

[00:02:21] So let me ask you something else. What do you think that most salon owners think that their marketing problem is? Now, nine times outta 10, when I ask that question, I get the same answer. And that is, I need more new clients. And look, I get it. New clients feels like growth, new clients feels like progress.

[00:02:44] But the reality is, and I don't want you to just, uh, gloss over this, but the reality is that your problem probably isn't just that you're not getting enough new clients. Let me talk you through what I mean. Let's assume that most salons are actually getting one new client a day, five days a week, 50 weeks a year.

[00:03:06] That's 250 new clients walking through your door every single year. Now, think about that for a moment. If you could keep a healthy percentage of those clients, and if they came back every six to eight weeks, then you'd be fully booked. No gaps, no slow periods, just a full column every single day. But where it all starts to fall apart, and this is pretty consistent across the whole industry, is that on average, only 40% of new clients ever come back for a second visit.

[00:03:40] Which means that six outta 10 new clients that you attract, you never see again. And it gets worse because of the 40% who do come back for a second visit. Only half of them make it to a third, so now you're down to two outta 10, and by the time you get to six visits, only one in 10 of your original new clients is still there, one in 10.

[00:04:05] So you are not stuck. Because you are bad at getting new clients, you are stuck because you are losing them. Now, I've said this before and I'm gonna keep on saying it because it's the old analogy of you are pouring water into a bucket, but the bucket has holes in it. In which case you'll never fill the bucket up because you are losing as much water out of the bottom as you pour into the top.

[00:04:29] That is the real problem. And so before you focus all your resources on getting more new clients and you need to focus on getting more of the ones that you are already getting to stay, and it's understanding that which enables salons to grow consistently. So let's talk about the formula or the principles that consistent, predictable growth is built on.

[00:04:53] And as I said, it's simple, almost embarrassingly simple because every high performing salon, everyone is built on three things that work together. The first one is that they have a way to attract new clients. Now, that's your external marketing, your location, your branding, your Instagram presence,

your Google profile, your website, word of mouth advertising, all of these things.

[00:05:20] All of the things that you do to get someone to walk through the door for the first time and that. Is what most salon owners spend most of their time and money on. And as we've just established, most salons are actually reasonably good at this part. Now, that doesn't mean that you can't get better at it because, well, of course you can, but the real problem is not here.

[00:05:44] The second piece of the formula is that they deliver an experience that turns new clients into regulars. Now, this is where most salons drop the ball because the moment that new client walks through the door, all of that external marketing, the Instagram, the Google ad, the beautiful website, and even the personal referral, none of it matters anymore.

[00:06:07] It's done its job. It's got the client in there for their first visit. Now what matters is what happens next. Now, it's about the quality of the work. It's about the experience a client has. It's about the consultation, it's about with your team, makes that client feel welcomed and valued and genuinely connected.

[00:06:28] It is about whether someone looks them in the eye at the end of the appointment and says, I really enjoyed meeting you today. I'd love to see you again. I'd suggest eight weeks it will need doing again. So let me get you booked in now for your next visit so that you get the day and the time that works best for you.

[00:06:45] Those little things. That's marketing. That is the second function of marketing. And when your team doesn't do those things, when nobody gives the client a real reason to come back, that's when you start to lose them. Not because the haircut or colour was bad, not because the price was wrong, but because the experience just felt like a transaction, a commodity.

[00:07:07] And a transaction is something that they can get anywhere. Number three is a formula that keeps them coming back. Now, this is about the long game. It's about loyal clients who know you, like you, trust you, and who come back every six to eight weeks or whatever the timeframe is without having to be chased, who refer their friends, and who spend more money over time because the trust and the relationship is there.

[00:07:36] Now, this is where the real money is not in constantly chasing the next new client, but in building a base of people who wouldn't dream of going

anywhere else. The three pieces of the puzzle are simply attract, convert, retain, attract new clients, turn them into regulars, and keep them as long as possible.

[00:07:59] That's the formula. I know it's boringly simple to the point of where most people have glossed over it already. In the anticipation that there's some new, bright, shiny thing that they've overlooked. When all along it's hiding in plain sight, attract, convert, retain. But here's the part that I really want you to hear, because this is where most business owners miss, and that is that those three pieces don't work in isolation.

[00:08:28] They have to be thought through and designed to work together. Strategically in the right order so that it's a natural progression for the client. Because the alternative is that what happens when they're not thought through properly is that you end up with marketing that's all over the place. No clear plan, no intention, just posting random content and hoping that something sticks.

[00:08:54] And then you're back to spending money on ads to attract clients that your team then loses on the first visit, or certainly lose 60% of them. Think about it from the client's perspective when the whole system is working, when each step of the journey is consciously thought through and not left to chance, the experience feels completely natural.

[00:09:14] Someone discovers you in your salon, they find out more about you. They trust you enough to make an appointment. They come in, they love it, they rebook, and then they keep coming back and they tell their friends that journey when it's designed intentionally. Feels effortless for the client,

[00:09:32] But it only feels effortless because someone built it that way. And when it's not designed, the client fills the gaps. The consultation is rushed. Nobody's rebooking them at the end, a follow up that never comes, and so they drift not because they didn't like you, but because nobody gave them a compelling enough reason to stay.

[00:09:56] If you are a regular listener to the podcast or attended my webinar last week, you would've heard me use the analogy of the four by 400 meter relay at the Olympics. The starter's pistol fires, the first runner takes off. It's fast. It's exciting. The crowd is on their feet, but the real moment of tension is the baton change, the handoff between the first runner and the second, because sometimes in that handoff, the baton gets dropped.

[00:10:26] And when that happens, no matter how fast the rest of the team runs, no matter how hard they try, they almost never recover. The race is lost in that single moment. your marketing works exactly the same way. The first runner is everything you've done to attract that new client. Your location, your branding, your social media, your advertising, the second, third, and fourth runners, that's your team. The receptionist, the assistant, the stylist, and if the handoff doesn't go smoothly, if your team drops the baton when that client walks in, then none of the external marketing matters.

[00:11:01] All of it was wasted.

[00:11:03] The salon owners who are doing a million, 2 million, 3 million or 4 million plus a year, they built systems that make sure that the baton doesn't get dropped. So how do you actually start fixing this in your salon? Well, I'll be honest with you and say that this part isn't glamorous, but it is essential because you need to start by looking at your data.

[00:11:28] The numbers, and I know that for most salon owners that they don't find that particularly exciting. But this isn't about exciting. This is about building a sustainable business growth and increased profit, but that's exciting. Now, depending on the functionality of your salon software, most salon owners at least will have the ability to track client retention, and the best software systems will break it down into two numbers that tell you very different things.

[00:11:56] First, there's the new client retention, meaning what percentage of first-time clients that come back within 90 days. And second, there's the existing client retention meaning. What percentage of your established clients keep coming back within a 90 day window? Now, the 90 days is pretty much the accepted default setting, and for some salons that might be longer, and for others, particularly barbers, that will likely be a shorter period of time.

[00:12:25] But the generally accepted industry benchmark for new client retention is only around 40%. If you want to run a genuinely thriving salon, you should be aiming for 70 or 75%. Now if your salon software doesn't distinguish between new client retention and existing client retention, and it just bundles them both together, well that can hide a problem, which is that you're not growing because you're not keeping the new clients.

[00:12:53] Another important thing to consider is that many salon owners only look at the overall salon numbers. And again, that can hide a massive problem because when you run that report by an individual stylist, that's when you start

seeing what's really going on. Because you might find that one stylist has a 75% new client retention rate.

[00:13:14] Three out of every four new clients they see come back, which is fantastic, but another stylist on the same team might only have 25%, one in four. Which is a huge problem and one that you need to find the answer to as to why that is happening. Is it a technical issue? Is it a consultation issue, a people skills issue?

[00:13:38] Are they not asking clients to rebook? You can't answer that until you see the data, but once you do see the data, once you know where the holes in the bucket actually are, that's when you're in a position to start fixing them. But you can't fix, which you don't measure. Now, everything I've talked about today, the three piece formula, a track convert, retain the idea of the baton handoff, the data that you need to track.

[00:14:01] All of that is the foundation. That's what I refer to as the map. But knowing the map and actually navigating the territory, so to speak, are two very different things. And if you are listening to this thinking, yes, this is exactly what I need to work on. Then I want you to know that we just opened enrolment for our very comprehensive online marketing course,

[00:14:25] This course takes everything that I've talked about today and it goes 10 times deeper and it doesn't just talk about what you need to do, but we talk about the tools that you need to use and we guide you through how to use them in order to make that happen. We cover how to identify your ideal client, how to build a brand that actually reflects your ambitions, how to use Google and Instagram and your website strategically, not just randomly.

[00:14:51] How to train your team to deliver on the promise that your marketing makes, how to track the right data and use it to make better decisions, and how to build a complete marketing system. All three functions working together. So that you're not just attracting new clients, but you are converting them and keeping them longer.

[00:15:11] And for this launch, there's also an option to join the Fast Track version of the course. 10 weeks of live group coaching calls with me and some other guest presenters at no extra cost. So you are not doing this alone. You've got a whole community around you.

[00:15:28] So if you want to stop being stuck on the hamster wheel. Constantly chasing new clients to replace the ones who are quietly disappearing. Then this

is the course that changes all that. So head to grow my salon business.com/course/marketing to get all the details and secure your spot.

[00:15:50] I'll put the link in the show notes for that as well. Quite simply, if you want more clients, then this course is for you. Now, I want to begin wrapping up by telling you a story about a friend of mine last week. He was telling me about a client that he was seeing this week who was celebrating her 50th anniversary with him.

[00:16:11] Now, I don't mean 50 visits, I mean 50 years. She knows the exact date because her first appointment was the week that she got married. Now, my friend now only works three days a week. He only does four clients a day. He doesn't take any new clients, but he is always fully booked. 12 clients every single week, and every one of his remaining clients has been with him now for a minimum of 40 years, and they've gone through life with him.

[00:16:40] They've got married, they've bought homes, they've raised families. Some have gone through divorces and married again, inevitably, some have lost loved ones. They've become grandparents. All of life's speak moments, but through it all, every six to eight weeks they have been in his chair. I think that's incredible.

[00:16:57] He's always been a great hairdresser and he still loves what he does, and he loves the relationship that he has with every single one of those clients.

[00:17:06] So the formula isn't complicated. It's attract the right clients, give them an experience that turns them into regulars and build the systems that keep them coming back. Three pieces designed to work together. That's what a multimillion dollar salon is built on. If you want more clients, the marketing course is for you.

[00:17:27] Go to grow my salon business.com/courses/marketing and I'll also put that link in the show notes. So thank you for listening and I will look forward to seeing you next Tuesday or inside the marketing course. Bye for now.