

Transcription

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Welcome to beyond the mirror with your hosts Adrienne Varga and Jody Field. In this podcast, Andree 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 bone 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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It hello and welcome everyone. It's great to be back for our latest episode number 17. I'm Jody Fieldon and I'm joined with my work wife and bestie and business partner, Adriennebaga. During these podcasts, we share with you how you can leverage your passion into profit. Whether you're looking to launch into the next phase, take time away from the floor, or you're looking to sell your business and cash out on your investment, you're in the right place because we've just about done it all.

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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. Absolutely. And hello, everyone, and welcome back. So in today's episode, we want to talk about what happens when you decide to take your business in a new direction. Yeah, it can be really scary.

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I think the biggest step is that first step, I think. But the fear holds most of us back from like, what if, what happens? What if everyone leaves me and no one likes any of the changes or how much is it going to cost me? Yeah, absolutely. And I think it's very important.

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We were talking about a little bit about this in our last episode. Why are team members leaving? Because they are looking for something new and that we don't have a concept. When we are starting our salon business or studio business, how we really should set up a business. So it's going to be successful right from the beginning.

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So we start the way we think it's right. And normally we start, we are working full time in our business and we are focusing on our clients. And then we start to employ team members. And then the problems are coming because we have different personalities. We don't know how to manage them.

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We don't know really what to do with them. We expect them to know what they should do or how they should do things. But we already talked about it. That's not really their job. It's our responsibility.

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So what we wanted to talk about today is when we realize that something wrong in our business because people are leaving or we can't find team members because what we are offering is not good enough on the market. Or maybe we are not happy with the clients we are looking after. Or maybe we are not happy with our pricing because we are not making enough money. And this is when we need to consider, well, then we need to start to do some transformation. And you are absolutely right.

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It's going to come back to what is holding us back to do or to start any change. It is the fear, the fear of losing everything, fear of losing our team members, fear of losing our clients.

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So how do you get over the fear, though? Everyone talks about that. The fear is there and it's real. But can you go through just a couple of steps of what you can do that's tangible to overcome that initial? I don't know.

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Is it fear of the failure or fear of it being rejected? I'm not sure. I think it's a different level of fears. Like fear of objections, rejections, fear of rejection from our team because they going to do something what they are not used to. Fear of a rejection from our clients because you are taking your business to a different direction.

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And maybe they were hooked in. They loved your business because of your pricing, because you were so affordable and it was affordable for them, but it wasn't affordable for you. So this is why you ended up in the situation where you are right now. So it's different level of fears. I think what we can talk about, there's a big one that I just popped into my head while we're talking about that.

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And I think it's especially when we're putting our prices up and I used to suffer from it sometimes too. Is impostor syndrome when you're worried about like, is this real? Am I just kidding myself? Am I kidding the people around me? That impostor syndrome is real.

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I think. Especially if you're looking to level up and sort of elevate through your business across the whole board. Yeah. And being confident about your value and understanding your value. And it doesn't come naturally to everyone.

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Most of us, most of business owners, we are questioning if people would pay a higher price for our services. And sometimes people have this really good mindset when they know where they are with their career and they actually very good and very savvy in business. So they know how to price their services and they know the client they are targeting or wanting to attract. But that's like very tiny percentage. Most of us we actually going to struggle here and there at one or many points of our business life with fear and doubting ourselves and doubting what offer.

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But even that small percentage that you're talking about, what people don't realize, and we've touched on this before in other podcasts, is that they have spent time and money to learn how to be that way. They've learned how to own a business, they've learned how to manage the challenges and overcome them, and to move past the fear of being held back. I don't know of anyone that has just been, unless someone's, even people that have had their business handed to them by their parents, they need to learn for it to be a success. They still need to learn all these things. They weren't just born with it.

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It's all knowledge that you need to invest in. And I think the biggest antidote to the fear is knowledge. Right? Because fear is just what you don't know. The fear is of the unknown.

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Yes, absolutely. And I think it comes back to our subconscious programming and belief system and values also, like what we keep hearing and what we learned from when we were young children about values and everything. I think it comes back to Dud also, because when it comes to hairdressing or beauty, not that much, but when it comes to hairdressing or even just pilates studios, then it's really the value, what we are giving to our clients and what we think it is value, it's actually not matching. And our communication and the way we are representing the business or our business is actually not matching to that. Yeah, I think, especially with these industries, is that they don't value their own knowledge because they've never had that value put on the knowledge.

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And so they get to the point where they think it's just a few minutes, and I guess it's where friends and family are there and they get us to do their hair or whatever, and they don't value it because they think that it just takes you a minute. So we actually have some of the closest people to us helping us devalue our own skills, rather than looking back and saying, okay, I didn't pay \$30,000 for a university degree. I spent three years now, but it was four years. Used to be four years, but I spent three years learning my know, you go to TAFE, a lot of people don't realize with hairdressing is that your TAFE is equivalent to a tertiary education, like the level of the science and things like that. That they're teaching in TAfe is equivalent to some of the stuff they teach in unis, especially about the skin and all the rest of it.

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Right? So people don't realize that that learning is actually that high level. And we spend so many years perfecting our craft, so we've learned it, but it takes a special sort of person to be able to perfect it. And the same with pilates. You know how many teachers are out there and you're just like, oh, that was just.

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And then you get the ones that you're like, you are on fire. Like, Liz, we really value that. And they've just spent so many hours and investing in themselves that they should be remunerated for it because it is valuable. That's why there's 20 cookie cutters out there and you're, I don't know, a dough thing. That's pretty amazing.

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Help me out here.

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I'm stuck again. There's heaps of cornflake. There's heaps that got their license from a cornflake box. And then there's the ones that actually invested to become amazing. I don't know where I was going with the cookie cutter.

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I think I'm hungry, to be honest. Yeah, maybe. But then I wanted to turn back because we had a little bit of a turn here. You were asking about how we can overcome that fear, that multilevel fear, because it's not only one level, it's actually a multilevel. When you think about it, you have a business which is not functioning.

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You are aware of it. And it's so painful now that you actually ready to do something about it, because most of the time, or many time happens, we don't even know. Like, we are in denial. So we just put our head down and we're just working, working, and we're just complaining about the environment, the economy, or there are no good people out there. Clients are always complaining and all those things, isn't it?

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Yeah. So this is when we need to think about it. All right, so are we going to overcome all those multilevel of fear? Fear of clients leaving, fear of clients complaining, fear of my team going to resist changing because they're going to start to do things more professionally and it can be a problem because that's not going to be their choice. It's your choice.

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So that's something what you need to understand while we're touching on that, when you're talking about overcoming it. I was watching a podcast the other day, and I wish I could remember who it was so that I could credit it to them. And I'm sorry, I can't. They were saying the things that you're fearful of, write them down and then go through the ones that you can do something about and the ones that you can't do something about and put them in two different categories and then begin working on the ones that you can do something about because you don't have any control about of the other ones. So look at the ones that you can.

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And it's at that point that you can start addressing those fears one at a time because you're doing something about it. Because usually you can see that you need to do something, but it's a bit overwhelming or scary or you don't know how or how much is it going to cost me to do that? Right? Absolutely. It's very true.

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There are different methods. And also we need to accept some things can be managed and you can do things about it and some things are going to be more difficult. And this is when you need to make a decision. Is it worth for you to actually put effort into it or you're just going to step away? Because that's a decision, too.

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When we say I had no choice, it's actually your decision that you don't have a choice. And so many times people I said, oh, well, I didn't have a choice. And I always say, well, that was your choice. And they are looking at me and I said, like, what do you mean? And I said, well, you made a choice that you don't have a choice.

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That was a choice. Well, they did have a choice. They just didn't like either of the choices. Yeah, and they choose to.

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They don't have a choice. But what I wanted to talk about before, how to manage to overcome this fear and everything for you, first you need to understand that it comes from you. So of course it can happen that your clients or your team is not going to be that happy about it because you making the choice to make changes is going to put them outside of their comfort zone, outside of what they are used to. And this is when you're going to think about it, well, what kind of impact is going to have on my team? How am I going to manage it?

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And what kind of impact is going to be on my clientele? How am I going to manage it, how it's going to look like, like my management level and to accept it that some people is going to be extremely excited about it and some people are going to resist it and eventually they're going to live. And that's absolutely a normal way of when you are transforming a business or transforming your life, because not everyone is going to be happy about it. And that's the truth. And the only way you can overcome those fears and all those little itty bitty shitty committee, how my NLP mentor used to tell us, who is telling to you?

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Why is not possible or who is putting that dot into your mind? You actually need to think ahead. When you going to start to transition your business. You need to understand, you can't just come to your business in the morning and tell to your team and clients, that's it. We are changing everything from today.

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That's something I would have done was like, okay, I've got an idea in my head. This is what we're doing. We're charging through and everyone's like, what do you mean exactly? So preparation. And that's the magic word here, really.

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Nothing else. Preparation. Prepare yourself first so you can see everything. You can have a plan and then prepare your team and how you're going to prepare them, you're going to involve them. So if you involve them in the preparation process, then more than they will have time to get used to it.

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They also feel like that they're a part of the change instead of the change just being foisted on them and that they have a voice and they have choice. And I think no one likes change if it's foisted upon them. Yes, very few, I don't know a lot of people that do. Yeah, and this is exactly what I wanted to say. Involve them and you will be very surprised that some of your team members going to have amazing ideas.

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Like ideas what you wouldn't even think you can actually implement as a part of this transformation. And this is when I always say, in your business you are not alone, you have your team. But if you don't involve them, that's your decision that you need to do everything, which is not true, but you need to learn how to involve them in the right way. So if you prepare your team and if you do the right training and we do give some tools like how you can actually practice things and wordings and everything else. Once you prepare your team properly, then the layer underneath you is going to be ready.

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What will come?

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Sorry, keep going. And then your clients are going to be much, much better looked after. Because if your clients going to have questions, then your team is going to be well prepared of what kind of answers they have to provide for different questions and then the whole transformation is going to be fine. But don't be delusional. You cannot do this from one day to the other and you are not going to lose your clients from one day to the other.

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When we are working on pricing, many times people are asking, but what if I put my prices up tomorrow and everyone going to leave? And it's like how possibly everyone could leave you in the same time. You have a cycle of your clients and they will come back. Then they will experience the new pricing and all the other things. And yes, maybe 10%, 15% will decide that it's not for them anymore.

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But then it's going to have lots of new clients coming in who didn't do anything else, didn't know anything else. So they will come with the new system. And this is how you transform your business. One is going to be left behind and the new one is going to rot in. And yes, you need to be prepared.

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Some of your team members going to leave. It happens. It does. And the thing about when you increase your prices that, yes, you do have clients that don't come back and you'll really feel that emotionally because they're going to make quite a scene. Generally, they will make quite a scene.

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So you'll be taking notice of, like those three clients that made a big scene about the price change, but you haven't taken notice of your 40 other clients that have said, yeah, it's about time you put your prices up, or that's fine. I know that the cost of living has gone up. It's hard for everyone. So you put so much focus and attention into the negative ones that you're not focusing on the ones that are happy to be paying your worth and who value you. So you really need to switch your attention from the negative ones to who values you.

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And I think that's also what I wanted to say about your clients, your team, when you involve them in creating the change, is that you're showing your team that you value them, that you value the information that they have, you value their input. And if you put value on what they contribute to your business, then they're going to want to contribute more because they really like someone validated. Like, we all like to be validated. We all like to hear, hey, that's a really good idea. How can we make that work?

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Or like, oh, what's our biggest problem? How can we fix. They're coming from what tv was it? New Amsterdam, I think it's called. It's a hospital show.

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And he comes in and he does a complete takeover of this hospital, right? And all these doctors and nurses are really resistant to change and they're all freaking out about what he's going to do. There's so many problems in the hospital. The hospital is running out of money. It's all this real negative stuff that can be like a small business, right?

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So the patients are complaining, the doctors are hating it. There's lots of toxic culture going on within this hospital. And this guy comes in and he stands there, he gets them all together, and he does a bit of a speech, and he says, what are the problems? And so everyone starts yelling all the problems at him, and he stands there and he listens and he says, okay, so how can I help? And every time someone comes to him with a complaint, he's saying to them, how can I help?

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Instead of fighting with them and arguing. Or he'll say, this is the problem. How can that. I know you do it in a different way, but little pea brain watching the tv, whereas Adrienneana doesn't watch tv. So I had my inspiration, she doesn't have a television.

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But yeah, the way he came in. And that's a perfect example of taking a toxic, negative, failing environment. This is like an extreme, but how you can come at it with positivity and so that people aren't fearful, that they actually feel like that. So the nurses and the doctors started feeling that they were heard and they were valued, and then they would come to him instead of quitting and things like that. And I think if you value what your team have to say, then they're confident enough to come and say and tell you things.

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Yeah. And it's actually very true. It's just maybe to think about clients complaints, and sometimes here and there we have clients who are unreasonable and they would not listen. Like, whatever you can or whatever you want to offer, it's nothing good enough. And you can sense you could offer your whole whatever you can, the maximum, it still wouldn't be enough.

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And this is when I used to do, when I felt that I cannot be here by offering redo or whatever, then I always ask, so just tell me. I hear what you are saying. I would like to help you. Just tell me what would make you happy. And the very interesting part is that normally they don't even know what would make them happy, because they just want to be heard.

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And whatever you say is just triggering another thing. Another thing. So I learned to stop the big complainers. Just. Yes, I see.

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I understand what you are saying, and I really want to make sure we're going to solve this problem today. So what would you like to see us? I think when I was pregnant. And if you've listened to our podcast before, you'll know that I was crazy as a pregnant woman.

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I was very unreasonable. I think there was an instance where Adrienneana was moving and I decided to climb up in the back of a removal truck to have an argument with five fully grown men. I was, what, nine and a half months pregnant, and I got in to argue about a bed. I climbed up in the.

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I was. There was something going on in the sound and Adrienneana was managing for me and I was ranting and raving and Adrienneana's just stood there and she's gone. Okay, all right. We can fix this. How would you like me to fix?

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And I'm like, I don't know, just fix it. I was so upset that I had no idea.

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Yeah, this can happen with our clients, it can happen with our team. Sometimes they just need to let it out. And yeah, it can be very unreasonable. But many times, instead of telling them what they need to do, it's actually giving them the opportunity to. All right, so what do you think is the solution?

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Like, what do you believe is a fair solution in this situation? And once that person being asked, they calm down straight away, and then this is when they need to think about it. And I always say, if you don't know your answer right now, it's absolutely fine. We can have this discussion tomorrow or next week. You can think about it.

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We will solve it together. That's not a problem. I can understand you are upset and you need to understand that I want to make sure we're going to come up with a fair solution. So just feel free to say you don't have the answer right now. We can work out next time.

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And it works. It really works. Every time. Every time. So I think when it comes to transitioning your business, this is when we need to think about people are going to rejecting us.

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So you need to prepare for rejections. You do need to prepare your team for rejections. And people only get upset and confused about questions when they don't know what to say and they feel like, oh, I felt stupid, or I felt so. Like it was out of blue, I didn't know what to say. And if you prepare yourself and if you prepare your team, this transition actually can be fun.

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It shouldn't be, and it doesn't need to be difficult, but we're making it by not preparing and not understanding how to do that transition. So, guys, if any of you out there thinking about that, you know that your business is not right and you thinking about, well, how can I transform my business? It's all about preparation. So start to work on yourself first because your confidence is going to reflect your business. Like, if you confuse, your whole business is going to mirror that confusion, your team, and then you're going to have all these complaining clients.

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And once they complain, you won't have the patience and strategy to actually respond to the complaint. So it's just going to be a never ending engagement and a power thing, like who is going to be right and who is not. But yes, you can transition your business out from where you are at now and if you are not happy and it can be done in a way that the less damage is going to be caused to your business.

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If you are wanting to transition and you don't know where to start, you're always welcome to book in a insight session with either Adrienneana or myself, and we'll actually talk through with you and give you some starting points. Or if you do know where you want to start and that happens to be on your pricing, we have our upcoming retreat, so I will tell you a little bit about it and then I'll let Adrienne take over. So it will be two days. The tickets are on sale now and we will be reviewing your true breakeven budget. So in this budget, we will look at things like your cost of business, but also especially if you've got a team and you think, you know what?

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I do want to pay them more because I want to motivate them and give them something to work towards and create a reward structure. The first place that you need to look at if you want to reward your team, whether it's to do team building activities, whether it's to do giving them different scales for growth and development, for training. If you want to give them more training, you need to look at your break even budget and find out how much you can afford. And if you can't afford it, all right, how much more do I need to be making? And then you go from, how much more I need to be making is, okay, how can I make this?

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How can I make this extra revenue? Then we turn around and we look at, okay, well, where are you losing money? And these are the things that we're going to be looking at in the retreat. We're going to look at what's profitable and what's not. So you're going to know where to stop sinking money.

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A lot of people will put a whole heap of money into marketing, but they're not even looking at how much money they're getting back on the return of that. So we have a look at that in your budget, and we look at what's profitable and what's not. So whether it's a service that you're offering or whether it is something else, like marketing, where we will help you calculate your prices based on your budget. 80% of the salons, I'd say even closer to 89% of the salons that we speak to, their pricing is not right, isn't it? And that's being generous.

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That's being generous. And usually the ones that have got their prices right, it's just because they've done a good guess.

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It hasn't been through. They've done it the right way. It's generally been that they've done a really good guesstimate. So we'll look at the prices, and as soon as we look at your prices, that's the first place that you're going to end up making more money in your business. And that can be up to, like, we've seen it, over \$100,000 just by fixing your prices.

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So we'll show you that. Then we'll also look at the outside of the box offers. So if you do have packages that you like to offer, then we'll have a look at how to offer those so that they're a financially viable package that has a good rate of return and a plan to keep people coming back so that they stay engaged. It's not just a one hit wonder where they come and then they leave. Then we're going to show you how to implement your price increase.

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So Adrienneana is going to break it down into steps and she's going to show you how to prepare your team so that your team are able to answer those tough questions and that your team feel like they're part of the change and that change where the business is making more money, the team gets to make more money, and the team gets to do more training and things like that. So having your team as part of your break, even budget and educating them on that will open up the doors for so much change within the culture. It's amazing. So on day one, Adrienne will be looking at stress management and self care. As a business owner, that's really important, because if you don't put your oxygen mask on yourself first, you can't help anyone else.

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We'll be doing some hot seats. Adrienne, do you want to tell us a little bit about how you hold the hot seat and what you do? Yes, absolutely. The other thing, what I wanted to mention, so this is a two days virtual retreat. So you don't need to leave your location.

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So you can do it from home or wherever you are. It's actually very flexible. It's all going to be recorded. You're going to have a certain time of eye labor for you to watch the recordings and you can jump in and out. Like in our last retreat, we had salon owners who could come a little bit later.

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Some had to go during the day and then just left and came back. So it's very flexible. But what I wanted to talk about. Can you remind me what I wanted to talk about? You're going to tell us about the hot seat.

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What do we do with the hot seat? Yeah, I think the most valuable or one of the most valuable part of this retreat is really that we going to have, and we planned enough time for you guys to give feedback so you can actually submit to us your breakeven pricing calculator. And there is a dedicated time during that two days. Day one and day two has dedicated time when we're going to choose and you can actually choose to become one of the hot seat person or business. And we're going to go through detail one by one and I'm going to give feedback.

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So it's all interactive. You can ask questions. Actually, when I going to go through your hot seat, your breakeven or your pricing and you are online with us, we're actually going to share the screen with you so you can ask questions. It's going to be just like a coaching session with nothing different. I will tell what I find.

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I will ask questions. I will give you some ideas, some suggestions. And also we're always going to make sure that end of the day, we leave plenty of time for Q A and also business discussion.

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That ends up being one of the best tools, I think is when people can ask their questions. Because I know whenever we've done virtual retreats or virtual classes and that is that it's great just sort of hearing someone talk. But to actually be able to get in there and ask your questions specific for you and getting someone to help you with your specific problem or your data or your business, it makes the biggest difference. So we will have hot seats on day one and day two, you will have a calculator. We will give you a calculator and a business budget tracker.

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Business breakeven budget calculator is what I'm trying to say. So you will have those to keep and you'll be able to use those forever. And reuse them every year, every six months, whenever your break even needs to change, then you can go through, you put a couple of numbers in and it gives you all your new prices. That also will show you exactly what services or classes, because we have a specific one for Pilates studio. So they're very unique to each industry, and you can see what classes or what services are actually making money and what's costing you money.

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And sometimes it's a big surprise. We'll also go through. And on day two, Adrienne is going to have some conflict resolution techniques. So whether it's a team member or we've been talking about sort of the conflict stuff, now she's actually going to give you the techniques. Then we will create your pricing strategy and calculate your final new price list.

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So you are actually going to walk away with your tangible price list. And then the final thing that we do is how to implement that new pricing strategy. So you're actually going to have a business pricing plan strategy. You're going to have your very own one. It's not going to be just talking about it.

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You're going to have that tangibly there. And we will have. Adrienne will be talking about overcoming objections and using those strategies as well. Now, all of this is usually, it's without the guesswork or guilt, and it's usually for 1499. Adrienne, how much is it?

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799 for the two days. So I think when we did a little go with one of the retreat members, I think we ended up saying for that 799, it was almost ten times return on the investment from. I think it was Josie, wasn't it? Yeah. So I was like, okay, excellent.

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We made a massive impact in two days. I like that you come business owner with just like this, confused and not knowing, and then when you leave, you live, like, your body language changes and it's something in your hand. Then, you know, you can go away tomorrow and you can start to implement everything. So it's really good. It's very valuable.

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But I think the time is up for this episode. Time is up. So we've got the addresses on the bottom of the screen now. I'll always get this. I stumble every time we say that at the end of every time, focusgdt.com slash retreats with an S and Adrienne will do the handle.

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Yes. So you can find us on TikTok, on Instagram and Facebook. And the handle is at focus GDT. And we are on YouTube with our podcast, beyond the mirror. And the handle is beyond the mirror.

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So it's very easy to find us guys, and we are looking forward to the next episode also, just why we are here. If you go to our website and if you want us to talk about different subjects in our website, if you go on their podcast episodes, then you will be able to ask questions from us. So whatever question you have, we can address it and we can talk about it. All right, that's us. We'll see you next time.

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See you next time. 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.

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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@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.