



Ignite Your

SALON PASSION

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INTRODUCTION

Every day I speak to salon owners who are losing their passion for running their salon.

Deep down, they're artists. They want their salon to do amazing work for their clients. They want their work to be worthy of being on a poster, magazine or all over Instagram.

But they're feeling stuck doing seniors cuts, perms and other services they really don't want to do.

It's no wonder they're losing their passion.

LET'S GET YOUR PASSION BACK

I created this report to help you start getting your passion back. To help you build the salon you **THOUGHT** you were going to build.

Now look, there's nothing wrong with doing seniors cuts, perms, or any other service for that matter.

The problem is when you really want to be doing high-end balayage or creative colour services for your clients... and they just want to do *the same as last time*.

Then, each day in the salon feels like groundhog day — each day repeating over and over, and you start resenting the clients you **DO** have.

Given this situation, it's no wonder you're losing your passion. It's no wonder you're not as excited as you used to be.

I urge you to follow this report and answer each question in as much detail as you can - this way you'll get the most value.

So let's get stuck into it.

IF YOU COULD HAVE ONE CLIENT... WHO WOULD IT BE?

So, let me ask you. If you could only have ONE client. Back to back — all day every day in your salon. Who would that be?

Now, at this point, a lot of owners freak out because they think they'll have to turn away their current clients — that's not the case.

What we're talking about is who we want to attract into the salon in the future.

Let's break it down into a few parts.

What services would they be getting done?

- *Remember, imagine you'd be doing this service every day. So make sure you pick one that you love.*

Why did you pick this service?

- *What's so good about this service anyway?*

WHO IS THIS CLIENT OUTSIDE YOUR SALON?

So, tell me more about this person. They exist in the world as a real human, not just when they buy services from you.

How old are they?

What kind of work do they do?

What is their personality like? Are they chatty and outgoing? Or more quiet and reserved?

Who are they outside the salon? What do they like to do?

What about their family life? Single? Married? Kids?

WHY DO THEY COME AND SEE YOUR SALON?

It's important to think about why this person would come to YOUR salon compared to another salon?

Why do they love coming to your salon?

What services do they book for?

How often do they book? Why?

How much do they spend with you per visit?

Why do you prefer this client to your current clients?

HOW WOULD YOU ATTRACT THAT SORT OF CLIENT?

So, now we have an idea of WHO you'd like to work with, and the type of services they'd be buying — that we really love to do.

Now, you're probably wondering HOW do we find those sort of clients... right?

What sort of marketing message do you think would attract this person?

What sort of marketing do you think would drive this person away from your salon?

Why? What's the difference?

What type of marketing are you doing right now to attract this client?
