

Speaker Names

JodieHost

00:00

With membership. You really really need to do it right.

AdriHost

00:03

I've got a couple of clients that have done those numbers for you, but they've missed the one vital step.

JodieHost

00:09

Always comes back to us. If something is not successful in the salon, it always comes back to us. If you don't do membership right and if you don't do strategically, it's more than likely not going to work for you. It's probably going to work really well for your clients, but then after a while you're going to say, like this doesn't work for me really well. I'm feeling I'm losing money and I'm just giving away stuff but I don't really have return. Or maybe you don't even realize that your membership and packages are not working for you.

AdriHost

00:43

They don't even know their break-even. They don't know how to price what they're doing in the first place. So then they're taking all that pricing madness and putting it into a package and just hoping for the best. That, oh this will work.

JodieHost

00:57

Either we don't know what we are doing, so we try to swing it, or we know what we are doing, but we don't communicate properly with our team.

AdriHost

01:06

We just think that because it's clear in our head, it's clear for them also, so they can communicate it very easily if you're packing too much into that those things that are low cost, high profit, if you're packing too many of those things into your membership or into your package, you've got nowhere to go, unless you've got a whole heap of other things on the side that you can have as an upsell. Hello and welcome everyone. It's great to be back. I'm Jodie Fielden and I'm here with my work, wife, bestie and business partner, ajay Varga. During these podcasts, we share how you can leverage your passion into profit. Whether you're a budding entrepreneur, a seasoned salon 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 salon can be everything you ever wanted.

JodieHost

02:09

Hello and welcome everyone back. Today's topic is all about building memberships and packages that will increase your profit and not costing you more time and energy or money. Also, we will cover the common mistakes, the must-haves for success and how to use membership as a smart move during a price increase. But before we even think about launching a membership, you need to know your numbers what does each service cost you, and also what's your break-even and what's your profit margin.

AdriHost

02:50

It's critical because, without knowing these things, it's easy to offer packages or memberships that sound amazing to your clients but end up costing you so much money. I mean, how many people have we seen big spas, especially the memberships and the packages, and then when they buy those gift cards or doing like a 10-pack but don't take into account everything?

JodieHost

03:14

Yes, absolutely. And with membership you really really need to do it right. Because if you don't do membership right and if you don't do strategically, it's more than likely not going to work for you. It's probably going to work really well for your clients. But then after a while you're going to say, like this doesn't work for me really well. I'm feeling I'm losing money and I'm just giving away stuff but I don't really have return. Or maybe you don't even realize that your membership and packages are not working for you.

AdriHost

03:51

Yeah, look, I was the package queen. Remember how many packages I used to have in my time? I tried every package known to man and it was a habit that I'd been taught from like my bosses and that that they used to package everything up too. It was a habit that I'd been taught from like my bosses and that that they used to package everything up too. And then you know pulling what we've spent the last seven years now pulling apart cell and packages and clinics and that. And once you really sort of go down and see the numbers and how much money people are losing in their packages because it's easy to run a package, that's scary. And then memberships you know like what gyms are a good one for memberships, that they have all these members and then they tank after a few years because either they can't have enough members or there's not enough. They've got a whole heap of members but there's no money in it.

JodieHost

04:39

You need to know what you are doing when it comes to packages and you need to understand how packages are membership, and you need to understand how to put them together properly.

AdriHost

04:51

Saying that let's talk about the top five mistakes. These are the big doozies that people are making when they're trying to put together a package.

JodieHost

05:05

So number one is skipping cost and margin analysis. This is huge. This is what we every single day, when we work with salon owners. We see it they just put together the membership and they don't do any cost analysis. But it means that you have no idea. You know, like how much is your membership cost. Maybe it looks really, really nice on the paper, you know, laid on with numbers and with the price, what you are wanting for your membership, but then, in the same time, you have no idea how much is it really costing you to actually serve your members.

05:47

And when it comes to packages, exactly the same. So many times people are saying, oh, we just put it together as packages because it's easier for online booking or it's easier for

people. It's also easier for me, because then you know it's just one price and I don't need to worry about anything else. And once we say, all right, we are not against packages, we are not against membership, but let's just pull it back, let's just create your baseline with pricing. And then, when we have a really clear understanding about your profit margin, then we can start to play with it and we can start to figure it out how far we can move. Play with it and we can start to figure it out how far we can move, what can we give away or what can we add and whenever, whenever everything is when your baseline is created. Then we can package them together, but at least you will have a really good understanding that why you are charging what you are charging and look, you can't, even if people.

AdriHost

06:44

We've got a couple of clients that you know they've done those numbers for you, but they've missed the one vital step before that, and it's they don't even know their break even, they don't know what, they don't know how to price what they're doing in the first place. So then they're taking all that pricing madness and putting it into a package and just hoping for the best that, oh, this will work. But you know, like what's the most popular one, I think full head of foils for \$190. I know, yeah, \$199. \$199 for half a head. Yeah, a laser facial \$199. Where do you get that from?

JodieHost

07:27

I know a laser facial 199. Where, where do you get that from? Hey, I know. And when the when people are asking you know, like in facebook, facebook groups and other platforms, you know, like people are saying just charge a hundred dollars an hour, like based on what you know. It's so dangerous to listen to those advices because someone somewhere at one place they said it's a good idea to charge a hundred dollars an hour, but it was.

AdriHost

07:49

It was something that went out in the industry probably 25 years ago that it was this is the industry standard, because no one else know knew how to like work out what you need to charge per hour. So they're like, right, well, this is the industry standard. The industry standard can be any number they pulled out of their backside because it's relevant to the individual and their business. Yeah, yeah, it's. It's just blows my mind and I look, I used to fall for it. I used to fall for the same mistake when I had um. When I first started the salon. I would just listen to what everyone said, or what um. I've been speaking to some clinic owners that do some like really high-end based cosmetic surgery and they said to me oh well, the company tells me what I should be charging based on, they believe, and so they said two \$2,500, so I charged \$2,000.

JodieHost

08:47

This is the danger of not knowing how to run a business based on numbers and you just go for the ride and you just trust in everyone else's opinion because you don't know how to do it. So you believe if someone gives you an answer, that's the right answer and they give that answer with such confidence.

AdriHost

09:11

It's the convince, it's the conviction behind what they're saying, that it must be true. They're so confident in what they're saying. It's just like yes yes, you had me. You know, like I even

believe you until I stop and think about it, I go. Here's a second. How'd you come up with that?

JodieHost

09:27

Yeah, absolutely Absolutely. So that's the biggest mistake. I think that's the number one biggest mistake when you don't do it properly, based on your cost and knowing your profit margin, knowing how far you can go, knowing your profit margin, knowing how far you can go and, if you give away certain things, how it's going to affect your profit and business.

AdriHost

09:55

There's so much more. I could even go into like the side of it where you know you put it together. Just because you think it's a great idea doesn't mean that people are going to buy it. Let's do number two, so it's over-discounting without strategy this is comes back to our industry.

JodieHost

10:05

You know like we are so passion driven and we think you know like a good membership comes together that we chuck everything to the client.

10:12

We are this, we are that, we are that and we think you know like we need to make it like really punchy and we need to give away everything and we need to discount, we need to give 25 percent of or whatever it is.

10:25

It is again when you don't have a strategy like how do you know you can give away 25% or even 10% when you don't know if your price is allowing you to do that. And that's very dangerous because so many times when I see packages, people are putting together all these packages and then it's not just over discounting but adding things like so generously without thinking about the long-term impact. Because many times when people put together packages or membership, they're thinking about the money, what they can get, the weekly money or right away what they can get for a package, and they don't really think about how much is it really costing me to provide that service? So when you don't put your membership and packages together strategically, more than likely at the end of the day you're actually going to be not just not profitable, but probably you're going to pay for your client to have the benefit of the membership.

AdriHost

11:30

A really big mistake that they make in that strategy like just in between those two is that when they do a package and the client comes back for, like however many services, they're not taking into account the resources that that client's going to be taking up in eight weeks time and budgeting for it out of the money they get from the package, because they are using that package money or the membership money to float today and not taking into consideration what's going to be floating tomorrow and six and eight, like whenever they're coming back in, and then they're resenting people having the packages and you know like it just creates this whole cycle of trauma and we've seen businesses, haven't we like really big cars go belly up because they've just been unindated with, you know, having just relied on the gift voucher sales but then not taking into consideration the business budget to service them all.

12:27

So yeah, god, guys, just be careful with your strategy. In my head I had a strategy, but it wasn't. I would just put something together and then the next part is top mistake is something that well, the next two, three Actually I'm looking at the next three that we're about to look at and I made all of these so making the structure too complex, so the client didn't understand, you don't understand, and my favorite is the team didn't understand, which I was so guilty of.

JodieHost

12:59

It's so true because you know like, when it comes to and we're looking at memberships, you know like they are so convoluted. And you know like, when it comes to and we're looking at memberships, you know like they are so convoluted and you know like you get free this and you know like, maybe, free birthday gift, free this, free that, and there is no nothing specific about it and because it's not structured, it actually creates confusion and we know so well isn't Like our coaches taught us a long time ago. You know like confused people don't buy. So we really, really need to make sure that what we are presenting is a clear cut. You know like they will know exactly what they get for how much and they will know all the terms and conditions, because if you make it really complex, it's not going to be appealing for your clients. And just think about it.

AdriHost

13:50

If you need to explain multiple times what's in your membership or what the packages includes, that means it's got to be the explanation for dummies you know like, because when you're putting it together in your own mind it makes so much sense. But you need to give it to your 90 year old Nana and if she can't understand what's going on, then it's too complicated Actually. No, my Nana.

JodieHost

14:15

Yeah, I wanted to give an example. Give it to your seven year old son or daughter and if they say, like what? And you are not on the right.

AdriHost

14:27

Let's daughter, and if they say, like what and you are not on the right, let's move on to the next one. What was I the worst at when it came to creating a package or a special or a membership? What was my the biggest naughty that I used to do?

JodieHost

14:36

that sent you crazy yeah, not preparing or involving the team. When you create stuff like promotions, packages, membership, and you know what's going on, but no one else knows what's going on, and then your clients are coming in and asking about it and your team is just like we don't have any membership.

AdriHost

14:58

I had all these clients coming out. Graham went and did letterbox drops and this was back before. Uh, it got flooded from doing it and stuff. Anyway, we got a really good return on on investment and Graham was out walking the dog putting the flyers in and then all of a sudden, like all these flyers started. Clients were coming in to book in with these flyers and the start my team are like I don't know what that is. Is that for us?

15:25

And because I'd gotten creative with, like my branding and decided to, you know, try a new style and stuff, even the even my team couldn't even like is this our sound? And they knew nothing about what was in there. They knew nothing about what was the offer. And so the poor client standing there at the front desk just looking on going, is this like a lunatic asylum? Like no one knows what's going on. And my team was just like oh, jodie's not even here to ask I'm sorry, here you go, you'll have to come back when she's here, you know like. So not only did my team get upset, I look like an idiot and I lost clients because my team don't want me. Like if you haven't involved your team, they don't want.

JodieHost

16:09

Yes, absolutely, and you need to go that far when you create something new in the salon, like packages, membership, serials or whatever it is, or, you know, when you run a new promotion, but you need to have that team meeting and maybe multiple times until they understand everything.

16:27

When you're going to create a briefing document, that document going to include everything, so everyone can have their own document to learn, and then you're going to get into role playing, because most of the time you know selling memberships or packages. It doesn't come that natural to our team members, so it always comes back to us. If something is not successful in the salon, it always comes back to us, because either something is not successful in the salon, it always comes back to us because either we don't know what we are doing, so we try to swing it, yeah, or we know what we are doing but we don't communicate properly with our team. We just think that because it's clear in our head, it's clear for them also, so they can communicate it very easily. So, yeah, so it's very, very important to understand that if you don't involve your team or if you don't prepare your team, you can have the best thing put together.

AdriHost

17:28

It's not going to work put together, it's not going to work. And just another thing about like preparing the team and the structure as well is that you will get clients that will try and twist the word of whatever the offer is, and if you're not very specific and very careful about the wording you use when you do these offers like a package or a membership, is that they will say, but it means this there's no limit on how many, is it? It doesn't say anything about you know, um, if my hair is extra long, or if you know I need extra product or whatever you know like. You have to have everything very clear for your team and for the client so that you don't get caught in that trap of like being so unsure yourself that you just it just causes so much confusion.

JodieHost

18:16

I totally agree, and it is very dangerous because obviously it's not just happening within the salon, but you know, like with your clients also. So if you are not, if your team is not clear on delivering what it is, your clients are not going to be interested. You know. So that's very, very close to you know, like when you have something complex that you cannot explain, or you have something great but you cannot explain it either because you are not prepared, you don't know.

AdriHost

18:47

And if the clients have questions, you don't know what to say, and also one that, um, you and I were talking about last night, was if they don't believe in what you're doing, that that's a big one. If they don't believe that it's a good membership or a good package, that came back to a pricing membership, and yeah.

JodieHost

19:08

So if the, if your team and you don't believe that you can sell the membership for what the price is because you calculated your membership and this should be the price and you don't believe, then you're never going to be able to sell, because you only can sell what you believe it's the value for anything. It's not just you, you know, membership or whatever. You won't be able to convince people that this is a great value if you think it's not a great value, so that's going to stop you selling your membership, absolutely so, number five, launching without timing it with a price increase many times people are asking you know, like, when is the best time, you know, to actually create or launch membership?

19:54

and you know, or create packages, or create series of three, nine and six, and I think really the best time, the best and easiest way to sell all those things when you do a price increase and you're going to create your memberships compared with your price increase, so you can show to your clients that we are changing our pricing but we are introducing membership and if you sign up for a membership, these are the benefits, what you're going to get. So the price increase is not going to affect you as much as someone who is not signing up for membership or series or packages. So this is the easiest way. Obviously, you can launch membership any time of the year, but I think you know like it's the easiest to sell membership when you never had. It is when you actually putting your pricing up, like I said, all roads lead back to the numbers.

AdriHost

20:55

And if you don't base your decision on doing something like a membership or a package or something like that, if you don't base it on the pure facts like the numbers aren't emotional, they're just fact, you know you can't. You can't. Well, you can jig it if you go and change it, but if you put the right two numbers in there, like it or not, you'll find out whether it's going to work.

JodieHost

21:16

Let's talk about what makes a membership package work.

AdriHost

21:26

This isn't about slashing prices. It's about creating value that feels generous to the client, but it still has to work for your bottom line. So there are five things. So we're going to do the five things.

JodieHost

21:37

Every profitable and well-loved membership or package needs so number one it's built on real cost and margin if you want to create a membership or packages or series which works for you, you really need to know the cost of your each service, which is product time, wages, overhead, and you need to make sure that your membership or package is still profitable, because if you don't do that, you're going to head down for a very, very dangerous road.

AdriHost

22:09

Yeah, and once you've done that, you can offer incentives, you can give savings for clients, but I think the one thing we want to make sure is that there is a saving but you've still built in enough into your profit margin.

JodieHost

22:22

You know like sometimes people are saying you know like, can I give discount? We want to move away from discounting. But when it comes to it just depends who you want to attract with your membership, yeah, and you can call something as a discount or very strategically, you can think of, say, products or some of extra when you can introduce savings for your clients.

AdriHost

22:53

And it's not the same, and the one thing that I always say from the marketing side of things is focus on the added value. So it puts it into a positive mindset instead of discounting, which is a negative, you know, like you're taking away from something instead of adding. So I guess it's those vibrational things, isn't it? So, above the line, you're keeping it positive, you're growing something, it's lifting them up and they're getting something for themselves, whereas if it's discounting, it's just it's a negative connotation and you're taking away and they're like OK, well, I'm just going to focus on the dollars that I'm saving. I'm not going to focus on the dollars that I'm saving.

JodieHost

23:34

I'm not going to focus on the benefits that I'm getting. The second one is we always adding value instead of discounting, and this is our golden rule. Yeah, when we add anything extra, we need to think about all right, so how much is it costing for us? And we always want to think about low cost in service labor and you know it's still a really good value for the client. And this is when you need to have your pricing right. You need to have your pricing calculator. Then you know how much is the product cost, what is my time cost, what is my profit margin, and then you will be able to pinpoint all those services which can fall into the value add category.

24:20

Without this, you are just shooting in the air like you don't know what you don't know. And again, you can value add and you can be very generous, but then you're going to end up with an offer which is not going to work for you. It's going to work perfectly for the client because they're going to get everything. And at the end of the day, you're going to be like, yes, I'm getting my money weekly for my membership, which is good because it creates for me income, but at the end of the day, what I have to give back, it's always, you know, I feel it's always in a loss somewhere, because it takes too much time, we're using too much products and we're giving away this free and that free and then we're discounting this and discounting that and it doesn't work for us.

AdriHost

25:16

And there's one thing that people aren't thinking about when they're doing all those kind of things is that you're taking away your ability to upsell.

25:21

Yeah.

25:22

So, when someone's in, if you're packing too much into that, you know those things that are low cost, high profit if you're packing too many of those things into your membership or into your package, you've got nowhere to go unless you've got a whole heap of other things on the side that you can have as an upsell. Yeah, like, for example, one of our clients made over \$15,000 in three weeks just by upselling to people already booked in. So whether they've got a package or they're coming in with a gift voucher or what have you, there's still room to increase that client spend in the benefit of your client. You don't ever offer anything that is not in the best interest for your client, but you should always have something that you can offer that is in the best interest for the client as an added on, and especially if they are having, like, a package or a membership because they've already paid for it and that's one thing that Adriana always points out is that they've already paid for it. So then adding something on at the day is not a hard sell.

JodieHost

26:35

This is exactly what we teach. Yeah, so when someone pays ahead or pays weekly, then for your team it's really you need to leave a room to be able to offer upgrade recommend. You don't want to give everything for one price.

AdriHost

26:55

And also, as Jody mentioned, those clients are more than likely willing to purchase because on the day they don't have to spend money on anything and I know that I do that actually when I'm in somewhere I'm quite happy to like have a look around and go, especially if I'm in a beauty clinic or a skin clinic. I'm diving into the research. I do that at our clients' salons. When I go to do trading, I'm over in their retail going okay, what can I buy and take home this Tuesday?

JodieHost

27:26

We want a simple and easy to understand structure. We talked about it. But again, just remember, remember guys, keep it very simple. You know, like one, two or maximum three tiers. You don't want to keep like, you don't want to make many different version. And when you create the tiers, those tiers they really need to be very clearly lined up and more adding value for each of the higher level tiers. So I saw very recently that someone was thinking about putting membership together and every single tier they had and we don't recommend this but 20% of auditioning service, 20% of retail, but every single tier had the 20%. So then I'm just thinking about well, if I'm a big spender and if I want to sign up to the highest tier but I can see everyone is getting the same would that really attract me to sign up for a membership? I would be like why is it like? Why am I paying more and getting exactly the same discount than the other?

AdriHost

28:40

I was going to say that's going to make someone stop and not want to buy it. Rather than even go for the lower one, they're just going to go. No.

JodieHost

28:47

This is because exactly how a person who would attract it to you know a higher price or a higher tier. They would say, like is something not right here? And I just don't feel this membership is. You know, it's something that I would commit to, so just make sure everything is nice and clear so your clients they don't get confused or they don't feel like it

doesn't make sense really important that we are very clear and transparent with um, the memberships and stuff, because so many people have been burnt by memberships.

AdriHost

29:24

You know, like those gym memberships you know from that someone signs up for and they can't get out for 12 months. Or you know, there's all these like hidden causes there's. You know, like some people will look at memberships like what's this? What's the scam here? You know so, um, even like uh, with something that my daughter's been signed up for, um, I've asked graham to cancel it three times. He's contacted them to cancel it and they're still taking 99 a month, right so? And then it takes a whole month for me to find out it hasn't been cancelled. So we've had three months of like chasing to cancel this, and you know.

30:02

So you really need to make sure your systems are really in in place, your terms and conditions are really clear, very transparent, especially nowadays, because if you don't get it right and you don't fix it quick, then social media word spreads like wildflower. You know, like before social media it was just telling your friend, now you're telling everyone. Um, so you need to be careful. And you know you've got monthly auto renewals and everything. You need to make sure or test all those systems and make sure they work well.

JodieHost

30:36

All right. So the next thing that you can or you want to pay attention when you want to put together a winner membership or package that, as we said, you focus on the high margin and high impact services. So you're going to include, as an add-on, high margin but low labor services. But in order for you to do that, you need to know your prices. So it's very important that don't just think that I think you know, like I have 50% profit on this, because I will guarantee or I can guarantee you that, if you look at your numbers, you probably don't 50% profit on this, because I will guarantee or I can guarantee you that you, if you look at your numbers, you probably don't.

AdriHost

31:15

It is. It needs to be a high-impact service and you've got to remember, like I mentioned before, cost-effective add-ons that feel like pampering, yeah, like we want to make sure that they are feeling like it's a cost luxury sort of um to be a part of this membership, rather than, oh, this is the cheap, unless that's your business model, like you've got to be really clear on the market you're serving, whether it's like the high turnover and and that's your demographic, then you need to just make sure it's pumping through really quickly and, um, you know, very cost effective when, and and the luxury doesn't necessarily need to be there because people aren't expecting that from a membership. But if you're a high end focusing on high ticket clients and high ticket services, you need to make sure that your members feel like they're VIP.

JodieHost

32:12

Yeah. So when is the best to launch a membership? Look, anytime launching a membership could be great, but if you're thinking about putting your prices up or raising your prices, then this is perfect for you to pair it together because it's going to be a very, very easy conversation, no-transcript, and then when they come, they come for the service, but also it's going to get some benefits, some extra value for them to actually budgeting for those services, those services. So membership is even really good for when you want to make it

easier for your clients to spend money, when you want to improve your client retention, because that's going to close the cycle, so people are not going to push it out. You know the services like three weeks, four weeks or maybe you know like a month, when you have a membership and that membership is a good membership. That's going to encourage your clients, rebook and also retain. You're going to retain them. They're going to return faster.

AdriHost

34:19

Yeah, retain, you're going to retain them. They're going to return faster, yeah. And not only that, it also helps your team get their KPIs up and this arm by having the rebookings there, because that's the easiest way to have that consistency and have work there for your team to do, and things like that is that they're booked in for their next appointments, you know, and then you can budget things and just stay on top of it and not let it all run away from you Exactly, and then this is when you're going to take care of your quiet months, because the membership is just ticking over, so you won't have the deep or quiet months and it's actually beneficial for you, beneficial for the clients.

JodieHost

34:57

So just listen to your clients because if they say you know like, oh, you know, like I need to budget for that, or you know like I'm not quite sure if I can, you know, afford this next time, this is when you can think about maybe membership would be something that would help both of you. So the members return more often and book more services. That means you know like if they pay ahead, then on the day they are more willing to purchase products or upgrade or update services and then also it's going to give a predictable reoccurring revenue. Especially it's going to be very helpful for you when in quiet months and also, as we mentioned, members tend to spend more on additional services and retail.

AdriHost

35:48

We would love to hear from you guys what's stopping you from launching a membership, or have you been thinking about you? Want to launch a membership and you're not really sure how to structure it. So you can 100, reach out um. I can hook you up with adri. She can answer your questions. Share a story, let us know what has worked and what hasn't worked for you. We've got some doozies. Like I said, I was the queen of um, not letting my team know anything about what was coming, what, what was going on.

JodieHost

36:16

It's definitely an educated skill what you need to have to put membership together and your first membership or first packages they are not going to be the last, so you're going to start somewhere, but at least hopefully, after this conversation, you're going to start to dig in a little bit more and you're going to start to understand that I'm thinking about membership. But if I just put everything together, I might need to do a little bit more work in order to make sure that membership is going to work.

AdriHost

36:50

And it's just one little thing I want to say as well when it comes to marketing, don't take a membership that's untested and unproven and put it into a social media marketing campaign. Always test your memberships organically first, and if you're not sure how to do that, again reach out. We'll have a chat and help guide you through it all right um, that's it for today.

JodieHost

37:14

We have too many questions about membership packages and client retention and I think if you think through what we were talking about today, it's all going to help you to start to implement things in your salon that you might never even were thinking about. Or sometimes you are thinking about membership but you don't know how to do it, and you know like if you need a little bit more information, just feel free to reach out. You know we teach this for everyone, you know, day in, day out, so we definitely have some really, really good advice and we can help you to put together memberships and packages.

AdriHost

37:54

And also, just a quick shout out, our Salon Accelerator program. I do hold a. I take you on a bit of a deep dive into your business. We'll have a look at the structure where you're at. Is this something that could help you and benefit you? It's complimentary. We'll put the link in the chat in the jibbywaka that adriana knows the description. Thank you for helping me out there instead of just sitting there laughing at me. Um, and or you can reach out via instagram or facebook and one of the team will um be able to book you in and our I'm going to try and say our handle without getting it wrong. So I always mix it up with our email address.

JodieHost

38:36

Instagram and facebook is at focus, gdt so we want you guys to find us in every platform. You just need to know and you just need to remember for one thing. But definitely we're going to uh add into our description, uh, the link for the accelerator demo. So you just book it and you're going to end up in a Zoom room with Jodi and you're going to talk through everything and we're going to talk about your business and again, you know like we're going to be very transparent. We're going to see where you are at, where you would like to be, and if we can help and if we don't, we definitely won't sell you something, but we know that you won't benefit from. We are exactly the same like you are in the salon, so you are. You never would recommend anything for your clients but they would not benefit from exactly and what we will do if we're not the right fit.

AdriHost

39:32

We will give you some direction and we may give you some resources or something like that to give you some sort of you'll walk away with the help of one kind or another.

JodieHost

39:41

So thank you very much for sticking with us and we will see you at the next episode. Bye for now, ciao.