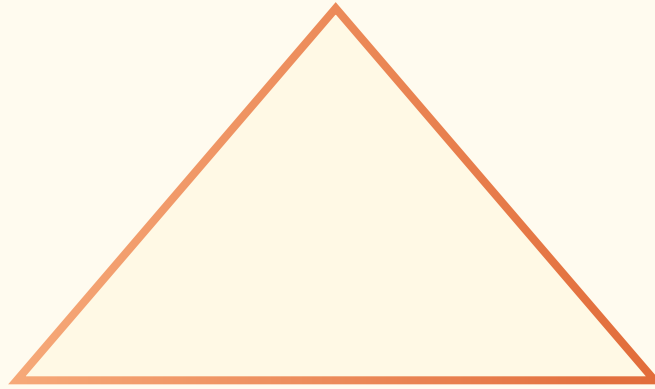


WORKBOOK



Make the Most of
Christmas...

Money Triangle



Opportunities:

What makes sense for the time of year?

What do people want for themselves?

What do people want as gifts?

Opportunities:

What budgets do you need to consider?

What do people want for themselves?

What do people want as gifts?

How can you help your clients ask/hint for things they'd like?

What sold well last year?

Opening Hours & Staffing Levels

Plan Your Marketing

What services, team members, products are you going to push?

SERVICES

Service #1:

Service #2:

Service #3:

Service #4:

Service #5:

Notes:

Team:

*Ask your supplier
about Christmas Kits
now!*

Plan Your Marketing

What services, team members, products are you going to push?

RETAIL

Retail #1:

Retail #2:

Retail #3:

Retail #4:

Retail#5:

Retail #6:

Retail #7:

Retail #8:

Notes:

Adam's additional advice ...

Push yourself, but don't over over commit and end up with loads of Christmas stock in the New Year, no matter what your BDM tells you. A good rule of thumb is to look at what you did last year and increase it by 20%.

Plan Your Marketing

What services, team members, products are you going to push?

GIFT VOUCHERS & GIFT CARDS

Make sure you are aware of your country or states rules about gift cards/vouchcers and their expiry dates. Check out the use of "Promotional Gift Vouchcers" as an option.

Package and/or Value ...

Gift Card #1:

Gift Card #2:

Gift Card #3:

Gift Card #4:

Gift Card #5:

Notes:

How can I make these more special for the season?

Online gift card options...

Digital

Physical

Gift Box

Plan Your Marketing

What promotions will you run?

- Create Value Offers - avoid Discounts
- Less is More - don't be tempted to run loads of offers. Think Quality over Quantity and you'll sell more
- Focus over Fracture - try and keep offers around the same treatments/services rather than trying to have an offer on everything
- Remember Gift Card promos too
- Run offers from November onwards to boost take up and maximise revenue

GIFT VOUCHERS & GIFT CARDS

Offer #1:

Offer #2:

Offer #3:

Offer #4:

Offer #5:

Notes:

Plan Your Marketing

When are you doing what?

WHEN	WHAT	WHO
WEEK 1		
WEEK 2		
WEEK 3		
WEEK 4		
WEEK 5	5	
WEEK 6		
WEEK 7		
WEEK 8		
WEEK 9		
WEEK 10		

Plan Your Marketing

What is your Christmas marketing budget?

THINGS TO CONSIDER...

Printing:

Design:

Distribution:

Social Media:

Decorations:

Gifts:

Drinks:

Food:

Advertising:

Notes:

Total:

Adam's additional advice ...

Whatever your total, add another 10% to be on the safe side. Things always end up costing more than you think, plus there's always that thing you forgot about.

ADVERT

Need More Clients...

Do you want to get better clients, more of them and make more money each month year round?



CLICK HERE to watch a quick training where I break down how to be busy with more clients and consistent higher revenue every month, year round

...or go to www.beautybusinesssecrets.co/busy

PROMOTE

Promote

How to get the word out

LOCAL HASHTAGS FOR CHRISTMAS

Hashtag #1:

Hashtag #2:

Hashtag #3:

Hashtag #4:

Hashtag #5:

Hashtag #6:

Hashtag #7:

Hashtag #8:

UPDATE ONLINE PROFILES

Google

Offers:

Gift Cards:

Hours:

Website

Offers:

Gift Cards:

Hours:

Facebook

Offers:

Gift Cards:

Hours:

Instagram

Offers:

Gift Cards:

Hours:

...plus any other local directory sites, trip advisor, Linktree etc

Team Talk

When are you going to brief your team, what are you going to highlight to them, how are you going to measure it and what do you want them to say to clients?

Notes:

Adam's additional advice ...

Remember that your team are not just the people that work for you. Think about best clients, family, contacts, partners, accountants, marketing people etc.

Proper Preparation

Plan 80% of your social posts for November and December in advance. You'll hopefully be too busy by then to have the time in the moment. Break it down in to chunks so it doesn't seem overwhelming...

#1		<input type="checkbox"/>
#2		<input type="checkbox"/>
#3		<input type="checkbox"/>
#4		<input type="checkbox"/>
#5	5	<input type="checkbox"/>
#6		<input type="checkbox"/>
#7		<input type="checkbox"/>
#8		<input type="checkbox"/>
#9		<input type="checkbox"/>
#10		<input type="checkbox"/>

Proper Preparation

Plan 80% of your social posts for November and December in advance. You'll hopefully be too busy by then to have the time in the moment. Break it down in to chunks so it doesn't seem overwhelming...

#11		<input type="checkbox"/>
#12		<input type="checkbox"/>
#13		<input type="checkbox"/>
#14		<input type="checkbox"/>
#15	5	<input type="checkbox"/>
#16		<input type="checkbox"/>
#17		<input type="checkbox"/>
#18		<input type="checkbox"/>
#19		<input type="checkbox"/>
#20		<input type="checkbox"/>

Proper Preparation

Plan 80% of your social posts for November and December in advance. You'll hopefully be too busy by then to have the time in the moment. Break it down in to chuncks so it doesn't seem overwhelming...

#21		<input type="checkbox"/>
#22		<input type="checkbox"/>
#23		<input type="checkbox"/>
#24		<input type="checkbox"/>
#25	5	<input type="checkbox"/>
#26		<input type="checkbox"/>
#27		<input type="checkbox"/>
#28		<input type="checkbox"/>
#29		<input type="checkbox"/>
#30		<input type="checkbox"/>

Max Out Your Marketing

Make the most of all your work by distributing your marketing message across all your available channels to make it even more likely you reach your target audience.

WEBSITE IDEAS ...

#1:

#2:

#3:

#4:

#5:

IN-SALON IDEAS ...

#1:

#2:

#3:

#4:

#5:

Max Out Your Marketing

Make the most of all your work by distributing your marketing message across all your available channels to make it even more likely you reach your target audience.

LOCAL MEDIA IDEAS ...

#1:

#2:

#3:

LOCAL PARTNER IDEAS ...

#1:

#2:

#3:

LOCAL CHRISTMAS FAYRE & COMMUNITY GROUPS ...

#1:

#2:

#3:

Max Out Your Marketing

Make the most of all your work by distributing your marketing message across all your available channels to make it even more likely you reach your target audience.

EMAIL ...

#1:

#2:

#3:

#4:

#5:

#6:

#7:

#8:

#9:

#10:

Work Your Windows

Use the free advertising space you have available to you by promoting your offers in your windows and dressing things up . . . *remember, not all windows are real!*

- Grab Attention
- Pique Interest
- Use Inception
- Motivate to buy

Notes:

Maximise Merchandise

Use whatever in-salon space you have to promote your offers, particularly your retail offering. Remember the tricks that professional merchandisers use...

- Eye-Level is Buy Level - and you may have more than one eye level
- Switch It Up - move or change displays regularly so they keep getting attention
- Group Complementary Items Together
- Power of Threes
- Price Everything
- Promote What You Have

Notes:

Boost Your Gift Cards

Gift Cards are NOT revenue, but they are your best friend at Christmas because...

- Boost cash flow
- Guarantee business
- Wins NEW clients (for cash)
- 60% of Gift Card recipients spend more when they visit
- 37% of Gift Card Recipients never use their Gift Card
- Make great prizes for giveaways and all those local raffles ...

November:

December:

PROMOTE

GIFT CARD	RETAIL	SERVICE	OFFER
			COPY
			IMAGE

PROMOTE

WEEK 4...

WEEK 3...

WEEK 2...

WEEK 1...

In-Salon

Website

Social

Local

PR

Responsible

PROMOTE

WEEK 8...

WEEK 7...

WEEK 6...

WEEK 5...

In-Salon

Website

Social

Local

PR

Responsible

PROMOTE

NEW YEAR PROMOTIONS...

WEEK 10...

WEEK 9...

				In-Salon
				Website
				Social
				Local
				PR
				Responsible