

# SIMPLY ORGANIC®

## PLANNING FOR PROFIT CHECKLIST

Having a stable salon environment to return to and will continue to nurture your creativity and career as a stylist is so important in these uncertain times. Here are ways to ensure you're on top of business after a crisis.

### CLIENT COMMUNICATION

- ☐ Keep in constant communication with client so they know when you open.  
Example: "I was thinking of this for your next look..."
- ☐ Keep a new Pinterest board and share with clients while at home.
- ☐ Discuss new ideas with them to maintain their interest.

### STOCKS

- ☐ Review and track your clients/appointments so you are stocked for what you need when your salon opens. Don't overstock on colors that you may not need immediately.
- ☐ Stock up on items needed to get back to business, such as Barbicide, Biodegradable Gloves, Eco-friendly Disposable Capes, Colors, Activators, Lighteners and Backbar products.
- ☐ Sign up and promote your Holistic Hair Tribe Partner Code for stock to use at home so you can control immediate overhead.

### APPOINTMENT

- ☐ List of clients/appointments postponed to create a manageable schedule.
- ☐ Get VIP status clients first (clients who come in and spend the most, and help you get back on track immediately).
- ☐ Allot time for sanitation in between clients.
- ☐ Let clients know you are doing time between appointments. NO CLIENT CROSSOVER!
- ☐ Be open to a change or extend hours.



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### SALON BUSINESS

- ☐ Have you and your team take the online Barbicide Course and print certificate to proudly hang in your salon for re-opening time.
- ☐ Toss old magazines and clutter from salon space.
- ☐ Consider working a rental deal or options with landlord.
- ☐ Divert negative talk to positive topics.

### SELF

- ☐ Look after your health. Make sure to set time for you to rest between clients.
- ☐ Develop a savings strategy  
Example: Take 1st \$10 a day (5 days) and put in an envelope = \$50 a week  
In 40 wks you would have a savings of \$2000 which will help to recoup lost funds.
- ☐ Be positive: You will get new clients as many people have been relocated or can't get in with other salons for many reasons.
- ☐ Be thankful. Clients that have played with doing hair at home with grocery store box color will ultimately lead to some color correction services. Be gentle with these people as they were taking desperate measures in desperate times. Be grateful you were chosen to spruce them up!
- ☐ Ask for help. Consider getting assistance from a local beauty school student to help catch up with client overload. By doing so you're also giving back to your community.