Scaling Stylist METHOD



Workbook

PASSION, DESIRE, DRIVE,

WHICH ARE YOU?



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Founder of Thrivers Society

A Note From Britt

Welcome to the Scaling Stylist Method. You just made a commitment to me and to yourself that you're ready to truly change your life.

By joining The Scaling Stylist Method, you are choosing to be a part of the elite 5% of beauty professionals who truly create a freedom lifestyle. You want to love a career that supports your personal life without taking away from it.

Every month we hear stories of members who have doubled, tripled, quadrupled...even 10Xed their income since joining. While I love those stories, my favorite student stories come from members who now have more time with their loved ones. Stories from members whose quality of life improves by joining the membership.

I want all of that for you and so much more.

Go all in. This is your journey and it will be what you make of it.
This is me, meeting you at the starting line, giving you a big hug, and saying "go big or go home, friend. Let's make dreams come true."

xoxo.

Britt Seva

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“

REST AT THE END

NOT IN THE MIDDLE.

1

MODULE ONE

Understand the System

1



The 5 Key Roles In Your Business

Use the space below to evaluate the ways you currently show up in each of the key roles.

CEO What are some of the things you do to fulfill this role in your business:

CFO What are some of the things you do to fulfill this role in your business:

COO What are some of the things you do to fulfill this role in your business:

CMO What are some of the things you do to fulfill this role in your business:

Talent

How much time do you spend as the Talent weekly in your business? _____

How much time do you spend being the CEO, CFO, COO, and CMO each week?

_____

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Wealthy Life Framework

My Current Reality

Health

Money

Time

Love

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Wealthy Life Framework

My One-Year Goal

Health

Money

Time

Love

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Wealthy Life Framework

My Three-Year Goal

Health

Money

Time

Love

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REMEMBER,

WE DON'T LIVE TO WORK.

MODULE TWO

Your Zone of Genius X Factor



Discover Your Zone of Genius

What work/services do I most look forward to seeing on my books?

What work/services do I choose to research and enjoy learning more about?

What work/services do I do that feel enjoyable?

What work/services do I do that feel most profitable while equally being the least exhausting/time-consuming?

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Discover Your Zone of Genius

What work is naturally easy to me?
These would be the services and skills you seem to have a natural affinity for versus things you've learned a lot about but had to work hard to learn. Things you had to work hard to learn but are good at live in your Zone of Excellence. You are uncovering your natural gifts in this lifetime.

When people are sending you a referral, what services do you want that referral client to look for?

What do people often ask you for advice about?

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Discover Your Zone of Genius

What do you naturally enjoy helping people with?

What is the outcome you're most proud of after somebody has had an interaction with you?

When do you feel like you've made the biggest professional impact?

What do you wish that everybody who worked with you walked away KNOWING?

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Discover Your Zone of Genius

What do you wish that everybody who worked with you walked away FEELING?

Based on my research, I believe that my Zone of Genius X factor is when I am helping people to:

Receive/Experience:

So that:

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Descriptives

These are the traits that YOU resonate with most. Circle one from each pairing.

Arrogant / Humble

Bold / Subtle

Talker / Listener

Sophisticated / Simple

Easygoing / Particular

Follower / Leader

Intelligent / Entertaining

Comforting / Powerful

Down-to-earth / Aspirational

Composed / Excited

Extroverted / Introverted

Analyzer / Action Taker

Precise / Instinctual

Quirky / Predictable

Spiritual / Material

Amusing / Intriguing

Modest / Confident

Relatable / Inspirational

Approachable / Admirable

Polished / Rough

Refined / Real

Thoughtful / Thought-provoking

Vulgar / Clean

Eccentric / Conventional

Sweet / Sharp

Strong / Soft

Quick / Thoughtful

Sarcastic / Straightforward

Passionate / Joyful

Outgoing / Introspective

Reserved / Outgoing

Humorous / Serious

Collected / Spontaneous

Strategic / Organic

Easygoing / Systematic

My Top 5

_____ _____ _____

_____ _____

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Experience

Describe two of the greatest hardships you've ever experienced In your life.

Use one word to describe how you felt in each moment (two words total).
These two words won't be added to your wheel.
They are simply for refining the hardships into a single feelings

_____ _____

Use one word to describe what you had to do overcome those challenges (two words total)

_____ _____

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Experience

Have you ever won any awards or acknowledgements?

What do you think it is about you or the work you've done that earned you that/those award(s)?

Use a word to describe why you believe you were chosen to receive that award:

_____

Use a word to describe how people generally feel after seeing you/working with you:

_____

What is one word that describes what it took to create your life up until this point?

_____



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Core Beliefs

In one word, what is the secret to success?

_____

In one to three words, how do people find more joy?

_____

In one to three words, what do people need in abundance to be truly happy?

_____

In one to three words, what is needlessly causing harm or frustration for people today?

_____

In one word, what makes life harder than it needs to be?

_____

In one word, what defines a good experience?

_____

In one word, how is trust built?

_____

What makes for a memorable experience?

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Core Beliefs

What do people need in abundance to be truly happy?

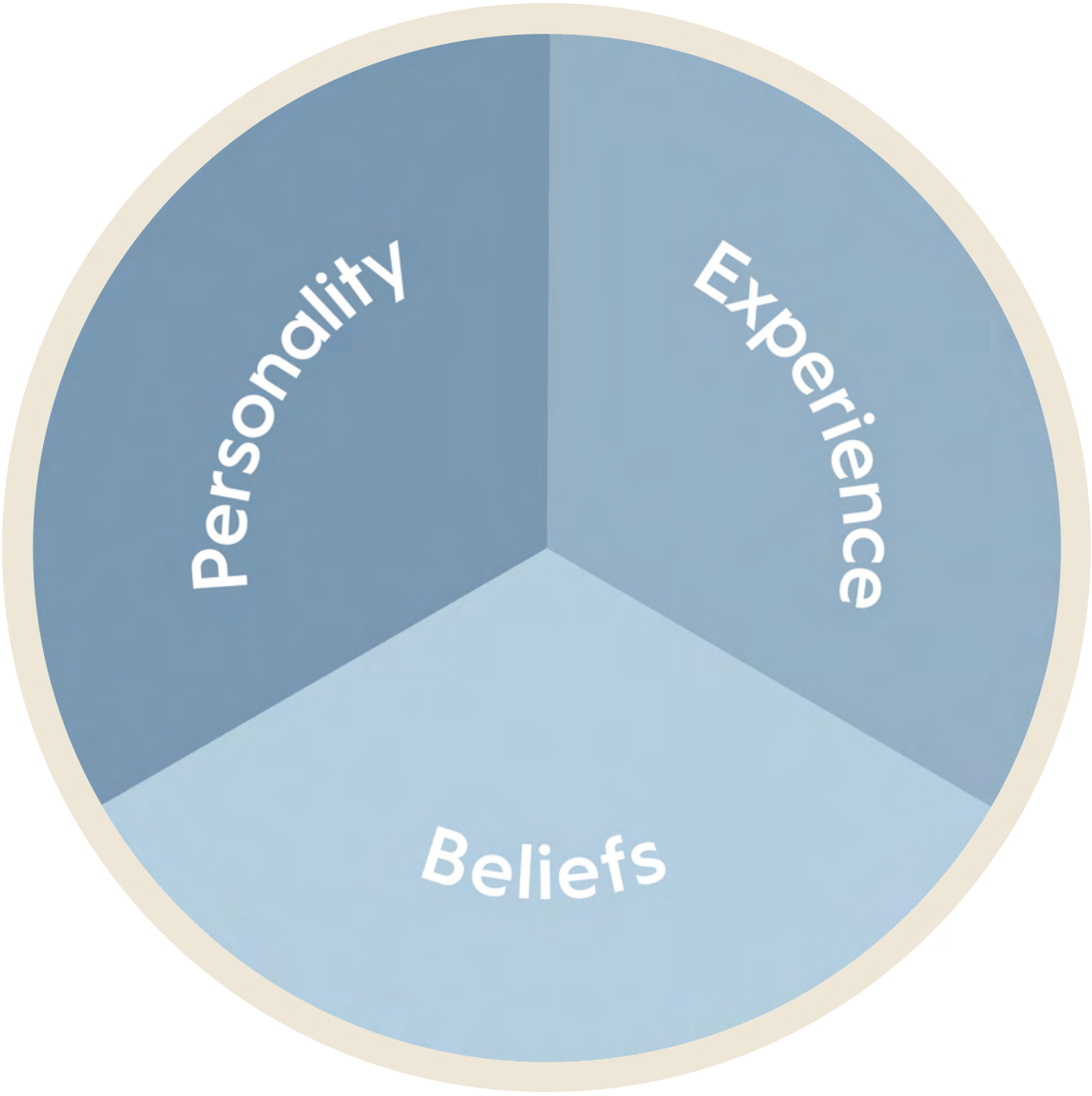
What is needlessly causing harm or frustration for people today?

What makes life harder than it needs to be?

What defines a good experience?

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What Are Your X Factors?



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X Factor Zone of Genius Proclamation

My Zone of Genius is:

The X factors I use to execute my Zone of Genius are:

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MODULE THREE

Secure Your Brand Positioning



Problems

Some of the mindset challenges my target market struggles with are....

When they wake up in the morning and look in the mirror, some of their common concerns are...

Hurtful things they've been told or felt in the past are...

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Problems

They've been mislead to believe that...

Some of the mindset challenges my target market struggles with are....



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Payoffs

How will your guests feel after working with you?

What will become easier or even effortless after working with you?

What will your guests have learned after working with you?

What will they see/feel when they look in the mirror after working with you?

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Fascinators

For detailed descriptions check out Sally Hogshead's Fascinate method.

Innovative Brands

- Forward thinking
- Entrepreneurial pioneers
- Bold and risk taking
- Surprising and shocking
- Visionary showing what we can become

Passion Brands

- Inspires others to connect with you and others
- Expressive with feelings of warmth and joy
- Optimistic, instant trust-building brands
- Sensory and making us feel warm fuzzies all over
- Social and making us want to be a part of your conversation and world

Power Brands

- Assertive with a competitive spirit
- Goal oriented for themselves and their customers
- Decisive action takers
- Purposeful market leaders
- Opinionated and set in their beliefs

Prestiege Brands

- Ambitious
- Goal-oriented
- Respected by their peers, community, and clients
- Aspirational
- Elite and make people want to spend more and invest deeper

Trust Brands

- Stable in any market
- Dependable
- Familiar
- Comforting
- Predictable through repeatable pattern and strategy

Mystique Brands

- Observant
- Calculated
- Private
- Curiosity-provoking
- Substantive

Alert Brands

- Organized
- Detailed
- Efficient
- Precise
- Methodical

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Brand Positioning Package

Zone of Genius:

X Factors list:

The problems I help my guests to solve:

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Brand Positioning Package

The payoffs my clients enjoy:

My Fascinator:

_____

My brand headline:

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“

CONFIDENCE

IS THE BY-PRODUCT OF ACTION.

MODULE FOUR

Define Your Method



Uncovering Your Method Opportunities

What is your Fascinator:

_____

Problem → Payoff

*Note: If you get stuck here, lean into the problems your Zone of Genius guest is facing. Providing solutions that relieve pain and deliver the optimal payoff makes for the most desirable method.

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Uncovering Your Method Opportunities

What is your Fascinator:

_____

Problem → Payoff

*Note: If you get stuck here, lean into the problems your Zone of Genius guest is facing. Providing solutions that relieve pain and deliver the optimal payoff makes for the most desirable method.

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Standard Method Path Worksheet

Pre-Visit Components

Early Visit Components

Service Components

Close of Visit/Post Visit Components

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MODULE FIVE

Enhance Your Method



Pre-Visit Texts and Emails

Text verbiage:

Text #1:
Good afternoon, Jamie. I look forward to seeing you on DATE, TIME. Here is the link for my welcome packet for you to review ahead of your visit: www.LINK.com

Text #2:
Good morning, Jamie. I look forward to seeing you soon. Click here to check out my new guest welcome page. See you in the salon soon!

Text #3:
Standard confirmation text from your online booking system

Email verbiage:

Email #1:
Good afternoon, Jamie. I look forward to seeing you on DATE, TIME.

This is the first of three emails you'll receive from me before your upcoming appointment. Each will include helpful resources and information.

Now is a great time to add my email address, britt@sevasalon.com, to your email contacts so my messages are certain to hit your inbox.

To start, here is the link for my welcome packet for you to review ahead of your visit: www.LINK.com

This will explain how to best prepare and what you can look forward to as a part of my clientele.

I look forward to meeting you soon!

Britt Seva

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Pre-Visit Texts and Emails

Email verbiage:

Email #2:
Good morning Jamie,

I look forward to seeing you on DATE, TIME.

This is the second of three emails you'll receive from me before your upcoming appointment. Each will include helpful resources and information.

In case you missed the last message, here is the link for my welcome packet for you to review ahead of your visit: www.LINK.com

I also wanted to share with you my new guest overview page, which shares a bit more about what our visits together will look like. You can review that here: www.link.com

The next email I send you will be your final appointment confirmation. That will come 72 hours ahead of your booking.

I look forward to meeting you soon!

Britt Seva

Email #3:
Standard email sent automatically from your digital booking system.



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First Visit Planning Sheet

Name: _____ Date: _____

What is the goal of our first visit together?

_____

_____

What would make this first appointment (or appointment series) feel like a success?

_____

_____

Hair Condition Today

☐ Healthy ☐ Porous ☐ Breakage ☐ Dry

Hair Color

Natural root color: _____

How often do you generally color your hair? _____

What color processes have you been doing prior to your visit today?

_____

_____

Tell me about your current color. What do you like and what would you change?

_____

_____

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First Visit Planning Sheet

Do you tend to like your color a bit warmer or a bit cooler in tone? ☐ Warmer ☐ Cooler

Which do you feel like your color is right now? ☐ Warmer ☐ Cooler

Have you been getting highlights and if so, were you having mini, full, or partial highlights?:

☐ No Highlights ☐ Mini ☐ Full ☐ Partial ☐ Other: _____

Do you like your highlights to be more defined or more blended? ☐ Defined ☐ Blended

Do you prefer any bright pieces at your root or do you like all the bright pieces through the ends?

_____

Notes about existing color

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First Visit Planning Sheet

Hair Cut & Style

Tell me about your haircut as it is today. What do you like and what don't you like?

Is there a time you remember when you really disliked your cut? Tell me about that.

Do you like your layers throughout your cut or more through the bottom only? ☐ Throughout ☐ Bottom

Do you like the bottom of your cut to be more precise or more textured? ☐ Precise ☐ Textured

Do you normally blow dry your hair? ☐ Yes ☐ No

Do you normally flat iron or curl your hair? ☐ Yes ☐ No

How many days a week do you heat style your hair? _____

How often do you wear your hair up in a ponytail? _____

What styling products do you use in your hair currently?

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First Visit Planning Sheet

What shampoo and conditioner do you use?

Are you currently using a hydrating mask at all?

Notes about existing cut

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First Visit Planning Sheet

Name: _____ Date: _____

Color Services:

- ☐ Root Touch Up **$50**
- ☐ Root Touch Up & Glaze **$80**
- ☐ Glaze Only **$30**
- ☐ Vivid Tone **$60**
- ☐ Bleach Re-Touch **$70**
- ☐ Full Bleach **$125**
- ☐ Mini Highlight **$50**
- ☐ Partial Highlight **$75**
- ☐ Full Highlight **$100**
- ☐ Hair Painting **$120**
- ☐ Color Correction **$100/hour**

Cut & Style:

- ☐ Hair Cut **$40**
- ☐ Hair Cut & Blow Dry **$55**
- ☐ Blow Dry Only **$35**
- ☐ Curl or Flat Iron Add-on **$10**
- ☐ Braid Add-on **$20**
- ☐ Braid or Easy Up-do **$65**

Treat & Heal:

- ☐ Basic Treatment **$5**
- ☐ Mid-Level Treatment **$15**

Based on what we've discussed, my suggested services are selected above.

Cost of services: _____

At your next appointment and appointments moving forward, my suggested services will be:

Cost of services: _____

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One-Year Guest Journey Map

One-Year Hair Goal:

Length:

Color:

Style:

Health:

Maintenance:

Where we are today:

What I suggest for next visit:

Where we'll be in six months:

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One-Year Guest Journey Map

Online Booking Details

Appointment Variation #1:

Frequency:

Appointment Variation #2:

Frequency:

At-Home Haircare Plan:

12 Month Reconnection Consultation Date: _____

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MODULE SIX

Improve Loyalty



Post-Visit Thank You Note

Note Verbiage

Name,

It was wonderful to meet you. I am excited about our one-year journey plan and I can't wait to see where we get in the next 12 months. Don't hesitate to reach out if you have any questions and I look forward to seeing you in the salon soon.

Best Regards,

Britt Seva

Name,

It was so nice to meet you! I hope you're loving your look and are soaking up all of the compliments about your cut and color. Don't hesitate to reach out if you have any questions and I look forward to seeing you in the salon soon.

Best Regards,

Britt Seva

Name,

It was so nice to meet you! Your extension transformation was one of my absolute favorites and I hope you're having some fun styling and working with your gorgeous new hair. Don't hesitate to reach out if you have any questions and I look forward to seeing you in the salon soon.

Best Regards,

Britt Seva

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Referral Thank You Note

Note Verbiage

Name,

Thank you so much for sending REFERRED GUEST'S NAME my way. We had a wonderful first visit and I know we'll continue having great visits in the years to come. I've attached a $25 service gift card to your account and that credit will be available at your next appointment. See you soon!

Best Regards,

Britt Seva

Birthday Note

Note Verbiage

Happiest birthday wishes, Name!

I'd love to celebrate you in the salon with a complimentary basic moisture treatment at your next visit. Just mention this card and we'll treat your tresses to an extra moisture boost and cheers to your best year ahead.

Best Regards,

Britt Seva

Happy birthday, Name!

I have a complimentary travel-size shampoo and conditioner duo ready and waiting for you at your next visit. Just mention this card and I'll gift you the perfect haircare duo that you can pack in your suitcase for your next trip. May the year ahead be your best yet.

Best Regards,

Britt Seva

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Rewards Program Worksheet

Suggested Scale

	25 points/stars	100 points/stars	1,000 points/stars
Basic services	1 point	10 points	20 points
Zone of Genius/method package services	5 points	25 points	250 points
Conditioning treatments	3 points	15 points	50 points
Referrals	25 points	100 points	1000 points
Micro influencer shares	15 points	50 points	500 points

Suggested Redemption Qualifier

25 points/stars	100 points/stars	1,000 points/stars
$25 - $50 service credit	$25 - $50 service credit	$25 - $50 service credit

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Digital Lounge Format Brainstorm

Suggested features:

- Existing guest appointment booking link
- Blogs
- Monthly video tutorials
- Monthly retail promotion
- Standing haircare trainings
- Suggested appointment frequency chart
- Referral program digital sharable download
- Link for clients to update their contact information through your existing guest contact form
  - *An example of this form was shared in The Thriving Stylist Method.
- Schedule changes and updates

12-Month Lounge Content Planner

JAN	
FEB	
MAR	
APR	
MAY	
JUN	
JUL	
AUG	
SEP	
OCT	
NOV	
DEC	

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Client-Only Tutorials Brainstorm

Pain points of my Zone of Genius clients	Tutorials that will overcome those pain points

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MODULE SEVEN

Gain Control



Policies to Consider

Policies and tools you may need:

- ☐ Cancellation policy
- ☐ No-show policy
- ☐ Late guest policy
- ☐ Redo policy
- ☐ Retail return policy
- ☐ Payments policy
- ☐ Invoice for guest to submit cancellation payment

What types of services do you need additional contracts for?

What will your cancellation fee be and will it be a flat fee or a per service fee?

How will you enforce the payment of that fee?

Are you willing to accept physical product returns, and if so, within what window of time?

☐ 14 days ☐ 30 days ☐ 45 days ☐ 60 days ☐ 90 days

What types of services do you need additional contracts for?

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Policies to Consider

Will you offer retail price matching and what is your process for that if you are?

Does your retail policy change if somebody purchases a retail bundle or package?

What redo window do you feel comfortable honoring?

- ☐ 3 days
- ☐ 7 days
- ☐ 14 days
- ☐ 5 days
- ☐ 10 days
- ☐ 21+ days

How should a guest contact you in regards to a redo?
(You may want to include this in your policy)

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Policies to Consider

Can a client see a different stylist for the redo? If they do, do they need to pay the difference in price if seeing a more experienced stylist?

What will your late client policy be?

What forms of payment will you choose to accept?

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Sample Contract Verbiage

Note: FSBD doesn't provide legal advice to members of any paid or free coaching. These samples are simply here as inspiration and are not guaranteed to legally protect you or your business. Contact a local small business attorney in your state for more details about legally binding contracts.

Cancellation & No-Show Policy

Policy Overview:
In order to continue providing the best possible scheduling options to my guests, I require 24 hours notice should you need to cancel or reschedule your visit with me.

Should you cancel your appointment with less than 24 hours notice or fail to show up for a scheduled appointment, either:

- a $25 per service canceled fee applies and will be due before a new appointment is scheduled.

OR

- a $50 fee applies and will be due before a new appointment can be scheduled

OR

- You will be charged 50% of the estimated total for booked services and this charge will be automatically billed to your credit card on file.

Optional verbiage if you are holding a credit card on file:
A credit card is required to secure your appointment. Appointments canceled within 48 hours or for which clients do not arrive on time for will incur a charge of _____.

Optional verbiage if you are planning to charge the guest before allowing them to re-book:
Your payment may be made by credit card over the phone or I can send you a virtual invoice. Once you've paid the cancellation fee, I will remove the restriction placed on your account and you'll be able to secure your next appointment.

Please note, I am generally booked out three or more weeks so you will have to wait sometime to get scheduled back on my calendar.

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Sample Contract Verbiage

Cancellation & No-Show Policy (continued)

Medical & Safety Exception Clause:
Should I need to cancel an appointment due to unexpected illness, unsafe weather conditions, power outages, or other force majeure events with less than 24 hours notice, a service credit in the amount of _____ will be added to your guest profile and applied at your next visit. I will make every attempt to reschedule you back on my calendar within 10 days of the missed appointment.

Should you need to cancel your appointment due to unexpected illness, unsafe weather conditions, power outages, or other force majeure events with less than 24 hours notice, the cancellation policy above applies as I will not be able to fill your booking in time, which causes a financial hardship on me and my family. The way to avoid these charges is to be sure you arrive on time or cancel your appointment with more than 24 hours notice.

I will honor 50% off your next identical service and do all we can to reschedule your appointment in a timely manner. Here at Salon, we understand that accidents and emergencies happen that prevent 24-hour notice for canceling or rescheduling your appointment. Salon members are given one (1) grace appointment a year for last-minute scheduling changes, cancellations, or no-shows.

Late Arrival Policy

Policy Overview:
In order to continue providing the best possible service to my guests, I will not allow any clients' late arrival to affect another guest in my business.

If you arrive to the salon more than 5 minutes past your scheduled appointment start time, we will not be able to complete all of your services scheduled for the day.

You can choose to eliminate the cut or blowdry service. However, the cancellation policy will be in effect for those services and the cancellation fee will be imposed, representing 50% of those booked services.

Should you arrive more than 15 minutes late, we will not be able to complete your services and the cancellation fees will apply to all scheduled services.

This policy allows me to always have plenty of time to serve my guests thoroughly and will ensure I am always running on time for you at each visit.

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Sample Contract Verbiage

Redo Policy

Policy Overview:
I strive to offer my guests the highest level of guest satisfaction.

If you are having challenges with your cut or color, let me know within 7 days of your visit.

If after reviewing the consultation form we completed together, I can see that I missed the mark in the execution of your services, I'm happy to correct the issue with no additional charge.

If you are simply looking for a different result than what was agreed upon in the consultation, I am happy to quote you a refinement rate, which will allow us to shift your look based on your new goals.

Every effort will be made to get you back into the salon within 7 days of your redo request.

Please note that if you do not notify me within 7 days of your dissatisfaction, the redo policy becomes null and void and any requested changes will be billed according to my service menu and pricing.

Retail Return Policy

Policy Overview:
Should you make a retail purchase that you are unsatisfied with, I will accept retail exchanges at full credit for 30 days from your initial purchase.

Retail purchase refunds are not available. I will exchange your purchased product for another product that I believe is better suited to meet your needs and goals.

Product brought to the salon for an exchange between 30 - 90 days after purchase will be eligible for a 50% exchange credit.

Shipping fees are non-refundable for any products that were shipped to you directly by our salon.

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Sample Contract Verbiage

Payment Policy

Policy Overview:
A credit card Is required to secure your appointment. A $50 booking charge will be applied at your time of booking which will be applied towards your services booked.

If you do not arrive for your appointment, or cancel your appointment within 48 hours of your scheduled visit, this booking fee will be retained by the stylist and held as a cancellation fee. No service credit will be provided in this scenario.

The full rate of the services agreed upon is due at the time of service completion. I accept payments in the form of cash or credit card only.

If you are unable to pay for services in full using either method, your lack of payment will be reported to the San Mateo County Sheriff within 24 hours of your visit.



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Sample Contract Verbiage

Extension Services Policy

Policy Overview:
I understand that I am personally liable for all damages to my hair extensions or my own hair while wearing the extensions installed by Stylist Name.

Photo Release:
I understand that my stylist may take before and/or after photos of my extensions. I give my permission for said photos to be shared digitally or in printed form.

Hair Extension Cancellation Policy:
I understand that this service package has its own cancellation policy. I understand that If I need to cancel or reschedule my extension installation, I need to do so at least 72 hours before my scheduled installation or my full deposit will be retained by the stylist as payment for the time they held for me. This deposit would then become non-transferable and non-refundable. I will need to pay an additional deposit to schedule a new appointment.

Extension Hair Ownership:
The hair purchased for my extensions becomes my personal property and responsibility at the time of installation. Before installation, the hair is the property of Stylist Name or Salon Name.

Extension Deposit:
A deposit is required at the time your installation appointment is scheduled. This deposit is non-refundable but may be transferred to future hair extension installation appointment so long as you cancel your booking with 72 hours notice. The deposit represents 50% of the anticipated installation rate.

Cut and Color Service Agreement:
I agree to have all of my cut and color services executed by a stylist at Salon Name for as long as I am an extension client of the salon. Should I choose to have a cut and color service executed elsewhere, I understand I will need to book an extension re-consultation appointment prior to scheduling a move-up or installation at the rate of $100.

Maintenance Agreement:
I agree to abide by the terms listed in the Salon Name extension guide, which details how to brush, cleanse, condition, style, and maintain my hair extensions. Failure to do so will result in potentially permanent damage to my extensions, scalp, or natural hair. Such damage will be my full responsibility.

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Sample Contract Verbiage

Color & Cut Services Policy

Photo Release:
I understand that my stylist may take before and/or after photos of my hair, face and likeness. I give my permission for said photos to be shared digitally or in printed form.

Cancellation Policy:
I understand the established cancellation policy. I understand that if I need to cancel or reschedule my appointment for any reason, I need to do so at least 24 hours before my scheduled appointment or I will need to remit payment in the amount of $25 for every service cancelled before I may rebook another appointment.

Hair Services Agreement:
I understand that my stylist will work to achieve the agreed upon result. Should I feel the result differs from what we agreed to achieve, I have 7 business days to request a service adjustment free of charge.

If I do not request a service adjustment within 7 days of the services rendered, I understand that I am no longer entitled to a service adjustment and any changes requested will have to be paid services.

I understand that If I change my mind and now desire a result that differs from what was discussed In the consultation, I am not entitled to a service adjustment.

Hair History Falsification Agreement:
I agree to be fully honest and transparent with my stylist as we talk about my hair history.

I understand that anything I've done previously to my hair and anything I may choose to do In the future will affect the results of services received at the salon. I understand that falsification of hair history will result In an undesirable outcome Including, but not limited to:

- Hair breakage
- Uneven color
- Undesirable color
- Irreparable damage
- Hair loss

Should any of the above occur and It Is determined that I have falsified hair history, I will not be entitled to any reparative services, treatments or refunds.

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Sample Contract Verbiage

Client & Salon Safety Policy

Policy Overview:
Client, staff, and personal safety is always my #1 priority In the salon. With that in mind, I require that all guests follow our health and safety policies.

Child Safety Policy:
I welcome children under the age of 16 in the salon only if they are receiving a service themselves. Children may not accompany a parent to any appointment unless they too are booked for a service of the same length at the same time with another stylist in the salon. Salons can be dangerous for children who can fall, cut themselves, or be exposed to potentially harmful chemicals.

I also pride myself on creating a relaxing experience for all guests, and children can cause a distraction for both the stylists and the other guests in the salon. I love seeing photos of and hearing stories about your children; however, for their safety and the safety of all others in the salon, I do ask that you make child care arrangements during your appointments.

PPE Policy:
It is my personal preference (or in accordance with local and state guidelines) I will wear a mask for the duration of your appointment and require all guests to do the same. You will always be given a clean drape and robe, and my chair and station will be fully sanitized prior to your arrival.

Guest Check-In Policy:
Please text me at 408.444.444 when you arrive at the salon and I will respond when I'm ready to greet you. I will be requiring all guests to have a temperature below 99.0 before entering the salon.

If you or anybody in your home or close proximity has experienced any symptoms of illness, I ask that you reschedule your appointment in accordance with my cancellation policy guidelines.

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Credit Card Authorization Form Example

Credit Card Authorization Form

Please complete all fields. You may cancel this authorization at any time by contacting us. This authorization will remain in effect until cancelled.

Credit Card Information
Card Type: ☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX ☐ Other: _____
Cardholder Name (as shown on card): _____
Card Number: _____
Expiration Date (mm/yy): _____
Cardholder ZIP Code (from credit card billing address): _____

I, _____, authorize _____ to charge my credit card above for agreed upon purchases. I understand that my information will be saved to file for future transactions on my account.

_____ _____

Customer Signature Date

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MODULE EIGHT

Get Organized



Sample Auto Responder

Thank you so much for reaching out! Hearing from my community is one of my favorite parts of working as a stylist and I'm so glad you connected.

I am in my inbox Tuesday - Friday and will respond to your email within 24 hours during those working days. If you email Friday evening - Monday, you can expect a response on Tuesday.

Need to book an appointment as a new guest?

Head to www.brittseva.com/newguest and you can submit your digital consultation request, which is how all new guests start the booking process.

Have you seen me for an appointment in the last few months and need to rebook?

You can log into your digital client lounge by clicking here.

Want some quick haircare tips?

Head to www.instagram.com/brittseva where I share hair tutorials, trainings, and haircare strategies weekly.

See you in the salon soon!

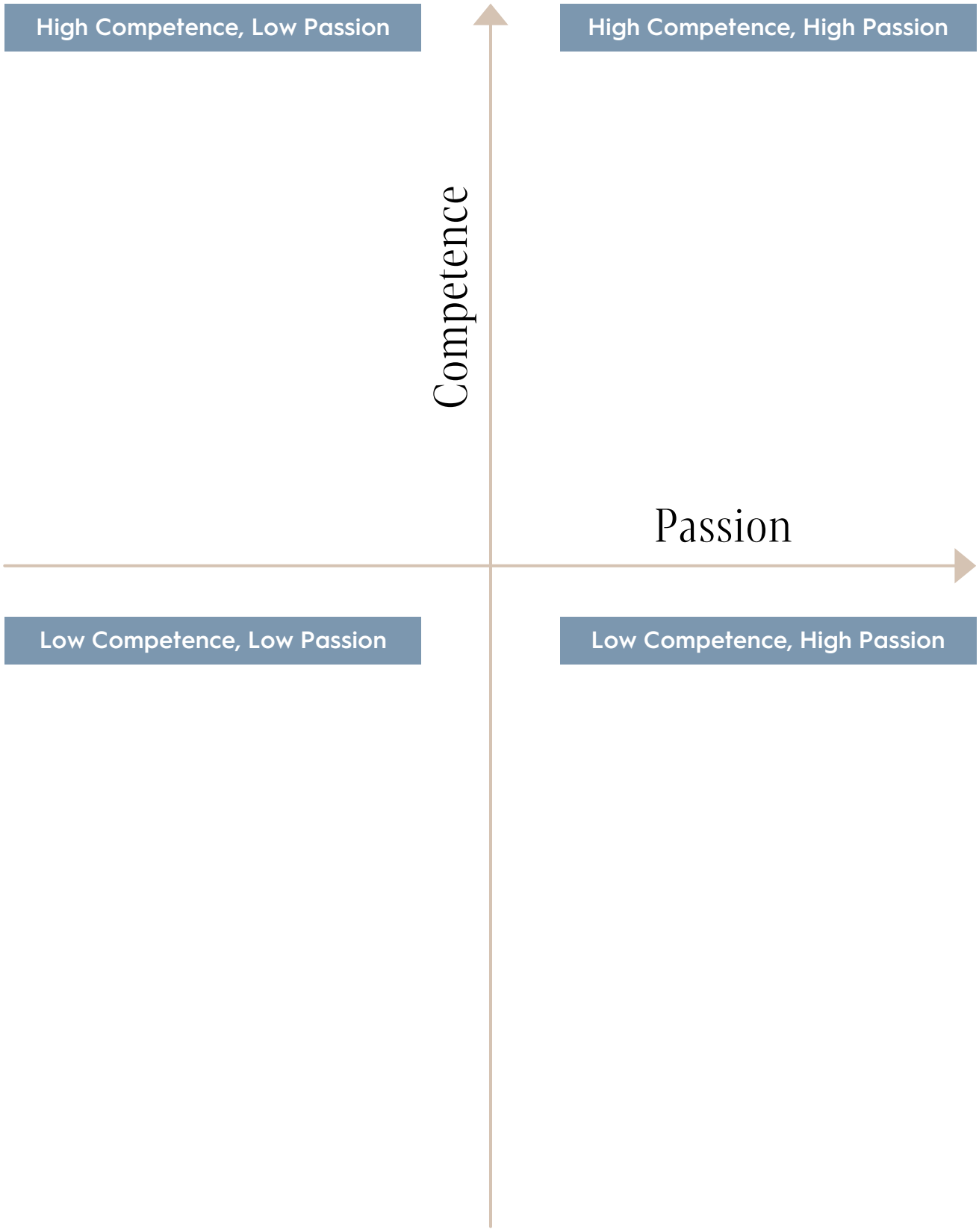
Britt Seva & the Britt Salon Team

www.brittseva.com



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Skills Assessment Analysis



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Questions for Top 10% & Client Satisfaction Surveys

Sliding Scale Questions

- Generally how happy are you with your hair color at the end of your appointment?
- Generally how happy are you with the way your color fades?
- Generally how happy are you with your haircut?
- Generally how happy are you with your blow dry style?
- How likely are you to send a referral to me?

Yes or No Questions

- Are you aware of my referral program?
- Are you aware of my rewards program?
- Would you like to receive emails about my upcoming promotions?
- Do you currently color your hair?
- Would you like me to talk about the latest haircare options available at each appointment?

Multiple Choice Questions

- What social media platforms do you use?
- About how much time do you spend on social media?
- How often do you like to have your color touched up?
- How often do you prefer to have your hair cut?
- Which of these special events interests you?
- Which of my existing amenities do you appreciate the most?

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Questions for Top 10% & Client Satisfaction Surveys

Short Answer Questions

- What is your favorite part of your experience with me?
- What is the biggest challenge you're currently experiencing with your hair?
- Where do you choose to buy your haircare products and why do you purchase them there?
- What magazines do you like to read?
- What is your preferred appointment time?

Questions to Avoid

- What services would you like me to start offering?
- What amenities would you like me to start offering?
- What days and times do you wish we were open?
- Are you comfortable with the price you pay for your services?
- Do you feel my prices are fair?
- Do you feel the speed of your appointment is appropriate?



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AUTOMATING YOUR BUSINESS

DOESN'T MEAN

YOU DON'T SHOW UP FOR IT.

MODULE NINE

Improve Your Schedule



Financial Needs

Pre-Booking Quiz

How to know if pre-booking IS WORKING for you:

- You love the schedule you work and wouldn't change a thing
- You love the money you make and see significant financial growth year over year (20% or more). So if you made $100k in 2018, you made $120k in 2019, etc.
- You are able to fit in new guests within three weeks to see you
- You have flexibility in your schedule and are able to prioritize personal time
- You don't spend two or more hours a week managing your schedule with rescheduling and cancellations

How to know if pre-booking IS NOT WORKING for you?

- You struggle to reschedule guests when they cancel or want to shift their appointments because you're booked so tight.
- You are booked at least two weeks out AND your income doesn't grow at least 20% each year.
- You aren't seeing at least four new guest requests a month AND when you do see a new guest request, they have to wait four or more weeks to get in to see you.
- You don't have much schedule flexibility. You're pretty locked into your books and if you were invited to a special event six weeks from now on a Saturday, you'd have to decline.
- You spend more time than you'd like managing your books, squeezing clients in, and rescheduling appointments.

So let's take a look at who SHOULD pre-book:

- Clients who come in every week consistently.
- Clients who come in every four weeks consistently.
- Service packages that are 3+ hours long IF this is a proven consistent guest.
- If you're a building stylist with LOTS of room available and hope to double or triple your income this year.

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10

MODULE TEN

Increase Your Revenue

10



Virtual Consultation Call Sheet

Client's Name: _____

Today's Date: _____ Quoted Rate: _____

Appointment Date & Time: _____

1. Commonalities or relatabilities: 1 - 2 minutes

"Okay, this is great! I can tell we are going to get along well, so let's dive in and start reviewing your digital request form...."

2. Review the Digital Appointment Request form: 1 minute

"Okay, so if that is all still correct, I am going to ask you a few more questions so I can determine the best plan to achieve this. We'll talk about services, pricing, after-visit care, and availability. Anything else you want to make sure we cover today?"

3. Questions to ask to gain clarity: 5 - 6 minutes

- I noticed you mentioned you've been coloring your hair. When was the last time you had your hair colored and were you happy with the result?
- How long have you been thinking about getting _____?
- Have you ever had _____ done anywhere else and were you happy with that result?
- Would you describe your hair or scalp as dry or damaged?
- How often are you able to come in to sustain the look we achieve?
- What would make your visit feel like a success?

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Virtual Consultation Call Sheet

4. Give them the plan: 5 - 6 minutes

"Wonderful, I think we covered everything. I am 100% confident I can actually exceed your expectations.

I just did a transformation on a client with very similar goals. Nikki came to me with the same frustrations about her hair and similar goals, and we were able to knock it out of the park. I can send you some before and after pictures of her hair when you come in for your visit with me.

I am confident I can achieve this so is there anything else you would like to discuss before I jump into the investment and timeline?"

Pitch the plan:
"Okay, so based on what we talked about today, the services I'm going to suggest are designed to achieve the look you want while preserving the integrity of your hair as well. I'm going to make suggestions based on the desired results, desired hair health, and at-home care.

For your desired result, I'm going to suggest we book you for:

Now, the haircut we do will help with some of the dryness, but I suggest that all of my guests get a moisture-locking treatment, which will help your hair to be shinier, smoother, and softer while retaining your color and allowing what we do to look as natural as possible.

I also suggest a three-part haircare regimen which we will customize in the salon, but it will include a shampoo, conditioner, and thermal protectant for styling.

This is a complete plan to ensure your hair starts and stays healthy, and we'll actually solidify a one-year haircare plan when you're in the salon to be sure I'm always meeting your needs, but this plan will achieve the results you're looking for and sustain them between visits."

Investment options:
"The investment for this plan will be $_____ and will fully include your desired result, treatment, and take-home hair care package.

Now if you want to skip the haircare take-home, the rate will shift to $_____. I wouldn't suggest skipping the haircare portion, but it's an option.

Take-action transition:
So based on what we talked about, which option works best for you and are there days and times you'd prefer to look at as I pull up my schedule?"

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Virtual Consultation Call Sheet

5. Finalize the booking: 2 - 3 minutes

"Okay great! I think that is a great place to start and I'm so excited to work with you. So, looking at my calendar, it looks like I can do Wednesday, May 7 at 11 am or Friday, May 18 at 5 pm. Which would you prefer?

Okay, great! I do require a $25 deposit which will be applied to your appointment, so I am going to ask you for a credit card over the phone, but I won't keep your card on file...this will be a one time charge.

Okay, great! We've got you all set, so I'm now going to text (or email) you our new guest welcome packet to look over. It will include what you can expect between now and your first appointment and all of my contact information."



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Virtual Consultation Call Sheet

Client's Name: _____

Today's Date: _____ Quoted Rate: _____

Appointment Date & Time: _____

1. Commonalities or relatabilities: 1 - 2 minutes

2. Review the Digital Appointment Request form: 1 minute

3. Questions to ask to gain clarity: 5 - 6 minutes

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Virtual Consultation Call Sheet

4. Give them the plan: 5 - 6 minutes

5. Finalize the booking: 2 - 3 minutes

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Email Marketing to Win Guests Back

Email Marketing

Create an "I miss you" email to send to everyone you haven't seen in more than six months. Invite them back to the salon and include a welcome back offer for those who book an appointment within four weeks of your email.

Suggested verbiage:

Hey Sarah!

It's been a while since I've seen you in the salon, and I just wanted to pop into your inbox today to let you know about an exciting promotion I have coming up!

I have made some shifts and upgrades to my service experience and I am excited to introduce you to them. This email will serve as a reward certificate valued at $50 off any color service with me and a complimentary intensive conditioning treatment (total value $100).

This certificate is valid through July 31, 2021.

Your visit would start with a reconnection consultation where we'll discuss your past hair services and current goals.

You can click here to head to my online booking site, or, if you have any questions, just reply to this email and I'm happy to help. I've always enjoyed our time together and can't wait to pamper you in the salon again soon!

XOXO,

Britt Seva

Bonus tip!

Send this "I miss you" email quarterly to anyone you haven't seen in more than six months to be sure you continue to show up in their inbox with a welcome back offer.

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Physical Mail to Win Guests Back

This is the most personal way to reach out and has the highest chance of making the biggest impact! While it does take a bit more time than creating an email, it can have a great return on your time investment when done well.

Send a physical, handwritten "I miss you" card to anyone you haven't seen in more than six months. Include physical coupons for 20% off their appointment within three months of when you send the card as well as a deep conditioning treatment.

Instagram or Facebook DM

Sending an email or a physical card is best, if possible. However, if you don't have access to your client's email or mailing addresses, a DM on social media can be a great win-back strategy, too.

Suggested verbiage:

Hey Monique!

It's been a while since I've seen you in the salon, and I just wanted to pop into your inbox today to let you know about an exciting promotion I have coming up!

If you book an appointment with me any time between now and July 31, I would love to offer you 20% off your service total as well as a complimentary deep conditioning treatment.

You can head to www.brittseva.com to book your appointment today or reply to this DM if you have any questions. I've always enjoyed our time together and can't wait to pamper you again soon!

XOXO,

Britt Seva

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11

MODULE ELEVEN

Improve Your Content



Marketing the Method in the Gap

What are the benefits of using your method?

1. _____

2. _____

3. _____

4. _____

5. _____

What do you offer within your method that is exceptional?

1. _____

2. _____

3. _____

What do you offer as part of your experience that a client won't find anywhere else?

1. _____

2. _____

3. _____

What do you do that will make hair healthier?

1. _____

2. _____

3. _____

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Marketing the Method in the Gap

What do you do that will ensure exceptional results?

1. _____

2. _____

3. _____

How can you creatively showcase your X factors on social media?

What elements of your method can you showcase using photos?

What pieces of your method can you showcase using video?

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Market Research

What do you notice about the posts you tend to be tempted to engage with on social media?

What do your perceived competitors seem to be using as their Zone of Genius/Excellence?

What type of posts do you notice seem to get the best engagement when looking at perceived competitors' accounts? Focus on the feelings, education, and inspiration achieved by high-performing posts and try to find "why" those high-performing posts resonated.

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Problems & Payoffs

Problems	Payoffs

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WHEN I SAY THE

SKY IS THE LIMIT

IN THIS INDUSTRY, IT TRULY IS.

12

MODULE TWELVE

Pay For Awareness



Are You Ready for Paid Advertising?

- [ ] Be consistent on at least two social media platforms
- [ ] Have at least 15 published online reviews/recommendations on the platform you intend to use OR 30 combined across all platforms
- [ ] Have a working funnel
- [ ] Have a budget of at least $200/month to spend on ads

Ads Success Checklist

- [ ] Post 4 - 5 times a week on whatever platform you choose to advertise on (with the exception of the NextDoor app)
- [ ] Verbally ask your guests to actively leave you reviews on the platform you're advertising on to boost engagement.
- [ ] Verbally ask guests to give you a shout-out on the social media platform you are running ads on to boost engagement and referrals.

Head to Britt's Favorite Things under Program Resources in your portal
for details on current ad sizing and specifications

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Are You Ready for Paid Advertising?

Facebook:

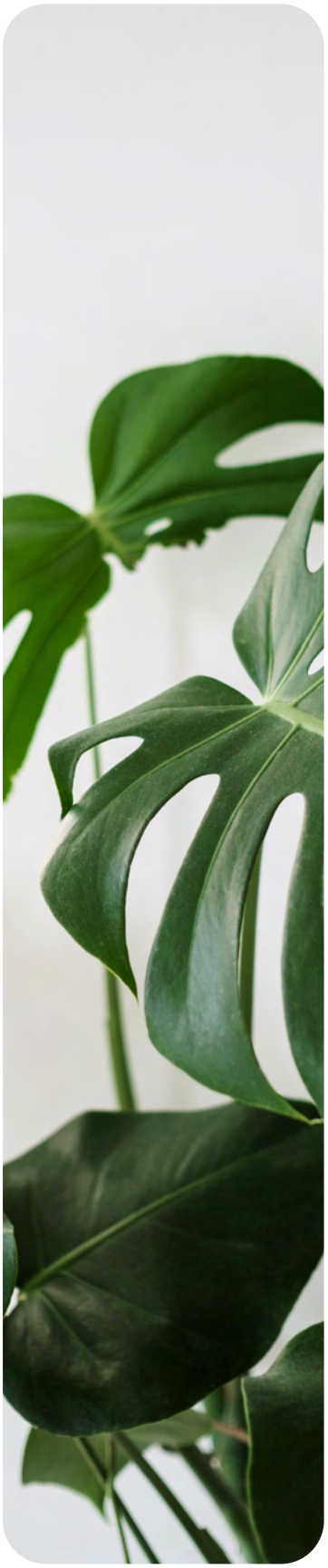
- Users aged 30+
- Very clear and precise targeting available
- Photo, video, or photo gallery ads are available
- You should have at least 15 recommendations
- Should show up 4 - 5x a week with quality content
- Low cost, more effort

Instagram:

- Users aged 18 - 35
- Good for those focused on vivids or extensions at all age groups
- Very clear and precise targeting available
- Photo, video, or photo gallery ads are available
- You should have good engagement on your photos already
- Should be showing up 4 - 5x a week with quality content
- Low cost, more effort

Yelp:

- Users of all ages
- More popular in some communities than others
- You should have at least 15 published five-star reviews
- At least 60 photos
- More expensive, little effort



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Choose Your Ad Objective

What are you trying to get more of using ads?

- [ ] Root touch-up clients/cuts
- [ ] Balayage clients
- [ ] Extension clients
- [ ] Women's cuts only
- [ ] Bridal bookings
- [ ] Men's cuts only
- [ ] Guests for our entire salon staff

What platforms are the above target market guests on?
Check all that apply. Remember, this isn't which platforms you like best. It's where your clients choose to spend time or do research.

- [ ] Yelp
- [ ] Facebook
- [ ] Instagram
- [ ] Google Business Profile
- [ ] Instagram stories

How much would you like to invest monthly in ads?

- [ ] $0 - $100 (focus on the "free" social sharing strategies discussed in the module)
- [ ] $101 - $250 (NextDoor, Facebook, Instagram)
- [ ] $250+ (Yelp, Google Business Profile)

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Choose Your Ad Images

Photo Ad:
(Potentially used on Instagram, Facebook, Yelp, or Google, depending on ad type selected.)

- Great after photo of a guest
- Great before and after photo of a guest
- The photo should have a clean backdrop, great lighting, and proven itself successful before running as an ad

Video Ad:
(Potentially used on Instagram, Facebook, or Google, depending on ad type selected.)

- Mini commercial showcasing what makes your salon special
- Educational video on what to look for in a stylist
- Professionally filmed and edited

Carousel Ad/Image Gallery:
(Potentially used on Instagram or Facebook if you choose a carousel ad.)

- We can use a cohesive, professional gallery to create an effective gallery of images that runs as an ad
- Two professional photos of you
- One professional photo of your salon or workspace
- 5 - 6 gorgeous after photos or before and after transformations

Stock Image:
(Potentially used on Instagram, Facebook, or Google, depending on ad type selected.)

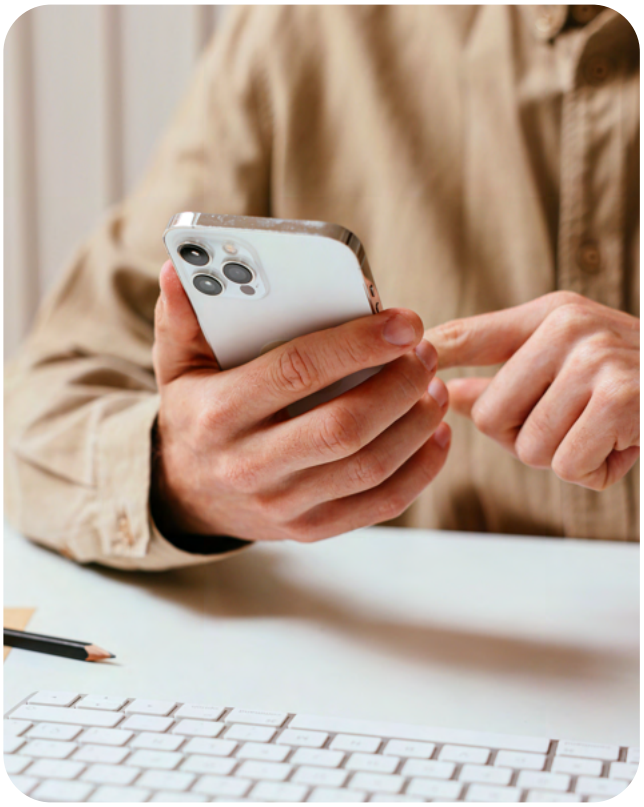
- This is a last resort if you don't have any images that meet the above criteria
- A purchased, candid stock image of a target market client

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Yelp Paid Advertising

Advertising options available on Yelp:

- Yelp Deal (similar to Groupon but they take a smaller percentage)
- Cost per click ads
- Highlights
- Slideshow (image selection)
- Action button
- Hide competitor ads



Call to action button suggestions:

- Free treatment at your first appointment
- Click here to see our current specials
- Click here to book your appointment

Yelp deal suggestions:

- $50 off a partial highlight, in-salon treatment, haircut, and blowout
- $75 voucher for only $50
- $500 towards your first extension application for just $350

Note:
Yelp does most of the prep work for you! You'll want to have a highly active page, but building the ad is simple and is done directly through the platform.

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Facebook & Instagram Ads

Check out Britt's Favorite Things in your portal for lots of helpful tools and trainings. Using the Facebook Ads Manager is best, even when running Instagram ads because navigation is much easier there. These next several pages will make much more sense when you're in the platform creating your ad.

Special offers to consider:

- $100 off your first extension application
- $50 off a partial highlight, cut, and blow dry style
- $25 off a root touch up, cut, and blow dry style
- $50 off a hair and makeup bridal package

Note:
Ads work best when they provide value, not just opportunity, so you'll want some kind of promotional rate. You can even offer your new guest special included in your referral program if you're most comfortable with that. The offer should be tempting but shouldn't cause financial hardship.

Stay away from ANY free service ads. This attracts a discount/freebie clientele which is hard to retain and sustain. For example, don't offer "free haircut with a color service."

Choosing Your Ad Type

Photo

Great for showcasing a great before-and-after shot or a beautiful photo of you.

Video

Mini commercial showcasing the entire guest experience. This should be professionally shot and edited (often this can be done for a few hundred dollars!). Examples are linked in Britt's Favorite Things under Program Resources in your portal.

Carousel Ad

A series of photos showcasing your talent at scale. These are eye-catching in the feed and give an opportunity to show a good, in-depth peek into your business.

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1. Marketing Objective

This is one of the first things you'll choose when you build your Instagram or Facebook ad.

Traffic ad objective:

- Good for a video ad
- Good for a photo or carousel ad
- Use this only if you have a new guest page on their website to direct traffic to OR a special offer page detailing the promoted offer

Lead generation ad objective:

- Good for a video ad
- Good for a photo or carousel ad
- Allows you to create a special offer landing page directly in Facebook

Message ad objective:

- Stylists who like to have a bit of dialogue with their guests before guests can book their first appointment
- Stylists who want active leads they can follow up with even if the guest doesn't book an appointment right away
- Stylists who can commit to checking into Facebook Messenger 4 - 5 times per day while ads are running

Note:
There are other marketing objectives available, but they aren't ideal for local small business owners such as stylists or salon owners.

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2. Campaign Name

At the bottom of the same page, you'll be asked to choose a campaign name before you can click the blue Continue button.

3. Page

Be sure to select the page you intend to run ads from. For example, if you are an educator and a stylist, be sure you run ads from the salon page if that's what you're advertising.

4. Audience, a.k.a. Targeting

Location:

- Hover over this section of the Audience area
- Type in the name of your city, state, or area you're targeting

Age:

- Choose the age range of the target market client you'd like seeing this ad

Detailed targeting:

- Recently moved
- Engaged
- Teachers
- Nurses
- Hair extensions

Note:
Detailed targeting is a favorite feature of Instagram and Facebook ads! This data is populated based on public records, status changes, recent search history, and more. Have fun exploring the possibilities in the detailed targeting.

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5. Placements

Always choose manual placement.

This allows you to have only square ads show on Instagram, long and lean ads on Instagram stories, and rectangular ads on Facebook.

Each platform has its own native format (a.k.a. image size), and your ads will appear much cleaner on each platform if you create a properly sized image for each platform your ad appears on.

Generally, select the audience network option along with your chosen platform when possible because it pushes ads onto web pages well beyond Facebook or Instagram.

6. Budget & Schedule

Budget:

- Start with just $3 - $5 per day
- Don't increase the ads budget until at least five days have passed.
- This allows enough time for the ads algorithm to discover where your ads perform best.

Set a a start and end date:

- When you click this bubble, an option will show up
- This will allow you to predetermine how long your ads will run
- You don't have to do this. If you aren't sure how long you want to keep your ad running, leave this blank and you can turn your ad off anytime.

7. Ad Name

You'll see this at the top of the third and final page/ section of Facebook Ads Creator.

Naming your ads something that reflects the targeting and ad image makes it easy to see at a glance what ads are performing well when you review your ads performance.

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8. Format

Here is where you'll choose video, photo, or carousel, and upload your creative/image/video that will create the image for your ad.

9. Description

This would be like a photo caption. It should be entertaining, inspiring, or educational. Stay away from informational! You are trying to evoke an emotional pull to your brand and business.

Remember, because this is an ad, the text should be focused around speaking to a new, potential client and needs to include information about your offer.

Good examples include a great testimonial, transformation story, educational information, and then you can talk about the offer at the end of the text.

10. Headline

40 characters detailing the offer. This appears as bold text under the photo on a Facebook ad.

11. Primary Text

This should say in 120 characters or less who you are, what your specialty is, and be eye-catching enough to stop the scroll. This text appears above the photo on most platforms.

This should be a confident statement like "Britt Seva - Rated #1 Extensions in San Francisco Bay Area."

12. Call to Action

There are several options listed in this dropdown menu. "Learn more," "sign up," and "get offer," are great options.

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13. Instant Form

This allows you to create a landing page to host your offer. The offer will then be emailed to your guest and they can be directed to your online booking page OR special offer page to book immediately. Instant Form is ONLY available if the campaign objective selected is **Lead Generation.**

Choose Create Lead Form.

Selecting the higher intent form option after clicking **Create Lead Forms** will produce more qualified leads.

Under Intro, include headline text reminding them of the special offer they are about to receive.

You'll have the opportunity to upload a new photo or use the same photo from your ad. It's up to you which you'd prefer. Both options can work well.

Take time to explain what happens next in the paragraph section. Detail how the special offer will be delivered to their inbox and then they should immediately book an appointment on the screen that pops up.

You'll have the option to edit what questions you want to ask. Just asking name and email are. The more questions you ask, the less people will want to respond.

Last but not least, edit the thank you page. This should thank them for choosing you as their new stylist and say that they need to book an appointment OR fill out a new guest form on your website now to secure their space. You'll see an option to direct your guests to a specific URL. This should be your new guest or special offer page.

Note:
You can download a list of those leads and add them to your email marketing list!
Check out Britt's Favorite Things under Program Resources in your portal for instructions on how to download the leads.

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