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Welcome to Beyond the Mirror with your hosts, Adrienne Varga and Jodie Fielden. In this podcast, Adrienne and Jodie take you on an intriguing journey beyond the surface, deep diving into the world of business in the hair, skin, beauty, and wellness industries. From business success tips and marketing hacks to industry insights and trends, it's all here. They leave no stone unturned. So get ready to unlock your full potential, evaluate your business, leave behind the limitations, and embrace the endless possibilities that lie beyond the mirror.

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Welcome back, everyone. It's great to be here for episode five. I'm Jodie Fielden and I'm joined with my work-wife, bestie, and business partner, Adrienne Varga. During these podcasts, we share with you how you can turn challenges into opportunities, overcome obstacles, and discover practical strategies to create your success. Hi, everyone, and welcome back. We hope you enjoyed our last few episodes and are ready to dive into this one with us.

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Because today, we are going to talk about bringing change to our industry and how we can help salon and studio owners discover what really makes a salon and a studio successful. That's right. Today, we're going to have a look at three reasons that most salon and studio owners have trouble with and how they can turn it around and change the statistics. Because the statistics out there say that approximately 80% of salons and 81% of studios do not survive beyond their first 18 months of business when they first open the door, whether they open the door or they've taken over someone else's salon or studio, and 50% of them close within six years.

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And that's a large percentage of those businesses were actually profitable. I can't even speak today, Adrienne. So Adrienne, why don't you start with reason number three first.

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We're going to start with reason number three, and that's staff. Why are they closing? Because of their staff. Yeah.

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The statistics say to us that they are hiring the wrong people for their business. For one reason, I can understand these statistics, but then I'm going to put my two cents into it because I have one more reason why it comes back to the team. So the statistics tell us that hiring the wrong people is one of the reasons, and it is because it comes back to leadership and understanding how to build your team and how to motivate your team. When it comes to us, business owners, salon owners, studio owners, we are very passionate about our

business. But many times, we are failing to understand who we really want to invite to our business.

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Once we invite the wrong people to our culture, to our business culture, and to our environment, it only takes one bad egg to ruin the whole environment, the whole industry. And we learned, and we saw it so many times in so many businesses, that it takes only one bad person to actually ruin a whole culture which was working before. Yeah. It's scary to see how often I think of when we were working with one of our clients and she has built this amazing team. Do you remember she called you up in a panic because her best employee was leaving?

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This girl had been with her for years. She was the biggest earner. She did the training for the girls, all because of something that was going on with that one person. Yeah. And it's sadly, generally what happens.

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The business owner takes time until it really comes to clarity, until they really come to clarity. That actually is one team member who is the problem. And it's very tricky, I think it's extremely tricky to pick that when you are in your own environment. It's very difficult because you live amongst your team members, your staff members, you try to reason, you try to find excuses. And many times we take too long to make that very important decision, which is to sit down with the team member and have a chat with that team member.

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And many times what happens, you come one day to work, and then people are leaving. And that's really something that surprises business owners because you say, like, "I didn't see this coming." I know they're always surprised. And we've been saying to them, there are things that you need to do to mitigate what it is that a rogue team member and how toxic someone can be in your culture if you haven't made sure that you've hired the right person for the job and the person that actually fits in with the culture and the environment that you're trying to build. So that leads us on to the second part of it, which I think you were touching on before, about training the right people.

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The bit that you don't believe that it's not about hiring the wrong person, it's about you. Yeah, absolutely. Before we get into not training the right people. The other thing, what belongs to leadership and to this statistic, this part of the statistics that sometimes when we start to work with business owners, and actually, surprisingly many times they actually have the right team, but it comes back to leadership, and it comes back to the knowledge, like, how am I going to motivate my team, keep my team together? Most of the business owners, we are not naturally leaders.

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Leadership is something we need to learn. And this is when it comes back to training, isn't it? First, we need to train ourselves to become really good leaders because our team can only be as good as we are as leaders. And if we don't have clarity around what our expectations are or we don't have systems, then our team is going to do what they think is best for the business, which may not necessarily be the best thing for us. Exactly.

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And I think a lot of our bad habits get passed on to the team members as well. When we're not doing things the right way, they pick up on that and start following that as well, whether it's in a salon or in a studio. Your bad habits become their bad habits. Yeah. And then, on the other hand, you need to watch your team because your team is your reflection in the mirror, really.

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So whatever they behave, whatever they say, or how they treat your clients, it all comes back to you. Because us business owners, we are the ones who can never drop the ball. So when we have our business, we set an example for our team members. If things are not working in our business, this is when we need to take a look at what is my part in it. Why doesn't my team seem to listen? I've told them hundreds of times the same thing, and they still don't do it the way I want them to. They still don't listen.

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So it is actually a really big subject that keeps coming back. They're just not capable of doing things. They just don't listen, they don't care. And when we actually start to peel the layers, like an onion layer, we always come back to the basics, which is us. Yeah, it's true.

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At the end of the day, we have to own it. It's us. All right, so we're going to look at reason number two. Reason number two is poor planning. So what do we mean?

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When they say poor planning, does that just mean business plan? I think a lot of people just think, oh, that's business planning or something. What does poor planning actually mean? Yeah, poor planning means, firstly, we don't have clarity on what we want. Or once we have clarity on what we want, we don't know how to get there.

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So we don't have clarity on goals, but then we don't have a strategy behind what we want to achieve that goal. And it comes back because we've never been taught how to properly forecast our business, how to properly plan for what we want to achieve. That's a big part of

having a successful business. You need to have clarity on your goals. And many times the problem is that we are either big picture people or detail-oriented people.

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Both of those personality types actually struggle when it comes to clarifying their goals. When you are a big picture person, you have so many great ideas, and you follow one idea after another idea, but you have a really big and hard time breaking it down into a strategy and how to achieve those goals. And when you are a detail-oriented person, you will struggle to figure out what you really want. Most detail-oriented people can only look into the future for probably between three to six months, and they struggle to figure out what they want for their business.

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They don't know what they don't know. They don't know what is possible. And that creates confusion. Yeah. And what's the saying you always have about confusion... What is it? Clarity. Yes. So when people are confused, they stagnate.

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So confusion creates stagnation, and clarity creates momentum. I'm confused when you mentioned strategy, I think the word strategy is really overwhelming for a lot of people. We're used to saying it and we're quite comfortable with it, but I think that whole perception of a business strategy is just too confusing. So can you just break down what a strategy means when we're working with business owners? In the tangible real world, what does a strategy look like?

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Yeah. So the strategy is basically the way to simplify your path to achieve your goals. It's mapping out the journey and breaking it down into very small, daily doable tasks. And this is what strategy is. It shouldn't be that overwhelming. Once you have clarity on your goals, there's a method to how you're going to break it down. You break it down into milestones, 90 days, a month, and then you break it down into daily actions.

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When you break down your goal into these manageable tasks, which shouldn't take more than 10-20 minutes each, it becomes easy for you to know what to do next. You don't need to always keep the big picture in front of your eyes, like what you want to achieve in twelve months or nine months. You're only going to focus on today, and maybe tonight you'll map out tomorrow. Tomorrow, you're going to focus on tomorrow. It's that simple. You'll have three tasks for the day, what you're going to accomplish, and you promise yourself you're going to accomplish them. Those three tasks will take you towards achieving your goals. So, this is strategy. It's just simplifying everything so it's easy for you to know what to do next.

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Yeah, it's basically just the plan. When you take the big picture and break it all down, you work out how you're going to get there. That's your strategy. Yes. I think the next thing we were mentioning in poor planning was the niche.

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Now, you do a really good explanation of identifying the first layer of your niche. Everyone talks about niche targeting niche this, niche that. What is a niche and how do you determine which niche is yours? Yeah, so we have our Ice Bat strategy that we normally share with our clients.

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That means simply that not everyone is meant to be your client. When it comes to the market, there are two different markets. One is a volume-based market, and the other is a value-based market. When we're talking about niching down a market, we simplify this by keeping in mind only two markets. One market is based on price, like lower prices, and attracts clients through discounts and specials. The other market is a value-based market. In this market, salon owners attract clients by providing a valuable service, and it's not really about price. It's about the client's journey and the service they provide. So, that's the very basic thing when it comes to niching down.

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Yeah. And that brings us to the next part, which is marketing. This is where I geek out and nerd into everything. Yes, everyone says they need a marketing guru or they need to go into social media management and things like that. It's not true.

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You don't have to do it, and marketing doesn't need to be so overwhelming. But there are a couple of things that you do need to understand so that you know what you're doing, and you're not wasting your money on promotions and advertising that don't work and don't bring anyone into your business. Or if it does bring people in, they're the clients that you were talking about, the price-based clients looking for discounts.

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That's all you're attracting. And that's not what we aim for when we're growing a business and taking it to the next level. So we need to come all the way back and understand the meta world. Many salon owners we speak with are just boosting their Instagram or Facebook posts. They're throwing a \$50 boost on it, but it's not doing anything.

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They don't get a phone call from that boost, they don't get an appointment from that boost. They need to have a plan. I guess this is where your strategy comes into it too, working out

which clients you're going to attract and how you're going to do it. I see so many people in Facebook groups talking about "follow me, follow my Instagram," trying to build their page, trying to build their following. First of all, the first thing you need to understand, or you need to have clarity on when it comes to marketing is, what is your goal with your social media? Are you an influencer? Are you trying to sell retail, or are you trying to get appointments and people to come and book in with you?

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So that's the first thing you need to know, and then you need to think about, okay, how can I connect with those people? This is something you teach really well about, and you've grown our Instagram following organically through us interacting and spending time there. Yes, absolutely. Many people are failing because they're trying to hire people to do things for them, like follow-ups and everything.

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But you need to do all these things authentically if you really want to grow your Instagram with the right people. And this is what I do. Like, every single day, I spend 30 minutes on our Instagram engaging with people and growing our Instagram followers because I'm specifically looking for people who are the right audience for us. Many times what Jody mentioned is true. People ask other business owners, "Let's follow each other, maybe your audience is going to grow." But who are you talking to? Are you going to talk to the people who are going to come to your business? Probably not. Maybe it makes you feel good that you have 6,700 followers, but are those people listening? Are they engaged? Are they your target audience?

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That's really the real question here. Exactly. And then it comes into the ads themselves. So when you're trying to run a promotion, boosting your promotion is not going to work. A lot of the time, you haven't even thought out your promotion to make sure that you meet the key things: one, how many times someone sees it. Two, is it attractive to them? Three, can it stop the scroll? Four, is it going to make them click? You have about 3 seconds to get their attention. There are so many of these little nuances that go into understanding the ads, and if you don't take the time to learn it, then all the money you're using on boosting your posts is just going to waste. You're better off not spending it there and investing it somewhere else.

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So this is where you need to set up your Meta studio, your Meta suite. It sounds scary, but it's not. It's no scarier than when you're first learning to do a bleach or something in the Pilates studio. Adrienne, when you're using the equipment for the first time, it's scary, but it's no scarier than that. You can't break a person or someone's hair, you can't break it. Anything you break on it, you can fix. Bodies and hair are so much scarier than Meta.

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But this is where in the Meta end, and doing your ads through there and understanding what you're doing is that you can be specific about who sees your ads. You need to learn how to do it yourself, or hire someone who knows how to do it correctly. And then I was going to say, you need to track them and why do you need to track them? Yeah. So before we go into that, what I wanted to say about the advertisement and the Meta suite is that I know salon owners and business owners, we just want to hand it off to someone. We don't want to deal with it because this is not what we know. We are passionate about what we are doing, passionate about hair, teaching our clients about posture and everything, and we don't really want to deal with it. But the thing is you can outsource it. But in the beginning, you need to learn about this because you need to know what it is and who is going to be the right person for you to outsource it.

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Once you outsource it, you need to understand the statistics. Yeah, we need to understand when we are tracking results. And this way, I think, you just get a little bit of an understanding about the uncomfortable part, which is the ads, statistics, marketing, finding your niche, and creating doable steps for you to achieve your goals. Once you do that, then you can confidently outsource things in your business. Yeah, if we take a look at when we first started and we started outsourcing because we didn't understand it, it was scary. I didn't want to do it.

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There are people out there that are experts, media experts, gurus. They can do it all, so I'll give it to them. We spent over how much? I think Adrienne, I think it was over \$28,000. Yeah. So nearly \$30,000. It was nearly a \$30,000 mistake because we didn't know what we were actually doing, and we didn't understand what they were doing. They said all the right things that sounded right to us and everything that we'd heard about it, and they got us to fill in 100 different questionnaires and give us all these little things to put up.

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There wasn't one return on it because it wasn't talking to the right people. We didn't understand what was going on in the backend. We didn't understand so many of the things that you need to understand before you can actually hire someone to do the job for you. Yes. The truth is that there is no easy way around it, and it comes back again to education, isn't it? It comes back to us taking responsibility for our own business and taking an interest even in things which are not our thing in business because we always have our strengths and weaknesses. But it's time for us to see ourselves as business owners, not just as stylists or Pilates trainers or Pilates instructors. When you have a business, a business owner has a basic understanding of every single component of the business. And then once you have the basic understanding, then you will have the luxury to pick and work with your strengths and hire for your weaknesses.

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But you need to arrive there. You can't start the other way around because it's not going to work. Me and Jody learned this the hard way, really. And we paid for it dearly. There are so many people out there claiming to be these marketing gurus because they do Facebook and all the rest of it. But as it turns out, it's not a very regulated industry. It's not like the hair or Pilates industry where someone has to go and be qualified to do it. It can be just anyone coming in and doing it. So you need to make sure that you know what's going on before you can give it to someone else.

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All right, now that brings us to getting results and tracking those results. And a lot of people, when they're doing their marketing, they're not keeping an eye on their promotions or if the promotion is working. How many people came in, what did they spend, what did they like? Yeah, and it comes back to when it comes to promotions or specials or any marketing, they don't even know I'm recording.

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Did that come through? Okay, keep going. And I'll just cut this bit out. Go back. Yeah, where I was. So when it comes to marketing, the other thing is most of us, we don't even know what to track or how to track or if we are tracking something. Like we don't know how to analyse data and what is that data telling us or what we can read out from that data. So that's something when it comes back, tracking the results, it's one thing tracking and the other thing is to understand.

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Well, that actually brings us to the number one reason. I think we won't have time for that because this will bring us to the end of this episode because we are running out of time today. This is actually a quite big subject. So number one, we're going to share with you our next episode, guys, because I don't want to cut it short because we don't have enough time for it. You're right. I didn't realise what time is.

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So it looks like you guys will have to catch our next episode where we talk about the number one factor we have to change in the hair, beauty, and wellness industries. We're going to break the statistical cycle that has been in place for years and help salon and studio owners who are passionate about their industry elevate their business to the next level. Yeah, absolutely. And you know what? This next episode ties in with our upcoming salon and studio empowerment training session.

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Also, it does because we're so serious about breaking the statistics cycle. I keep calling it the Stat cycle because it is. It's been going on for so many years. These stats have stayed consistent for ten years. It's really horrifying how long it's stayed. So we are dedicated ourselves to helping 100 salon and studio owners in the next twelve months level up into our



top 10% club. Yes, absolutely. And that's the 10% club for all the business owners we had because they are the 10% biggest earners in our industry.

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So if you'd like to learn more and uncover our signature growth techniques and winning formulas, jump into our website, [www.focusgdt.com](http://www.focusgdt.com), and register there. You'll need to be quick though, because there's a timer there and it's only free for a certain amount of time before it reverts to \$97. Yeah, and also, don't forget about our quizzes. So we have two different quizzes, one for salon owners, and it's the Mastering Salon Excellence. When you take the quiz, you will reveal your signature growth formula and also receive a Personalized Salon Success Quiz Report, which is unique to you. And if you are a studio owner, it's actually elevating your studio quiz.

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And when you take this quiz, you will learn the secrets to turning your passion into prosperity and receive your Personalized Studio Success Quiz Report, too. Okay, that's us. We'll see you next episode. And remember to follow us on Instagram and Facebook. It's the same hashtag, the same handle at Focus GDT. And we'll say goodbye for now. Goodbye for now, guys. See you at our next podcast. Bye. Well, that was beyond the mirror. Thank you for being a part of this exhilarating adventure. Join Adriennea and Jody next week as they continue to help you unlock the true potential of your business so you can leave your limitations behind and embrace the endless possibilities that lie beyond the mirror. And if you have a burning question that you'd like to feature as a guest on this podcast, just leave us a message at the podcast page at [focusgdt.com](http://focusgdt.com). So until next time, keep pushing boundaries, keep thriving, and always remember that your success is right here, right now, beyond the mirror.