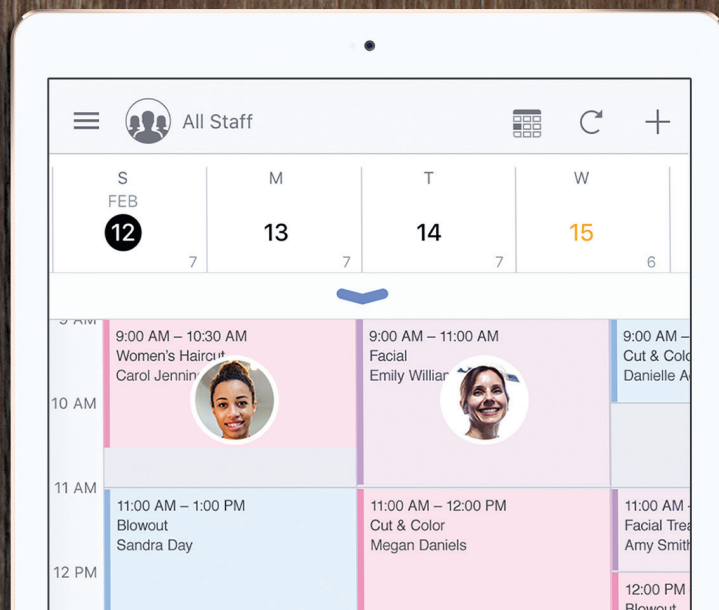


3 Tips to Streamline a Successful Salon Opening

Deciding to open a new salon, whether it's your first location or an additional one, can be a challenging venture. But thanks to a rise in consumer interest and per capita disposable income, the salon industry is forecasted to continue its steady growth¹, laying a solid foundation for entrepreneurs in the industry.

With a little faith and a lot of planning, actualizing a successful salon opening will pave the way for a thriving salon.



Make an Impactful First Impression

To make a positive impact from the moment you make contact with a new client—in person or online—consider the following:

- **Your reception space.** This is the frontline of your physical space—your décor and staff should work together to create an inviting vibe that embodies your style.
- **Your website.** Many people will visit your website before stepping inside your salon; a user-friendly, informative and stylish online impression is key.
- **Your social media presence.** Showcase your unique style and engage with your audience by sharing relevant and inspiring content.

Equip Your Frontline with Tools to Succeed

Take advantage of business management tools, including the right software, to streamline your operations—from the front desk to the chair and everywhere in between. Look for salon software that has:

- **Booking options** that allow you to easily add, modify, pre-book and check out any appointment with just a few clicks.
- **Schedule accessibility**, enabling you to fill your schedule and manage it all from one screen.
- **Seamless payment processing** that lets you process any payment: cash, credit, checks and gift cards.
- **Robust analytics** so you can track goals, keep your finger on the pulse of trends and plan for future inventory, staffing and marketing efforts.
- **Marketing tools** to attract new clients and keep existing ones coming back more often.

Assemble a Highly Qualified Team

Once you've designed a dazzling first impression, it's time to build a team that shares your vision. To do this:

- **Hire the right stylists.** In an industry where perfect hair is the goal, you'll want to have top-performing stylists behind your chairs. Observe candidates in action—from the way they hold the scissors to how they interact with clients—to determine if they make the cut.
- **Keep your team engaged.** Businesses that have engaged employees can outperform those that don't by up to 202%.² Increase engagement by giving positive recognition when employees exemplify the goals and values of your salon.

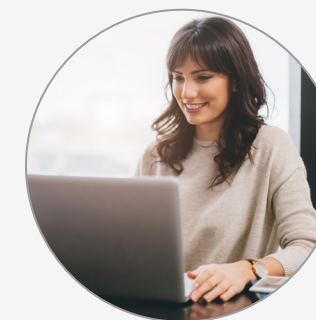
Tip: Recruit outside the box. Get involved teaching or mentoring cosmetology students and participate in industry events and workshops to discover fresh talent.

How MINDBODY Helps

Keep your salon running smoothly with online booking and automated appointment reminders, and grow your client base with robust marketing tools. Plus, get listed on the MINDBODY app, where millions of people book classes and appointments with health and wellness businesses around the globe.



To learn more about how MINDBODY can help streamline your salon opening and keep your operations running smoothly, schedule a demo at mindbodysalon.com or call 877.755.4279.



Did you know?

As social media continues to grow, it's becoming an increasingly powerful tool to showcase your salon and services.

Active social media users increased by

482 million

in 2016, a 21% increase from 2015.³

Mobile social media users increased by

581 million

in 2016, a 30% increase from 2015.³

36%

of social media users find out about products and services through social platforms.⁴

¹IBISWorld

²Carnegie, Dale

³We Are Social

⁴Nielsen