

# SALON BUILDING ACTION PLAN

10 Week Roadmap to a Successful Salon



# HOW TO USE THIS ACTION PLAN

**If you're starting a new salon,** complete each week in order. Pay particular attention to Week 3. It will help your promotional efforts stay consistent during and after you've completed this plan.

**If you've got an established salon,** incorporating one or two of these weekly activities can boost your business. Pick the ones right for you.

**Start each week by reading the recommended blog.** It will help you understand the concepts, best practices, and put the activity into action.

**Then complete the task list.** Do them in order. Add the tasks you need to do every week to your calendar to stay consistent. Remember, promoting your salon is an ongoing activity, and consistency is the key to your success.

You can print each page and use the notes section for reminders and follow-up.



# WEEK 1 - CREATE A STRONG BRAND



## WHAT TO READ

[How a Strong Brand  
Can Elevate Your  
Salon's Success](#)

## TASK LIST

- Define Your Brand's Future
- Create a Brand Strategy
- Design Your Visual Elements
- Implement Your Brand Across All Platforms

Notes and Progress:



# WEEK 2 - SET UP A GOOGLE BUSINESS PROFILE



bello Salon Suites

Website

Directions

Save

Call

5.0 ★★★★★ 15 Google reviews

Small business · Leasing service in the Arden-Arcade, California

## WHAT TO READ

[How a Google Business Profile Makes Your Salon More Successful](#)

## TASK LIST

- Set Up Google Business Profile
- Add Photos and Posts
- Schedule Regular Updates

Notes and Progress:



# WEEK 3 – BUILD LASTING HABITS



## WHAT TO READ

[How to Build Lasting Habits that Make Salons Successful](#)

## TASK LIST

- Select a Task You Want to Do More Consistently
- Apply the 120 Second Rule
- Make it Automatic
- Write Your weekly and daily tasks on a Calendar
- Reward Yourself Using the Power of “X”

Notes and Progress:



# WEEK 4 – ASK FOR 5-STAR REVIEWS



## WHAT TO READ

[How to Ask for and Effectively Use 5-Star Reviews](#)

## TASK LIST

- Practice Your Timing
- Add Your Review URL to your Appointment Card
- Respond to ALL Reviews
- Repurpose Your Reviews on Social Media

Notes and Progress:



# WEEK 5 – ASK FOR SOCIAL MEDIA POSTS



## WHAT TO READ

[Ask Clients for a Social Media Post](#)

## TASK LIST

- Practice Asking Clients for a Post
- Practice Clear Instructions for Your Clients
- Create Hashtags to Monitor Posts and Thank Clients
- Create a Social Media Contest

Notes and Progress:



# WEEK 6 – CREATE A REFERRAL PROGRAM



## WHAT TO READ

[How to Create a Great Referral Program That Delivers New Clients](#)

## TASK LIST

- Create Your Referral Program Incentive
- Create Referral Program Reminder Cards
- Promote it in Your Salon
- Promote it on Your Social Media Channels

Notes and Progress:



# WEEK 7 – ASK FOR REFERRALS



## WHAT TO READ

[How to Successfully Ask for Referrals to Boost Your Salon Business](#)

## TASK LIST

- Understand the Timing
- Practice Different Ways to Ask for Referrals
- Ask Consistently to Develop Confidence

Notes and Progress:



# WEEK 8 – CREATE A TEXT MARKETING PROGRAM



## WHAT TO READ

[How Text Marketing Can Blast Your Salon Success](#)

## TASK LIST

- Create a Quality Subscriber List
- Craft a Concise Message with an Offer
- Make Sure to Get Consent and an Opt-Out
- Investigate Messaging Programs to Increase Effectiveness

Notes and Progress:



# WEEK 9 – START NETWORKING



## WHAT TO READ

[How Effective Networking Skills Build a Strong Business](#)

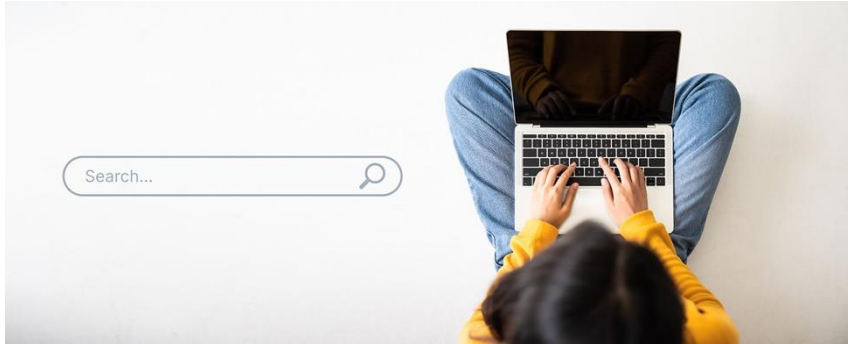
## TASK LIST

- Decide What You Can Offer Others
- Decide What You Want in Return
- Attend a Networking Event that's Right for You
- Follow Up Quickly After the Event

Notes and Progress:



# WEEK 10 – MANAGE YOUR ONLINE PRESENCE



## WHAT TO READ

[How to Manage Your Online Presence and Boost Your Brand](#)

## TASK LIST

- Conduct an Online Search
- Set Up Google Alerts
- Build and Promote Your Brand
- Participate in Online Forums

Notes and Progress:



# CONCLUSION

**If you're starting a new salon**, you may have some extra time on your hands. If so, now is the perfect time to implement this action plan. Developing best practices and good habits will enable you to keep promoting your salon even after you build your business.

**If you've got an established salon** and want to be more successful, jump right into any week of this plan.

Regardless of your situation, **we are here to help you every step of the way.** If you have any questions or would like to discuss any part of this action plan, just reach out.

**You've Got This!**

