

Welcome! Cheers to creating the best holiday experience for you and your guests!



The Holidays are busy in and out of the salon. Here is a quick guide to start creating a successful holiday season now.

Get organized ahead of time(September really is the best time).

It's not too late to implement all of this guide(if you are super driven and focused, it can be done), however, just starting on a few of these ideas now will still have an impact. Save this guide and next September, start getting ready!

You can set up your books to come in early/ stay late in the days that work for you. Then stick to it. Let all your clients know in September that these will fill up, so book ahead. Take off days, wait...WHAT!? Hear me out. Sometimes we just need a break. Adding hours takes



its toll, so take care of yourself and plan ahead. Take off Black Friday if you want, or even that week after Christmas. It can be done, just plan for it.

Do not squeeze people in. It's not fair to you or your clients who have pre planned. They don't like to wait, or be rushed out the door.(when you do this, you are missing out on add on services and retail). It's ok to say no.

Start thinking about client gifts for your top 10% clients(this is where online booking/schedule book is key). Treats, promotions and decor are also important. Order these items and decorate for your target market.

Create your holiday promotions.

After thanksgiving you can offer a complementary conditioning treatment for all hair services through the end of December. Add some essential oils to your wrist(not the products) while giving a bomb head massage. Advertise this on Facebook and Instagram with a graphic that speaks to your target market.

Offer a retail promotion, and also a "prize" promotion. I do a holiday basket with ornaments. Each client gets to pick one when they walk in the door. Each ornament has a "free item or deal" for example: free conditioning treatment, 10% off retail, free clearance item, \$5 off, etc. it's whatever you want. I only put 1 or 2 "free items" in the basket. I strongly suggest you don't give away services(although a conditioning treatment can simply be a hair mask). I use a basket, some salons use trees, candy canes etc.. Get creative!

It's go time!

In December, send out those beautifully branded(to your target market) holiday cards with a January, February and March promotion enclosed(I do a free 3 foil accent highlight with any color service in January, a free mid level conditioning treatment in February and a buy 2 get 1 free product promo in March). Thank them for their continued support and send a nice message about how thankful and grateful you are for them!(because you are, right!?) Then add that you've enclosed a little something special for them to use at their next appointment(in January, February and March) see how that works? Aha!

Now make sure you do a nice conditioning treatment (with a simple conditioner, it's all about the experience) with maybe peppermint oil, tea tree oil,, pine, etc. on your wrists, offer hot cocoa with a peppermint stick/candy cane, tea, cookies, etc. to jazz up the client experience during this time.

Hand out your gifts for your top 10% discreetly so as not to hurt others feelings.(make them pretty. Wrap them nicely, put thought into the gift. I do high end chocolate with a Starbucks card because that speaks to my target market). You could do a branded mug, pillows, throw blanket, a nice candle, mittens etc. think about who you are marketing to.(if you don't understand what I mean by "branded" don't worry, there's a class for that coming up.)

Offer your treats! Hot chocolate with maybe a peppermint stick, chocolates a cookie? Get creative!

As always, prebook their next appointment so they can take advantage of the promotions to come.

Adding any and it all of these will help to ensure you are busy for the holidays with happy clients in to the new year.

Thank you so much joining me! I am so honored you want to grow your business and create your best life possible!

***If you found this free class helpful, I'd love to have you join me for my comprehensive social media class.
Starting January 7th, learn all the basics you as a***

stylist need to know to grow your clientele in today's world. Here's more info:



S O C I A L *m e d i a b a s i c s*

Social media basics for Facebook and Instagram: Why stylists HAVE to use social media today.

This class starts January 7th and will be held in a private Facebook group. This will be a month long class. You will learn how to use Instagram and Facebook effectively as a hairstylist.

We will talk about social media photography, the do's and don'ts as well as examples of the good the bad and the ugly, we will build your Facebook and or Instagram page from the ground up, touch in graphics, how to make GOOD graphics that speak to your target market, what to post and when, and do much more.

I will go live weekly(on mondays) with a new lesson and you will have homework. I will require you to start a Facebook and or Instagram profile/page to grow your biz.

You will be able to ask questions as needed and interact with me in this group during the month of January. Click this link to sign up! I can't wait to see you there!

<https://www.theabodesalon.com/product-page/instagram-and-facebook-class-for-hairstylists>