



Salon Spa Business Solutions

BE A SHOW OFF!

Being a Show Off is the best way to build credibility as a Creative Master!

Are you "Showing Off" your work? Are you letting people see and experience what you and your team are capable of creating and the amazing results you produce? Be a Show Off! Brag About It!

There are many ways to "Show Off" your work. Here are the most important ones you should implement immediately:

1. Have a page on your business website that is specifically for a portfolio of before and after shots, maybe call it "Our Work" or "Our Creations". Use tabs so they can see results in different types of services such as "Color, Hair Cuts, Up-do's , Straightening, Make-Up, Before and after's Nails etc...
2. Frequently post your best and latest looks on your Facebook page This allows your current followers and new Facebook visitors to see how creative you are and the amazing results you create.
3. Create a Pinterest page and post your new and fun looks there.

IMPORTANT NOTE: You do not need a professional to take the pictures! Doing it yourself works great! You probably have a place in your business that you can use as the back ground OR just take the picture at the station they are being served at **HINT:** Make sure the area around them is clean and picked up

To make sure the pictures you take are clearly for Salon Spa use, get a company iPad or digital camera for the team to use. Encourage everyone to "REMEMBER" to take before and after pictures of their work. Also have them write out the process they used to get the end result and what styling products were used. This is also a great way to teach clients what products they need to purchase and use to get the look at home, so it will encourage retail sales.

Remember consistency is the key to the success of anything you do or implement. To get people's attention you have to keep adding new updated before/after shots. Your existing clients and followers, as well as visitors to your website and social media like Facebook and Pinterest, will know you are in the business of creating fantastic looks every day!

In business, no matter what you are doing or what plans you are making, you should know what results you are trying to achieve! Then do it consistently, do it to the best of your ability, and track the results. We understand this is easier said than done! It is our passion and commitment to help you develop a successful business. If you need growing your business and your team, call us at 760-536-9012. We have several programs and tools to support you.