

SO

SALON OPINION
World's Most Outspoken Salon Magazine

Divienne
MacKinder
Tells it like it really is

Rachel Robertson
A World First In
Beauty

**STOP Losing Good
Salon Clients!**

Brian Coombs
Hairdressor
Turned Inventor

**10 Interview
Questions**

**Is it True that Domesitc
Retail Skincare
contains Nothing?**

YOUR
Chance to Have a
RANT

SO

SO hello and welcome to the very first issue of SO. We decided it was about time we had an honest, raw and real magazine devoted to the voice of our industry. YOU.

A place to celebrate the ordinary people across the globe who do extraordinary, innovative things and who step out of their comfort zone to do so.

SO is a space that allows you to RANT – yes, a magazine that doesn't fear upsetting the advertisers because there aren't any!! SO you can say what you need to... No Holds barred.

You will find a positive look at salon business that focuses on solutions in our ever changing world. And it's time to confront all those truly difficult issues that need to be faced!

SO will support you, challenge you, guide you and inspire you!

You might not always like what you read, but if you're up for it, we'll help you grow... to be the best you can be.

Enjoy!

Karen & David Lynch, Steve Winder and Anthony Presotto



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YOUR RANT

We want to hear from you!

Have a RANT! We want your opinion! Send in your story (or tell us about someone else)

Send us images of your amazing work! Ask a question OR Let us know about something new! Please include your name, address and contact phone number, AND please let us know if you do not wish your name to be used.

Email: info@SalonSuccessClubhouse.com

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Is your Salon Flawsome?

As salon owners we try our hardest to make our business flawless. We implement systems, work on customer service, and attend technical trainings. Then when the slightest thing goes wrong our world comes crashing down. But do our clients expect our business to be flawless? The short answer is NO!

It is a fact that clients can and do embrace businesses that are FLAWSOME, by the way the business is run. The secret is to be open about it. Flexibility, maturity, humor and humility is the key. Modern consumers find it hard to genuinely trust businesses or people who pretend to have no weaknesses, flaws or never make mistakes. It is just human nature.

There are a few factors fueling the FLAWSOME business trend, one being the increasing online culture of consumers. The ever increasing use of online review sites provides sometimes brutally honest and immediate reviews on your salon business.

The increase of market penetration of smartphones now means your client doesn't even leave the salon before they are telling the world how good or bad they think you are. We live and conduct business in a time where there is greater transparency about our business, with more information available to clients than ever before.

Trying to convince clients that you are running a flawless salon business is an illusion and it can be harmful in the long term. That negative review you got on Google? It won't kill your salon business. In fact, it could be the opposite! People are more inclined to trust positive reviews

if there are negative reviews too. Let's face it, clients are not stupid, they know you cannot satisfy everyone, all of the time.

Did you know that a whopping 68% of consumers are more trusting of reviews when they see both good and bad reviews together? And 30% suspect that you censor your reviews if there are no negative comments. Amazingly enough, 67% of people who seek out your negative reviews are more likely to become a client of your salon business.

Things can and will go wrong. Clients have never been more able or willing to complain. Being FLAWSOME is about handling those complaints and turning it into an opportunity to show how mature your salon business is. Did you know that 76% of complaints go unrecognized by the businesses in question? Yet when a complaint addressed on the review site, 83% of the people loved the fact that the business took the time to respond and 85% of those were satisfied with the response they received!

Ultimately being FLAWSOME is about relating to your clients. Being open and honest and in turn, gaining their trust and respect. Learn to embrace client feedback and don't be afraid of client reviews or review sites in general. Don't try to censor what people are saying about you and your business but build a sense of openness into your salon culture and make sure you take the time to address negative reviews, thanking those that leave a positive review too. Then you will have a truly FLAWSOME salon!

Anthony Presotto is a salon owner, author, and co-founder of Salon Success Clubhouse www.salonsuccessclubhouse.com and passionate about salon business.

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