

The **TOP 5 MISTAKES**

Salon Owners Make

And How to **AVOID** them!



Kym Krey

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*You're a fabulous stylist or therapist! You have exceptional skills, a huge clientele and raving fans so **why doesn't that translate into business success?** The answer could be one or more of the top 5 mistakes that salon owners make!*

MISTAKE NUMBER ONE:

You don't make the leap from technician to business owner.

You've opened your own salon. You're in charge. You're leading the way and steering the ship. But the problem is that you're still thinking and acting like a hairdresser or therapist.

The skills that made you an excellent salon technician are very different from those you'll need to build a profitable business so what got you HERE will not necessarily get you THERE!

To be a great therapist or stylist, you need great people skills, great hands-on technical skills, attention to detail, extensive product knowledge and enormous passion for what you do.

To be an effective **business owner**, you need good financial management skills; innovative marketing skills; excellent people management and inspiring leadership skills; effective planning and time management skills; discipline, resilience, focus and determination. You must be **driven** by results or you just won't get good ones!

If you tell yourself you're no good at money or figures then owning a business may not be a great idea. A good chunk of your success depends on how well you manage these numbers because *they're telling you a story*. They're telling you exactly **what's happening in your business**.... but unless you learn that business language, you'll never understand what they're saying. You must learn what the numbers mean and what you're doing to get those results. It's easy; anyone can learn it but from now on, you cannot tell yourself, "*You're no good at the money side!*" Learn the language of business, take responsibility for what's happening within it and begin to steer your business towards your goals.

Just as risky is handing the financial side of your business to someone else while you 'focus on the clients'. If you want to do that, negotiate a great incentive scheme and go work for someone else. At the end of the day, **your future** is determined by whoever handles the money so if you hand this responsibility to someone else, you'd better trust them implicitly ... **and keep your finger on the pulse** or you may wind up feeling very ripped off!

This is **your** ship. This is **your** future. It's far too important to leave to chance or to someone else. Take charge and learn to drive your business. The sense of achievement, confidence and self esteem you'll experience as a result of stepping up and taking charge of your destiny is priceless.

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MISTAKE NUMBER TWO:

You have no direction and no VISION!

You don't stop to plan; set goals and determinedly chase them down!

Without a clear end-goal in mind, how on earth do you know your priorities every day? You're walking around blindfolded and doing the 'same-old-same-old' for no clear reason and then wondering why, 5 or even 10 years down the track you aren't making any money and you're chained to your business!

Without clarity and focus, you'll easily be distracted by the myriad of things, problems, people and other bright, shiny objects that will stand in your way, take your attention and steal your time.

STOP! It's time to decide exactly where you're going. **What's your 'WHY'?** What is the clear reason you get up in the morning and what drives you to stretch yourself every day of your life? What's so special about your business? Why should your clients continue to choose YOU over the many other competitors they probably drive past to get to you? Why should every one of your staff wake up each day and choose to come to work for YOU instead of the many other options they have?

What's so A-W-E-S-O-M-E about YOU?

Don't expect to just work hard for a few years and wake up with a profitable business, an enviable lifestyle and a chunk of cash in the bank. Sorry to burst your bubble, but it just doesn't happen like that.

If you want success, it's going to ask something of you and it's not always going to be easy. In fact, sometimes, it's going to be downright tough but the few who are seriously committed, laser-focused and willing to do what it takes will achieve more than most of the others put together.

A clear vision of your end result will be your guiding light when you're struggling to make decisions; when you're feeling cluttered and overwhelmed; when you're torn about what to do. When you know where you want to be, your decision instantly becomes clear.

And here's another thing:- you're never going to have enough time to get everything done, so what you absolutely MUST do is get the important things done. Without a clear plan, you'll get distracted and waste precious time doing things that won't take you where you want to go. We all have the same number of hours in every day but how we use them makes all the difference to what we achieve.

It's no use doing things really well if you're not doing the **RIGHT THINGS!** The path to profit is very **specific** and very **predictable**. Spend your time doing **ONLY** the things that will get you there in the shortest possible time.

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If you do the right things consistently, you'll get the right results.

What are some of those 'right' things?

- ▶ Take time out regularly to check where you're at and set your plan & goals for the future.
- ▶ Break those goals into individual 'action' steps, put a time/date to each and slot them into your appointment schedule just like a client appointment- ***and don't take them out!***
- ▶ Measure everything! Know your numbers: what they ***are*** and what you ***want*** them to be.
- ▶ Make goals and results public. Create a scoreboard. Post results daily; celebrate every success and deal with performance issues early. Make it the 'norm' to discuss everything.
- ▶ Talk to your team regularly. Your time & attention is like precious oxygen to them. They need it and thrive on it. Never underestimate your effect on them and never get busy and ignore them.
- ▶ Be disciplined. Do what you know you ***should*** do, ***when*** you should do it, whether you ***feel*** like it or not! Discipline creates habits and habits create results.
- ▶ Don't stop growing. You train your team. You make sure they have opportunities to develop so what about you? If you're not regularly taking time to learn and expose yourself to new ideas you won't become ***who you need to be*** to create the business you dream of.

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MISTAKE NUMBER THREE:

You don't develop 'Successful Habits'. (Or you give up too easily!)

Success is like a muscle; you must **practice constantly** to become good at it and that takes discipline.

Olympic athletes don't turn up to training only when they 'have time' or 'feel like it!' They don't hit the snooze button when it's cold and dark and go back to sleep! They're on a mission!

It's not what happens to you- it's what you DO next!

What separates those who actually achieve success from those who *just talk about it* is ... habits. Successful people have different habits than those who never seem to get there. They go through the same struggles, frustrations and hurdles that you do and maybe many more but the difference is, **they just keep going**. They stay focused on their big goal, remember why they're doing it and just keep going. Whatever gets in their way, they change course and overcome. If they get knocked down ten times, they get up 11. It's just too important to let go of their dream so they just don't accept 'No' as an option.

Get serious!

Do you want a great business and are you prepared to do what that takes? Do you want a lifestyle of choice or do you want to be chained to your business for years to come? Do you want this business to build real wealth for you or are you happy to settle for struggling month after month.

How do you want this to be?

It won't all be plain sailing and at times, it's going to get downright frustrating and uncomfortable but if it was easy, every salon owner would be driving sports cars! Know that to stand out from the masses and achieve the success you want you're going to have to do what others are just not prepared to do. There are far fewer people at the higher end of the scale so know that you won't be following the crowds and doing what everyone else does. Accept that, set your sights on your goal and create your own path.

You can have success OR you can have excuses- but not both.

You're going to have to stop making excuses and start getting disciplined. It's that simple. Knowing what to do is only half the story. Everyone knows what they **should** be doing but you must put it into **ACTION** to see any results. How often do you hear someone complaining about how tough business is and then say "Yeah, I know all that" or "Tried that- doesn't work!" when you suggest ideas?

"To know and not to DO is NOT to know!"

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MISTAKE NUMBER FOUR:

You try to do it all yourself

As capable as you are, you're only one person. If your dreams are big, you're never going to achieve them all on your own and continually trying to will just slow you down and burn you out. You must leverage your time so that you spend it doing **only** things which **genuinely require your level of skill** or experience- *not the routine stuff*. Your job is to master a task then **train someone else to do it** and do this with job after job until your business runs like clockwork, with very little direct input from you. This frees you up to work on the things that will make you money and take you closer to your goal- or eventually, gives you your life back.

Envision how each function of your business needs to be performed, document it (*and create your own 'Procedures Manual' on how to operate your business*) and then train members of your team to do it flawlessly and consistently. Your role is to train, delegate and check and re-train, not to do yourself. You know you've done your job when they don't actually need you anymore- they're doing fine keeping the business running by themselves!

You must begin to build a team around you to do many of the functions of your business so you can spend your time on things they *can't* do. Your people are everything. Choose them very carefully, train them well, challenge, encourage and inspire them and grow them continually within your business. Don't make the mistake of hiring them and then ignoring them, expecting them to carry on enthusiastically without you. Even if they are well skilled and very competent, they'll always need your time and attention to keep them focused, challenged, encouraged and feeling valued. Become the kind of leader they look up to and want to be around and they won't go looking elsewhere for a job.

If you struggle to let go and allow others do things because *"it's better/faster/easier to do it yourself"* or think *'they'll never do it like you will'*, you're on the road to frustration and burnout not success, wealth and lifestyle. Yes, it's faster and easier to do it yourself, but in the long term you're much worse off and continually doing this is keeping you stuck exactly where you are.

If you 'don't have time', you don't have a team.

Your leadership skills will make you more money than your hands ever will. As a business leader, your results must come through the hands of other people, not your own, so start developing your leadership skills to attract great staff and then mentor them to their best performance.

Every day they must choose YOU and your business. They will always have many other options in where to work and someone else will always be paying more but great people always want to be part of something really special so it's up to you to be the kind of employer and create the kind of environment they choose over all others.

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MISTAKE NUMBER FIVE

You get 'stuck'.

The very **worst** thing you can do is to stay who you've **always been**. The business environment is constantly changing around you so if you plan on being in business for a while and you intend to build a serious business and achieve real wealth you're going to have to re-invent yourself over and over again.

YOU HAVE NO IDEA WHAT YOU'RE CAPABLE OF!

I'm going to let you in on a secret. **You're not who you think you are!** You have potential that you've never even considered and if you realized this you'd never hesitate, procrastinate or doubt yourself again.

But here's the catch. You'll only achieve what you **perceive** you can so what has to change is **your perception of yourself**.

To build a seriously successful business you're going to have to become a seriously competent business person. You're going to have to develop knowledge & skills and awareness that you don't have now.

That's so exciting.

It's like shedding a skin. At different times in the life of your business, you'll hit 'roadblocks'. You'll feel like you're not moving forward; or you can't see your way around a huge problem or that you're just stuck.

At times like this you need to step back and really look at what is holding you back and have the courage to challenge it. You'll need to step up and become someone who CAN get around that problem; who CAN drive this business to new heights; who CAN completely reinvent themselves and in doing that, reinvent their business.

Once you develop this habit, you will be truly unstoppable. You'll completely inspire those around you.

You'll change lives- including your own!

If you never outgrow your perception of yourself, you'll get stuck. You'll be who you thought you'd be 10 years ago and then.... stop. **Is that it?** Is that really all you're capable of being or is there more petrol in the tank?

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Don't get to the end of this and think...

"I wonder if I could have done that?"

"Maybe I could have achieved more if I got serious."

*"I feel like I played it safe- I believe I could have built the business I **really** wanted but I never really got out of my comfort zone."*

"I could have done more but... it's too late now"

It's never too late; you are capable of more than you realize and what you want is there for the taking. Get serious about your future, get some help and get the job done. I love working with salon owners just like you to create the business they've always wanted but never managed to build. Get in touch and let's do this together.

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Who is Kym Krey?

Kym Krey knows the salon industry with a wealth of industry knowledge and experience spanning over 25 years. She is a dynamic and passionate businesswoman with first-hand knowledge in all areas of salon ownership, technical and business education and franchising and has won several business awards along the way. She is a regular contributor to several leading salon industry business magazines and speaker at leading industry events.

She is an excellent business educator with a 'knack' for making the complicated sound so simple and she'll guide you seamlessly through all areas of salon operation from maximizing your profitability, client service excellence, efficient systemization, marketing for growth and building strong and healthy team culture.

She excels in guiding managers and business owners through the 'sticky' areas of managing team behaviour, dealing with under-performance, setting boundaries and approaching difficult but critical conversations, inspiring them to reach beyond current roadblocks to achieve results never previously thought possible. A particular passion is working with young, emerging managers, assisting, developing and empowering them to become tomorrow's outstanding leaders.

She is a vibrant presenter with an infectious style that really gets the message across whether in one on one business mentoring, group education or keynote format.

You'll laugh; you'll learn and you'll be inspired to TAKE ACTION!



The Salon MENTOR