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Hey is that <THEIR FIRST NAME>? <FIRST NAME, LAST NAME>? <FN, LN> the AMAZING salon owner?

If they say they are not a Salon Owner go straight to the 'Not Suitable Table'

{high energy}

<THEIR NAME> excellent, you are the VERY person I am looking for! It's <YOUR NAME> here and I have EVIDENCE that you're a Salon Owner of great taste! {lower your tone} but seriously

<FIRST NAME> you have entered your details on my page for _____ which is 100% definite evidence of your awesome taste! {laugh laugh laugh}

<FIRST NAME> {high energy} the purpose of my call today is because I know you want to improve your salon marketing, make more money, build your clientele, and get a bit more time back for freedom and lifestyle - so, today's call is about discovering what your goals are and if there's common ground where I can help then excellent – if not that's cool too – I don't want to “hassle” you but I would love to learn if I can help so **tell me more about your salon, where are you at, what's happening for you?**

{ACTIVE LISTEN HERE} Q's:

{no consulting in here. Just active listen. Affirmative noises, yes, ah ha...etc}

- Where are you at now? How many staff? How many hours are you working? On the tools and on the business? Oh you aren't doing much on the business because you don't have the time? Right.
- What's your Turnover. Profit. How much are you taking home?
- Work out their hourly rate of pay (How much they take home divided by how many hours they work) Point out it's an apprentice wage. Ask if they are worth more than that?
- What are the 3 biggest things that you are struggling with that are causing you to hit your head against the wall over and over again.

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- What are your goals? Where do you want to be? Turnover, working hours, take home wage. What do you want to see happen in your business? What do you want on a personal level? Debt pay off, (if they tell you debt ask how much and drop that you like to help people pay off their debt), new car, new house, holidays, time back with kids, partner etc.

“How long have you been doing that for? And you still aren’t <.....> So what are you going to do to change that?” **{USE THIS FOR MAJORITY OF ISSUES}**

SO, JUST TO RECAP, if I HEAR YOU CORRECTLY, currently you are <INSERT SITUATION> but what you want is <INSERT WHAT THEY SAID THEIR GOALS WERE>, correct?

If we were having this conversation in 12 months time, and everything had gone exactly the way you wanted it to, both personally and professionally, what would have to have happened, between now and then, for you to be in that place?

{Future pace them} What would life be like if you had all this. How would you feel?

Awesome! So... usually the main reasons that salon owners, like you, come to me are you are at the point in your business where either of these things may apply

1. You’re looking to get a CONSISTENT stream of NEW HIGH PAYING clients in the front door, clients who want exactly what you specialise in and are more than ready to spend money in YOUR salon because they see YOUR salon as THE ONLY salon in the area that they would EVER consider booking with
2. OR YOU want to get more of your existing clients to buy more products, have more services done, come in more often AND PERHAPS AT HIGHER PRICES, so you can make more money in less time, because you are maximizing the dollar spend from every single client that walks through your door.
3. Having your business working for YOU and paying you whether you’re there or not, so you don’t have to work on the tools every single day just to keep the business afloat, you have staff in place that are not only generating you turnover but they are actually making you profit.

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So, which one do you think you are? All 3? Awesome!

{low tone} Excellent. This will be the most important strategic conversation you will ever have about your salonare you open to learning more about how I can help you get exactly.... **<INSERT their desire from all they've told you in here> {future pace this – so this time in a year...}**

Well **<NAME>** you've come to me at the right time, most of the salon owners that I deal with are going through EXACTLY what you're going through, doesn't matter if they've been in business a few months, 5 years, or 10 years plus, a few of my students had their salons for **<REPLACE THIS> 17 or 18 years** before they came to me, but it's always similar issues so please don't feel alone. The good news is, the answers to all of the issues that you have been facing are quite simple, if you know what to do.

Tell me if I could show you how we can get you **<REPEAT BACK TO THEM THE RESULT THEY ARE LOOKING FOR>** What would that mean to you, your family and your business in the next 6 to 12 months?

A wage, growth, lifestyle,

Awesome I REALLY want to help you get that, like I said before, I can show you how easy this actually can be.

The process I am about to take you through is the same thing that I take all of my students through when they initially start working with me. This is the same process that has **<REPLACE THIS> allowed me to triple the turnover in my first salon** and is what helps my students be able to do the same thing in theirs. I'll tell you a little bit about my journey so that you understand a bit more about how I've been able to teach so many salon owners out there how to stop floundering around in their business and start learning what they need to do to make money and get their time back!

<REPLACE THIS> With my first salon I took it from \$80K - \$240K in 12 months, while I was working 70+ hours a week on the floor and at the point of mental and physical breakdown by the time I was into my second year. I knew I needed to get help, which I did from a business coach that wasn't familiar with the

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industry. It took a long time for me to figure out exactly how to make the things he taught me relevant in a salon situation, but I managed to figure it out.

What then happened for me was I was able to work just the hours that I wanted to whilst being able to get my salon to be turning over \$500K and eventually enabling me to sell that salon for 6 figures in a smallish town. Definitely broke some records for one of the highest selling businesses in town.

After I sold that salon, I moved away, worked from home for a little bit while I was looking to purchase another salon. This salon was purchased with the intent that I was going to build it up, make profit from it and flip it. That salon I doubled the turnover the first week I went in there, from \$5000 a week to \$10,000 a week and had it in profit within 5 weeks of owning it, without me working on the floor. I did everything to do with running the business, marketing, implementing the systems to get it to not be reliant on me being there.

I moved back to my home town about 6 months after I bought it, and for over a year I ran it living 9 hours from it. I visited the salon twice, for a day each time in the 16 months between me leaving and selling it.

During that time I also bought another salon back in my home town, this time with the intention to keep it.

So same deal as before, I don't work on the floor in the salon, my manager deals with everything day to day and I just watch my bank balance increase.

As you can see I have been in all different situations as the owner of the business and I know exactly how to make it work to suit my circumstances at the time. Some students come to me and want to be completely off the floor and others come to me still wanting to work but just wanting to have less hours on the floor, be able to work ON this business instead of in it and make a hell of a lot more money. Does that sound like you?

It does? Great.

Would you like to be like my students that are at least doubling if not tripling their business while they are working less hours? (YES)

<CLIENT STORY that has gone from X to X (write down story) >

Does that sound like what you want to be able to do.

If you could be doing that, what would making <INSERT> amount of dollars really MEAN to you?

Awesome

What we are going to do now is the Business Diagnostic part of our call, we are going to go through a bunch of stuff that should be happening in your salon, some we may have already touched on, so we won't spend too much time there, others I'll need to go a bit more in depth about. I'll score you as we go through for each section and then we will look at your overall score.

So first section is Marketing -

{GO THROUGH EACH SECTION ON SHEET} - Read all questions out at once and really overwhelm them with all of the things that they need to be doing. At the end of each section, tell them their score, if you forget don't worry, go to the next section)

So your overall score is <INSERT> out of 100, so basically you are running a <X%>. All of these things are the things that you need to be doing, that you aren't, mostly because you don't know how to do it properly.

That's not the worst score that I've ever given but it's definitely not the best. The point of us doing this is to identify what's really actually going on in your business that's stopping you from achieving your goals and having a life that you not only want, but also deserve.

Tell me, if I could show you how to fix all of these problems so that if we were to do this again in a year, you could have a score much closer to 100/100, would you be interested?

Awesome, I have a couple of specially structured programs where I can show you how to make things happen pretty quickly. I'm very straight forward, there is no bullshit with me, if you haven't already noticed! One of the reasons why my students get such amazing results is because of the way I teach, it's so direct. As you would have seen from the testimonial videos on my website or facebook page, there is

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no airy fairy fluffy fake bullshit with me and my students LOVE it. You don't have time for that and I don't have time for that.

My programs are all about taking you through the strategies that I've been using in my salons <REPLACE THIS> for the last decade and what I've been teaching my students to do in their salons <REPLACE THIS> for over 5 years, so that you are able to implement the same things and be getting the same types of results of at least doubling if not tripling your own business... I know you said <INSERT> but I really think if you do the work, double is totally doable. So many of my students have gone FROM struggling to pay for everything and pay themselves, to being up to date with their bills, paying themselves generously PLUS having extra cash left over at the end of every week. Does that sound like what you would like to be able to do too?

It does? Awesome, it sounds like you're pretty keen to learn how you can get the opportunity to work with me and be getting awesome results like some of the students I've spoken about today, am I right?

Awesome, so what you'll be learning from me is the ability to be able to implement strategies to fix all the problems we have identified and teach you how to <repeat what they want to change from earlier in call>

Would you agree from what we have just been talking about, implementing a strategy to do all of those things so that we can get you <INSERT GOAL>, How FREAKIN awesome does that sound?

Awesome, so before we go any further I just want to run something past you. So, generally there are 3 types of owners that ask me for help

1. Owners that just want the free stuff and never do work
2. Owners who are more than willing to pay the cost of the program but aren't prepared to pay the real price of doing the hard work I ask them to do, but expect that the results are just going to

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magically happen because they signed up for my program – this isn't Disney and I don't have a magic wand.

3. Owners that are prepared to do whatever it takes to build their business up and they are going to do it WHETHER I HELP THEM OR NOT! They just want someone who's been there before them and can show them the much easier and FASTER way to make it happen.

Now....if you're one of the 3rd group, awesome! I'm sure I can help you. But if you're not, please don't buy the program {Laugh! Laugh! Laugh!}

Does that sound fair?

Ok so now I know that you are committed to this I want to make sure that before I sell you ANYTHING that I show you that you can get a very doable and achievable goal.

I want to make sure that you are going to get a return on investment once you become part of the program.

So let's do some maths.

How many clients do you have come through your doors each week?

Halve the number.

How much is a shampoo and conditioner?

20 Clients x \$50 = \$1000 extra

Say 20 clients upgrade by just \$50 that's another \$1000.

You've added \$2000 to your current turnover each week without even adding in any extra clients. How awesome would that be?

Over a year that's an extra \$104,000.

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These are minimum numbers, we haven't taken into consideration that clients will spend more than this once I teach you the skills. We haven't added in anything in terms of new clients coming in either.

Would you like that extra money – What would the first thing be that you would do with it? {take note}

If I could give you the tools and show you how you could make an extra \$2000 a week within 2 months, what would that be worth to you? The difference between you struggling and actually taking a wage?

So I know you are probably wondering how much this is going to cost you to work with me, right? (YES) Of course you are.

The PRICE is you being scared about what's going to happen if you keep doing what you have been doing for God knows how long. (Use their words) The price is you being able to admit that you DON'T KNOW what you are doing, that you aren't the expert when it comes to running a salon and that you DO need help. That's the price. It's the hardest thing you will ever have to do – you might feel nervous/anxious doing this or like a failure. Not only have you reached out to me you have also stayed on the call with me too, so I feel that you've paid that price already. Do you agree?

The COST on the other hand is the numbers that we worked out just before. It's costing you at LEAST that <INSERT THEIR FIGURES> *eg. \$104,000 over the next year* . It's costing you not taking a wage, It's costing you your time and frustration, time with kids, family etc. There is a financial cost and a cost that is priceless because you can't put a price tag on it - anxiety/ stress it's impossible. Do you understand what I mean about what it is costing you – not knowing the stuff that I know to take your business to the next level?

The INVESTMENT on the other hand, so that you can get your salon to where you want it to be, so that you can hit your own goals, You have a couple options.

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The first option is an entry level 8 Week Program where we cover a condensed version of fixing some of the issues that we talked about earlier. During that 8 weeks you have access to:

<INSERT PROGRAM DETAILS>

The next round of that program begins on **<INSERT DATE>**.

Now if you have savings and ability to access cash or credit cards, we can do a discount for you for paying upfront for the 8 week program at \$5000, so you don't have to worry about it, you'll just be ready to get started.

The second option we have is that you do a \$1500 Deposit, then 4 payments of \$1000 over the next 4 weeks until the program starts. So the total is \$5500.

What I'll even give you, as a bonus, is access to tools that will help you generate extra income within 24 hours. So that even before the 8 week program starts you will be able to generate extra money! How cool does that sound?

I have another program, which is the next level up called **<INSERT NAME>** program. It's a 12 month program – which you can start in straight away.

You do sound like you are pretty keen to start fixing all the issues that you have and not wait another day, so what I can do if you want to get started TODAY, so that you can be making money as of TOMORROW I can enrol you straight into the **<INSERT NAME>** program. I give you tools to get you making extra money within 24 hours, if you implement them. How exciting would that be? We have people that make \$500 extra their first day and thousands extra in their first week! It blows their mind!

So what happens during the 12 months in the **<INSERT NAME>** program:

- You have 1:1 coaching with me **<INSERT FREQUENCY>** so that I can help you fix all of the issues that are happening in your salon at the moment.

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- As an added bonus the amazing Emma Greyson, Australia's #1 Salon Mentor, who has helped me change my life and my business, has let me share all of her content to help you move your business forward ASAP.
- You'll have access to her online membership website with lots and lots of videos on all of the things we have spoken about fixing today plus many many more things to help you. I'm going to be there for you to help you implement all the teachings that you learn, as I know first hand how to do it.

That's the details of what you get but what you are really getting is the ability to learn things on how to change your business and your life forever.

You are going to be able to learn EXACTLY how to fix all those issues that we spoke about earlier **<INSERT THEIR WORDS>** learn to have a more profitable business and how to maintain it so that we can get you closer to that 100/100 score. Plus you've got that ongoing 1:1 support for that 12 months, does that sound like something you think you would benefit from?

How The **<INSERT NAME>** Program works is that it is only **<\$XXX>** per week for the 12 months, we take the first payment now over the phone, then set you up with everything in the next hour so that you are generating extra money right from the start.

You have the benefit of me basically allowing you to pay the program off instead of paying for it upfront. Similar to when you buy a car, you get the goods and pay the debt back. Generally what happens is that because you have invested from the beginning and you get access to information that will create extra income for you straight away, it essentially ends up becoming free to work with me, as long as you implement and do the work. As long as you do that from the beginning you should be earning enough to not only pay the **<INSERT PROGRAM FIGURE \$XXXX>** payment, but also start paying yourself properly and then start seeing excess money for you to use as you please.

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Just to recap – the 8 week program is <\$XXXX> and needs to be paid for BEFORE you begin and the next program starts <INSERT DATE>

The <INSERT NAME> program, you can start today, be making more money this week and you have weekly payments spread out over a year instead.

Which way would you prefer to start on building your dream salon?