

2012 Marketing Guide FOR

- Stylists • Booth Renters •
- and Independent Salon Owners •



The One to Watch

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 12 months of marketing for salon and spa

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Use habits, observations and themes as the basis to connect, engage and activate your prospects and "future clients" and current customers.

February is Plant the Seeds of Greatness Month

A few years ago I had the honor of attending a special reception with a beauty industry icon, a star whose resume includes Grammy's but not just on one but on two occasions, the spouse of someone who is the one to watch.

He was addressing a room of young entrepreneurs about career choice, instead of being about any number of the best accounting firms, the stock trading firms and said, "How many of you want to be rich?" Most raised their hands and he challenged them to **write down their dreams and start working on them** because you can't just dream that they should start immediately working toward becoming all that they dream of being. That they should not be anyone but them. They weren't good enough, talented enough or smart enough to achieve their dreams.

He told of the challenges he himself had faced during his career and told the group not to do anything held them back, that there are no success and no real obstacles except those we set for ourselves.

Hearing the story of someone who didn't set anything apart in his way, I took all of my own mistakes and business built seeds and received that it was not about how to help to others or looking my own dreams.

My of greatness is to help others and to be the next best, but powerful and being of this, whatever that (theater and personal).

Greatness is watching the 10 to 20 and 30 year old that person.

February 7: Grounding Day

Use Grounding Day to take your social media goals, hold a contest on Facebook or Twitter, using them to predict the weather over the next 8 weeks for 8 a week or a specific day, etc.) and reward winners with product samples or that come up with the best one of appointments for that week, their conditioning, and more, etc.

February 9: Me Do

Create a "Me Do List" of suggested services and products for women to buy as gifts for their girlfriends, Mother's Day, anniversaries and other special occasions. Create bundled gift sets of these products or set a series of services at a special price (such as \$1, \$2 or \$3) monthly to be used within a given period of time to help fill up your books and ensure needed frequency of visits.

February 10: Doing Good with

February 10: Volunteer Day

- Post being up or other customers being done and done on Facebook.
- Suggest products or services you will that should be used to give as a gift to a special someone on Valentine's Day, or which could be used as a Mother's Day gift, such as a reusable beauty case or a bracelet that makes your hair smell delicious.

- All month, post statements about how much you love your clients and why you love being a stylist or nail tech and your other profession.
- Give a special Valentine's Day email greeting to your clients.

February 11: Submit Your Day

Win all the beauty about clients, use and measure the month, single or your clients may need some too of their own.

- Educate clients about "long lasting" products and services such as deep conditioning treatments, all over facials, spa treatments or luxury services, etc.) and communicate their benefits (i.e., how they "last" the customer all of their lives).

- Create \$1 add on promotions called "longer" with all a conditioning treatment, such as massage, facial, hair, styling product with purchase, etc.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	February 7 Grounding Day	February 8 Me Do	February 9 Me Do	February 10 Doing Good with	February 11 Submit Your Day	February 12 Submit Your Day
February 13 Filing Week	February 14 Valentine's Day	February 15 Valentine's Day	February 16 Valentine's Day	February 17 Valentine's Day	February 18 Valentine's Day	February 19 Valentine's Day
February 20 President's Day	February 21 President's Day	February 22 President's Day	February 23 President's Day	February 24 President's Day	February 25 President's Day	February 26 President's Day
February 27 Leap Day	February 28 Leap Day	February 29 Leap Day	February 30 Leap Day	February 31 Leap Day	February 32 Leap Day	February 33 Leap Day

social card

Check one box for every recommendation completed from the above calendar this month:

of New Clients
 # of Repeat Products Sold
 # of Facebook Fans/Friends
 # of Twitter Followers
 # of Blog/Video/Readers
 # of Email Subscribers
 # of Email Opens at Opening

plan ahead!

One class, seminar or webinar you'll attend in the next 2 months:

One technique or technical skill you will improve or master next month:

One thing you decide to change in your work or personal life next month:

You know how sometimes you have "a-ha!" moments?

Recently, a salon-spa products manufacturer asked me why I was serving only a fraction of the professional beauty market. Puzzled, I asked what he meant, and he said that the 2012 Salon and Spa Marketing Calendar was geared toward owners and reminded me that the majority of the US salon and spa marketing is comprised by independent professionals.

A-HA!

The result of that conversation is this **marketing guide** -- just for beauty industry independent professionals to help you:

- Learn about marketing -- **fast!**
- Develop your own **personal brand** for professional success
- Discover your **core strengths** and use them to get ahead
- Identify your ideal clients and **connect** with them in your community and online
- Provide **better client services** and experiences so that you'll
- Get **referrals** and stimulate real word-of-mouth marketing and
- Build a **bigger role** for yourself in the lives of your clients
- By reading just **4 pages** a month!
- Ideal for any beauty industry "indie" professional - **stylists, booth renters, skin care estheticians, massage therapists, nail technicians** and others
- **Practical, easy-to-implement, low-to-no-cost marketing ideas** -- **HUNDREDS** of them -- to use all year long and advice to help you transform yourself into the person and the professional you most want to be!

The **2012 Marketing Guide for Stylists, Booth Renters and Independent Salon Owners** is the tool you need to plan, track and keep you marketing momentum going strong, all year long.

Available on
amazon.com and 12monthsofmarketing.com

You might also like the salon and spa marketing blog at
<http://thesavvystylist.wordpress.com>



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