

Evaluate your business, leave behind the limitations and embrace the endless possibilities's great to be back. I'm Jodie Fielden and I'm joined by my work wife, bestie and business partner, Audrey Varga. During these podcasts we share how you can leverage your passion into profit, whether you're a budding entrepreneur, a seasoned business owner or someone who's just thinking about starting out, you're in the right place because we've just about done it all and we're here to share with you that you can too, because it's time to believe your business can be everything you ever wanted. Adri Varga: 1:21 Hi everyone and welcome back. It's really, really great to see you back for episode 28. And today we will be talking about something very, very exciting. It is something that's holding many salon, spa and studio owners back, and this is the belief that paid ads and social media are the quickest and easiest way to grow their clientele base media are the quickest and easiest way to grow their client base. Jodie Fielden: 1:48 Yeah, and if you've been pouring money into Facebook ads and Instagram promotions or other paid marketing strategies and you're not seeing the results or the return on investment that you expected, it's time to ask yourself a very critical question why aren't the clients you already have coming back? Adri Varga: 2:05 Absolutely, absolutely, and I think this is a very, very relevant question that we normally don't start to ask when it comes. I'm not quite sure Is my internet working? Jodie Fielden: 2:17 It is. It's a little bit Some technical difficulties happening here. Have you got your right microphone? Let's just check Audrey's um. Okay, we fixed the technical issue, so just ask the question again why are the clients we already have coming back? Adri Varga: 2:38 yes, and that's a very, very relevant questions and we're going to touch a couple of points, what we really wanted to talk about, because many times what happens? People they think their only solution to grow their clients or make more money that they actually going to spend money on marketing and that marketing miraculously is just going to create money. Marketing miraculously is just going to create money. And the truth is, and the reality is very, very different from what people think, isn't it? Jodie Fielden: 3:11 Yeah, look, we fell into the same trap as well. Remember, when we first started our paid marketing, we thought that's all right, I will just pay someone to run these ads for us, I'll put thousands of dollars into it and I'll get new clients, and it just doesn't work that way. So I think one of the first things, um, that we should probably look at is and I think it's the most important thing when it comes to marketing before you even consider doing paid ads, is to have a look at you know, like we said, why they aren't coming back. And the first reason I'll get Audrey to talk on is client retention over new acquisition, like, why would we want to look at client retention instead of just getting new clients in? Adri Varga: 4:02 Yeah, and this is actually the first thing. What we look into it when someone comes to us and say, well, you know, like I just don't seem to have enough clients, and the very first thing before we ask you to spend any money on marketing is basically to have a look, you know, like, are you keeping the clients who are already there? And if you don't, then we really need to figure it out. What is it why they are not coming back to the business? Because if you don't retain clients and you actually invite new clients into the business and you're losing them, then you're actually spending a lot of money on getting clients who are never going to stay with you for long term. And that's a really, really big issue, because marketing is costing so much money and you're putting money into a black hole and you are praying and hoping that clients are going to come and they're going to stay with you and especially. Jodie Fielden: 5:07 you know, like, when you have a look at your database now this is for salons and studios and clinics that have been running for, you know, around three years we find it's at the two or three-year mark that most people come to us and say I need more clients, I'm just not getting enough clients. Jodie Fielden: 5:25 And then we're like okay, well, what have you been doing to get clients up until this point and how

many are still with you? Jodie Fielden: 5:34 Because unless you're a brand new seller and you write, okay, I'm starting from scratch, I have zero clientele, then you know you've got to start looking at the ground up and one of those first places would be you know you've got to start looking at the ground up and one of those first places would be, you know, paid marketing and that because you don't have a base to work off. But if you've got a base to work off and you've had a business for a couple of years, the big, important question that we say is you've got to ask yourself and take that really difficult step of looking at yourself and going all right, well, how many clients have been coming to my business and how many are there now and why aren't? You know, like, why have I lost them and those clients that, um, you've been attracting? Like there's going to be two reasons that they're leaving and I guess Audrey will talk more about this but one, it's like you didn't live up to expectation. Or two, they were just there for a discount yeah, yeah, yeah. Adri Varga: 6:30 and then if you don't monitor, you know, like what's going on with your clients, what will happen, which happened to me, you know, a couple of times. One morning you wake up and you say, oh my god, I didn't see Sally such a long time and you think it was like, probably Sally missed like two appointments. But by the time you get to the computer and you have a look, Sally left six months ago or nine months ago, and then it's too late for you to call Sally, because it looks quite silly, isn't it? You know, you call them and you ask, oh, you know like, oh, I just realized you didn't come for nine months. What happened? Adri Varga: 7:05 So it's very, very important for us to actually have a strategy around it. How are we going to do this? What is going to be the time frame? And also, you know, like, when we call, you know like what we're going to ask, because, yes, they can leave. Because you know like you didn't live up to the expectations. Adri Varga: 7:25 Or you know, know, like maybe one of your team members upset them or maybe things which you never really think about it why they leave. You know, like people are paying attention to things, what we don't, it, and it can be very, very simple, just like music the music, what you are paying playing is too loud. You know like they cannot relax. Or you know like maybe someone just didn't say hello to them and because they are long-term clients, they felt like, well, you should, or your team should, treat me much, much better. So we don't know, and this is why we actually want to figure it out what is it the problem and why they are not coming back. And sometimes it can be that simple that they moved to a different town or they moved overseas and they just forgot to tell us. And then you know like if we don't ask, we don't know Exactly. Jodie Fielden: 8:15 And I think, something that people need to look at when they've come to them, like either it doesn't matter what industry you're in, usually when a new person comes into the business and you say, oh, how did you hear about us? Jodie Fielden: 8:29 And it's like, oh, my friend, so and so goes to you, I've been looking for a change, or it's not working for me, um, and so I really like what you do for them, so I'm here because of that now. Jodie Fielden: 8:41 That is the biggest motivator to get someone into your business, but it's also the biggest loser for you, because you haven't been maintaining that relationship of existing clients offering them change, offering them additional services, offering them solutions. For you know things that in their journey whether it's their body, their face or their hair that in their journey, whether it's their body, their face or their hair, it changes over time and the way they feel about it is going to change over time. So you need to make sure that you're on top of that the entire time, instead of waiting for them to go oh, so-and-so's hair looks fantastic, I'll just go to her hairdresser. Or so-and-so, I was telling her about my back and my person still isn't fixing it. Or there's this new pain, you know, like that's how the biggest generation of new clients and momentum of clients moving is because expectations are not being met or they're looking for something different, because they're bored of where they are. Adri Varga: 9:44 Yes,

absolutely, and I totally can agree with that. It is basically because we have this way of thinking. It's a misconception. You know like, we need to look after new clients, we need to get those new clients in and in the way, we forgetting about the clients who are already there, and we don't even understand that when you putting money into marketing Facebook, instagram or anything else, it's actually like a lottery. Adri Varga: 10:17 You know like, are we going to reach the right clients who are going to come? Are they going to come with the thought in mind, you know, to stay with us? Because they literally looking for genuine, genuinely looking for new stylist or new skin specialist? Or we have an advertisement when we lowering our pricing dramatically, advertisement when we're lowering our pricing dramatically and we're just going to get clients into the business and then we don't have a plan. So, when it comes to the most strategic and financially the most smart way to grow our business is basically thinking about how we can retain our clientele and also, if someone is leaving, to figure it out why they leave and have a strategy around it, can we get those clients back? And if we cannot, then we need to learn from it and we need to make sure that we are not going to make the same mistake again. Jodie Fielden: 11:26 Yeah, exactly so, and there's a couple of things that you can do to really focus on the organic side of your marketing. So that's what we call organic. If you're not sure about these terms is organic is what happens naturally and you're not putting any money into it, so it could be word of mouth to it. So it could be word of mouth. It could be you like something on your facebook or instagram or one of your socials that is not paid. It's just um going to the people that are following you. Um, it can be, you know, uh, noticing your local, um you know uh, community newsletter, on any of any of those things that don't cost you money. That's organic. Jodie Fielden: 12:12 Um. Word of mouth is always the best because it's coming from a trusted source. So we call that a warm um introduction or a warm lead, because they've found out of someone that they can already see the results. They trust in um the results. So they're coming to you with that trust already. And then the cold leads are what we call when you know someone will see something on Facebook or a flyer or something like that, or they're Googling and they come across you and go, oh all right, I'll try them, so that there's no trust there. Jodie Fielden: 12:49 So you have to really be able to focus on um that trust, building it. And if someone comes to you with um uh, that what we call warm is that you're able to meet their expectations and deliver on what they have preconceived in their mind because they are going to have. Especially if they're coming from someone's hair that looks, or makeup or skin that looks amazing. They're going to come in with a preconceived expectation of what you can deliver and yet you need to be careful that you manage that expectation, because their hair, skin, body is completely different to who they saw it on, so you know like there's a whole plethora of things that go into it. But the way that you can retain those clients is going to be your biggest moneymaker, I think, is that because they trust you that they might be coming to you for one thing but then you'll be able to introduce them to something else, so you're able to make more money off that one client than having 10 new ones come in for a low ticket item. Adri Varga: 13:59 Yeah, and then the problem with the low ticket items. You know like if you, if you put together marketing and you know you give discounts, you know 40 percent, 50% or whatever it is the thing is that normally you don't even break even, so you don't even cover your costs. And if you don't know your pricing like if you don't strategically calculate your pricing you don't even know if you are breaking even with that offer. So when we are putting together marketing and when a salon is ready for a proper marketing, we're always taking it into consideration that what is going to be my break even on certain services and how am I going to make sure that I'm going to create an offer which is a win-win offer and I'm going to have a plan ahead. How am I going

to retain those clients to the business? And just back to the the thing. Adri Varga: 14:51 What you were saying, jodi, you know like when someone being referred by someone, or you know like it happened to me. You know like people they kept stopping my clients in supermarkets because my blonds and I did a lot of very short, very trendy pixie blonds and I just kept, you know, stopping my clients and you know like then they find me through that way. But the thing is is really that you need to make sure you know that when a new client comes in then you will be able to retain them and if someone is recommending that person to you, the trust is already like 50 percent trust in there. It's not like when someone comes with an offer and you know, like you, sometimes they are just so resistant. They just want to take whatever you know the offer is and off they go. You know, like they don't even have an intention to build a relationship with you, they just want to take the offer and leave. Jodie Fielden: 15:53 The mindset is very different between the two. I think someone that comes in from an offer of a special or something is that they're there to get everything that they can out of you for the least amount of money that they can. And then if you do a good job, you know maybe they might stay. But it's the mindset of you know like it's when you go to the um, a hotel right, and you see the the free um mini, but like the free uh gifts. You know like whether it's chocolate or coffee or you know little biscuits or something like that, and you can see all that there at the hotel. So you go in it and you're like getting all the free stuff, because it's like I'm making sure I get my money, my value for money, as opposed to someone that's coming in because they know you do an excellent job. They're there, you know having that trust and they're open to suggestions, so it's it's just very different yes, absolutely. Adri Varga: 16:51 And then I totally agree with you on that, because many times you feel robbed, isn't it like when our new clients comes on a discounted offer and then you cannot sell anything? You cannot even sell a product and that client just goes and you can feel like, well, this was the first and last visit. You just feel robbed, isn't it? Jodie Fielden: 17:17 Yeah, yeah. So it's important that, like what Audrey was saying, is that you have the plan and a plan for you know how to keep them, how to get them back and how to offer them something else, um, so, and, and it all comes back to um being prepared. So, yeah, yeah one more thing. Adri Varga: 17:40 What I wanted to touch, uh, based on this, because, uh, we were in the same situation also, you know, like um many times we believe, just because someone can put an advertisement on on meta, you know, or or on instagram, they can do the back end that they will be great for marketing for us. Adri Varga: 18:03 But many times these marketing agencies and obviously they are some exceptions in there who are professionals for the industry but many times marketing agencies they say, put together a really good offer, a very punchy, discount and special, and they just do the back end. So when we are actually preparing salons or studios to put together advertisement, the copy and the offer is extremely, extremely important, because to plug it in at the backend is not that difficult than actually to come up with the right copy, the right picture. Up with the right copy, the right picture and the right offer. And once you have all this and you put the advertisement into the platform, then the back end you need to train your team. What is the offer? And also, how are we going to recall, how are we going to make sure those clients are going to come back? And most of the marketing companies they don't do this depth when it comes to marketing. Jodie Fielden: 19:18 Yeah, and look, the thing is as well with marketing. People have this misconception like, say, if you're a hairdresser, there's a basic formula you can follow and you know you're going to get the same results every time. You know what that outcome is going to be and your experience, you know. Depending on the client history and the hair type and all that kind of stuff, you know what the outcome. You've got a pretty good idea of what that outcome is going to be. It's the same with whether you're a pilates instructor or a skin

clinician. You, you know the steps that you take. You're going to get a result. Marketing you don't have that guarantee. You know you can do all the right steps In marketing. You can do all the right steps technical steps and then it just doesn't work. So it's like you really are throwing mud at a wall and we have this expectation, especially because, if we're in the service industry, that you follow these steps, you're going to get a result. Jodie Fielden: 20:17 In marketing. It doesn't work that way and people need to come into it being aware that it does not work that way. Just because you're paying an expert to deliver a result, you're not guaranteed that result and that's why you know like they lock you into three and six-month or 12-month contracts because they're like, oh, you need to give us time to be able to test it. And that testing is just them constantly tweaking it, going oh, this copy's not working, that copy's not working. So people go in and think that they're going to pay \$10,000 in two weeks and I'm going to get 200 new clients. It does not work that way and unfortunately the industry isn't regulated at all. So you've got all these social media experts that can make like a pretty Instagram or you know all that kind of thing, but we think that because they can do that, that they are going to get us the clients. And it is absolutely not true. Jodie Fielden: 21:18 Some of the best performing ads are the ugliest ads on there. You know, and especially in the beauty and wellness and hair industry, we're attracted to aesthetically pleasing, visually ads, but those aren't necessarily the ones that work and we need to really break that misconception within the industry that just because you're paying a marketing specialist big bucks, you're going to get results. This is why so many people come away to us burnt, saying I've been to this marketing, people have done that. I've had these paid ads. They don't work. So you know why am I doing it? Well, they don't work because you haven't gone through the organic steps first, to make sure what you're putting out there is going to at least be halfway to what you need to attract people. Adri Varga: 22:15 Yes, absolutely, and I totally agree. You know like you need to test what works organically for you, for your salon and for your audience, and if it doesn't work organically, just because you throw money into it, it's not going to make it to work. The other thing is what jody just mentioned. We saw a couple of companies who are promising clients. You know, and just you know, be aware of like we don't know, we didn't test them, but just think about it. You know like when someone is promising you 100 or 150 clients, you know the question is what kind of clients? Adri Varga: 22:53 Because when you are doing marketing, you want to attract the right clients to your business. You don't just want anyone, and this is when great deals are just going to bring you anyone. But can you grow your business with just anyone? And the answer is no. You know like normally you cannot grow your business with just anyone. Because you know like if 80% of the client who comes to your business, they come because you're doing discounts and their intention is not to stay with you, like how are you going to grow for 90%? Jodie Fielden: 23:33 Yeah, look, I mean, if that's your business model just high, cheap turnover and making yourself or your team just work under the pump and just push them out okay great. But if you're wanting to not have to work so hard, have you know the whole work smarter, not harder. Have team that are happy, not a high team turnover. You don't get burnt out. Your clients aren't really difficult to deal with because they want a lot for nothing. Then you need to be careful about who you're inviting into the business. Adri Varga: 24:11 Yes, absolutely, and I totally agree, totally agree about it. And just because someone is good, you know, to create campaign at the back end in your meta, it doesn't mean that they understand our industry and it doesn't mean that they can put industry and it doesn't mean that they can put together proper promotions. So just be careful about it. Um, the other thing is, I think, when it comes to you know, choosing between you know like am I going to figure it out who is not coming back? And deal with the confrontation

of asking those questions why they are not coming back, and deal with the confrontation of asking those questions why they are not coming back or are just going to throw money into marketing and get new clients. Many times you know salon and studio owners, they actually shy away from the the basically to call clients and face the music. Jodie Fielden: 25:10 Unfortunately, so 90% of business owners that we speak to and work with, their first thing is no, I'd rather pay to have the ads run than to feel uncomfortable having an awkward conversation. Adri Varga: 25:27 Yes, yes. And the thing is, you know, like, if you think about it, when you decide that you want a business for yourself, you know, asking feedback, asking for feedback or you know, be comfortable with confrontational things is just part of the business. Like, you really need to become that curious person who wants to ask the right questions from the right people, and, in this case, people who are not coming back, and I really want to figure it out why they are not coming back, instead of putting my head in the sand and let's just do the marketing. Grab those people. Seemingly money is coming into the business because marketing is working and then, you know, a couple of months ahead, we're going to look back and we're going to see none of those clients stayed with us well, just while you're saying that, um, I just remembered a conversation that we're having about. Jodie Fielden: 26:28 you know, uh, an organic thing is that maybe gift vouchers and things like that, and you know how a lot of business owners don't realise how that can actually be a false economy and get us into trouble. And you know it's. People think, oh no, I'm selling you know a whole heap of gift vouchers or these special vouchers and I've got all this cash flow coming in. They're not taking into consideration the time that those people, when they come in to redeem those vouchers, are then going to be taking up later on, and so then you're going to have the gap of the cash. You're going to be doing the work with no cash coming in. Adri Varga: 27:09 So you've got to be very careful around things like that too, hey, yeah, absolutely, and this is why I say you know like, I have nothing against vultures, but you need to have a strategy around it, and that's very important. You know, like, how you're going to handle the money and also, once those clients are going to come in, what is your strategy? You know, like you're just going to do the service for the. You know for strategy. You know like you're just going to do the service for the. You know for the value of the voucher, or do you have any other plans? And you know, like, when someone comes with a voucher because someone purchased the voucher as a gift voucher or whatever, it's a really, really good chance for you to actually to make sure, with the right strategy, you can retain those clients too yeah, for sure. Jodie Fielden: 27:52 I'm just trying to, I'm toggling and I'm driving in and out. I'll do this video briefly sometime, so it'll be interesting to see the technical difficulties I think our sound's all right. It'll just be the video. That could be a bit wonky today. Adri Varga: 28:04 Yeah, I'm so sorry, I don't know why. Jodie Fielden: 28:10 I think it's the weather. I don't know why the weather affects our internet, but it does. So the last thing I think is the thing that we can focus on organically to retain people is focusing on your client experience and what that means and what that looks like to a business. Adri Varga: 28:30 Yeah, and I think when we talk about client experience, it's really important for you to understand that there is actually two parallel client experience exist in the same time and, unfortunately, most of the time, people are only focusing on one element, which is client experience for new clients, and that's it, and the clients are already there for you. The experience is not mapped out, and I think that's a very, very big mistake, because those people who are already with you, as Jodi mentioned before those are the best people who actually can promote your business. Absolutely complementary, yeah, exactly. Jodie Fielden: 29:23 When we talk about the client experience and Adriel teaches the whole system of the client journey. So that's from like when the moment, not even when they book in with you. It's

from when they think about they need you, and it goes all the way through until the day that they don't come back anymore, and it's a journey that doesn't end unless you let it end. So it's really important to be able to map that out and know exactly what you're going to do and offer differently. So this is when you also look at your point of difference from the other businesses around you. What makes me special, what can I do to make sure people are talking about how good it is coming to me, and what makes me different to other people that are my competition? Jodie Fielden: 30:18 It also can stem into you know, like what you're promoting on Instagram and Facebook. You know, and from that point of view, if you're looking to do to grow that your social media organically, is that you need to make sure the people that are following you are people that you want to follow you instead of just you know, unless your strategy is to become an influencer and it doesn't matter how many like who your audience is and you just want to be an influencer, then that's something completely different to being a business that you want clients to see your socials and come to you because of what they're seeing on those socials and so therefore, you need to make sure you know doing the follow me back strategies where you've got other business owners unless they're potential clients, but other in your own industry and friends and all that, which are great but you need to make sure the strategy where you're getting people to follow you are your potential clients. Adri Varga: 31:20 Yes, absolutely. I totally agree. It's very, very important for us to remember that we need to attract the right clients and to be able to attract the right clients, you need to have the right clients and to be able to attract the right clients, you need to have the right offer, and that right offer is not necessarily the marketing company is going to be able to put it together, which is an industry specific offer, and discounting is actually not a right way to attract your right clients into the business yeah, especially not in our industry, um, our industry's hair, beauty, skin, um wellness, you know, like having the discount chases in. Jodie Fielden: 32:01 Like I said, unless you're a high turnover um business, which the majority are not, then it's those offers aren't great. So I guess the bottom line is, before you begin using paid ads and social media marketing or making, you need to make sure your organic strategy is flawless and your client retention is high. Otherwise you risk just pouring money into a bucket with holes in it yes, yes and then, and that's absolutely true. Jodie Fielden: 32:36 That's absolutely true, all right. Well, it looks like the time is getting near and poor Audrey's internet is struggling, so if you want some more tips on boosting client retention or organic growth, we're more than happy to have a chat. We have our demos, which is our Salon Accelerator program, which is basically everything we've been talking about today, isn't it Aj? Adri Varga: 33:09 Yes, absolutely. If you are interested to look into a way to figure this out and make sure you're going to be strategic about gaining and retaining clients, we're going to leave a link for you and you can book a demo with us and we can talk this through with you. This is a free demo. There is no you know, like there's no commitment needed. The only commitment is if you book the demo, just please show up. Or if you need to change, just change it or cancel it. But there is no commitment. But what we offer is the right way and is the right strategy, which normally delivers really, really great results in the next 12 to 16 weeks. Jodie Fielden: 33:55 Yeah, look, you can find. I've just popped it up there on the screen at focusgdt.com. Backslash our links and you'll be able to book a demo, you'll be able to take our quiz and you can have a look at our client success stories from there as well. Um, oh, audrey, you can do. Okay, I always get it wrong. So, adriana, as as per the end of every episode that we've done for the last six months, can you please? Adri Varga: 34:28 yes, you can follow us on facebook, instagram and tiktok and our handle is always the same at focus gdt okay, guys, we will um see you. Jodie Fielden: 34:41 What next? Probably in a fortnight, I think in this entry, isn't it? Adri Varga: 34:46 yes, yes,

yes. And the good thing is now we are organizing guests on our podcast, like people we've got some great gifts coming up yeah, yeah, yeah. So it's going to be very interesting. We invited a couple of salon owners we work with, and we invited a couple of marketing specialists also. So, uh, just you know, stay tuned and we will see you next time.