



Starting Your Business with Phenix Salon Suites!



Starting Your Business at Phenix Salon Suites

So you are thinking of starting your own business? This can be such an exciting adventure.

Please allow me to introduce myself. My name is Jason Colvin. I am the owner of Desert Barber located in the Phenix Salon Suites – La Quinta, CA. I am writing this simple manual for you to use as a tool to outline your new adventure as a salon/barber shop owner. I have worked as a salon professional/platform artist/educator for more than 28 years and have opened numerous shops over that time. Instead of having a lengthy introduction, let us skip to the good stuff. When I moved to the La Quinta area from Orange County, CA, I made the decision that I was going offer something new and unique; not just another barbershop. As fate would have it, I discovered Phenix Salon Suites. I had no clientele and by building in Phenix Salon Suites, I had no visibility from the road (except for the Phenix signage on the building). Fast-forward to one year later, I am now the owner of a very successful barbershop and looking to expand. If I can open a successful barbershop in Phenix Salon Suites with no clients and make it work, you can do it too.

Let us review a couple of things before you take that leap.

1 REVIEW

- A. Starting a business can be scary and costly as you have imagined. Thankfully, Phenix Salon Suites has made this start-up cost affordable for most beauty professionals.

- B. Phenix Salon Suites has also eliminated the fear of long-term leases by offering month-to-month rental spaces. There are no long contracts.
- C. Review your books to see how much you are personally bringing into your current salon with services and retail sales.
- D. Anytime you relocate your business; you may lose a small number of customers. This is expected. Do not let this worry you. Now that you are on your own, your client base will naturally talk about it; increasing word of mouth advertising. Your customers want you to succeed and will spread the word about your new salon.

2 THINGS YOU CAN DO AFTER MOVING INTO YOUR NEW SUITE

- A. First things first, once you have decided to build your own business, spread the word. Make sure you have a list of your clients contact information. Print up business cards, place them inside an invitation and mail them to your customers. You will want to tell your clientele what you are doing when you are doing it and where you will be establishing your new salon.
- B. What is your vision of the perfect salon space? Write it down. Paint the picture. What color is it? How does it look? What type of workspace would you love to be in every day? Just start jotting down your ideas.
 - 1. Remember... You do not have to do everything at once. Your salon will continue to evolve and grow with you.
- C. What services will you offer? What will you need to perform those services to the best of your ability? Write it down and let this be your

shopping list. Being your own boss has many advantages but comes with responsibilities, as well. Be prepared.

1. Do something that sets you apart. Little things added to everyday services can make an enormous impact on your clients. Choose, use and sell your favorite products. This is important as retail can pay a significant part of your rent.

D. Now for the important (and FUN) part... What is the name of your new salon? Make sure to check your local and county laws concerning registering a fictitious business name. It is an easy process, and the Phenix staff has the information you will need to get this started. Once you figure out your new salons name, it is time to design your new logo. Let those creative juices flow.

E. PHONE: You will want to visit a cell phone carrier to get your new business phone number. Hint: you can just add a line to your current phone service or get an inexpensive (or free) phone and use it as your business number.

3 SETTING UP

A. Luckily, at Phenix Salon Suites, your chosen suite is "Plug & Play". They supply your salon chair, dryer, shampoo bowl/spa sink, shampoo chair and rolling workstation. You are free to decorate, paint, etc. to make your space your own.

B. BUSINESS CARDS: This is a crucial step. Your card is a direct representation of who you are as a professional. I suggest that you have them done at a professional printer to ensure the quality of your new image. You will be handing out a lot of these.

- C. SALON DECOR: Shopping for furnishings can be much fun in the building process. It does not have to be expensive either. There are plenty of stores that specialize in smaller pieces of furniture and other housewares you can use in your salon suite. Look around and see what you can use for your new business. For ideas or suggestions, please visit any of the other Phenix family members for their input.

- D. Payments: Since you are the sole proprietor of your new business, you will probably want to accept credit cards. There are services such as Square that offer credit card processing with very low fees. The owners of Phenix Salon Suites have even negotiated an even lower rate for its tenants. You will want to make everything, including the ability to pay for services, as convenient as possible for your clients.

- E. Technology: There are things you can use to make your new shop more visible and successful, and social media marketing is one of them. Start a Facebook and/or an Instagram page for your new salon, claim your Yelp business page, build a website and incorporate online booking for your clients. For a very small fee, Square offers premium appointment software and services. This is something I have enjoyed since I opened my shop as is the equivalent to having a 24-hour receptionist who always shows up to work. Do something that will set you apart from the rest and put you on the leading edge. We have people here at Phenix who can help guide you with this as well. REMEMBER: The overwhelming majority of everyone searching for services do so on the internet, and ALL millennials do absolutely everything online, including booking appointments.

- F. Advertising: I opted to use Facebook to run inexpensive ads that targeted my chosen demographic within the area of my new shop. There are many ways to advertise online. Do some research and choose your best option.

- G. Finally, if you would like help setting up Facebook, a web page or any other start up needs, we can schedule a one-on-one training session with me or you can attend a training class. Both are provided by Phenix Salon Suite owners and there is no cost to you, for either option.

- H. Congratulations on your new business! Now that your place is set up and ready to go, introduce yourself to the rest of the family. It is an incredible place to work knowing that it is yours, and you have the support of others around you.

We hope this is a helpful guide to assist you in achieving your goals of salon ownership. We also have ongoing support in-house for any questions you may have. **Just ask.** Welcome to the family.

Marketing options for Phenix Salon Suites Salon Professionals

Groupon

1. Go to the Groupon Works site: Unlike the standard Groupon deals pages, which is customer-focused, Groupon Works is designed for merchants.
2. Signing up: Click on the Apply Now button. It's located on the far right of the Groupon Works menu bar. Fill out the "Tell us about your business" form.
3. Fill in the application form. There is a short form to fill out to introduce your company to Groupon. Here are the sections:
 - Personal information. This will be the primary contact person with your company for Groupon's sales and marketing team. Asterisked fields are required.
 - Business information. This is just the basic contact information. Again, asterisked fields are required.
 - Business details. This area is somewhat variable. The first menu is a broad overview of industries that would apply to your business.
 - Business details, extended. Based on what you choose in the first menu, and additional menu is offered for more specific information about your business. For this example, we chose Service as our primary business, which resulted in the following secondary menu:
 - The last section, "How can we help," gives the Groupon sales and marketing teams an idea about what types of offers would best suit your goals and business.

- When you are satisfied that the form is complete and reflects both your business and your goals, click the Submit button at the bottom of the page. Groupon's automated response page will follow:
4. Await Groupon's call. You will be contacted by Groupon within 2 weeks to verify your account information, and to discuss the next steps for featuring your business on Groupon!
 5. Look at the deals: Determine which type of deal is right for you. Groupon started by offering daily deals that required a "tipping point" or a certain number of buyers before the deal was actually active. They've found that tipping point was always reached, so they've done away with it. They've also expanded from the simple 1-deal-a-day approach. Here's an overview of what they offer.
 6. The Featured Deal. This is the traditional deal Groupon became known for. It works like this:
 - Consult. Work with your Groupon representative to create a custom offer that meets your business needs.
 - Plan. Create an action plan to help your staff deal with the rush of new customers.
 - Launch. Your deal will be featured for one day on the main Groupon site. This is the page that Groupon subscribers in your locale will see.
 - Connect. Customers buy the deal, and receive a voucher in return. They bring this with them when they come to enjoy your offering.
 - Redeem. You scan the voucher code they bring in, enter it manually into the Merchant Center, or write it down for later entry.

- Payment. According to Groupon, most business partners get paid in thirds—33% after 7 to 10 days, 33% after 1 month, and 34% after 2 months.
- Visit the What It Looks Like page to see a breakdown of each part of your deal page.

7. Groupon Rewards: This program offers rewards to your best customers based on your specifications. Groupon offers free analytics to help you track the success of your Groupon marketing efforts, see who your top customers are, and how much they've spent.

8. Be careful:

- Don't make discounts too steep and stick to the offer. Some Groupon customers are looking for the 'deal' and may ask you to lower your cost even more.
- Bring on your 'A' game to keep those one-time coupon users coming back.
- Do the math! If you have a high redemption rate, you will need to make sure your coupon does not break the bank. Maybe offer a free deep conditioning treatment with a chemical service.

<https://www.grouponworks.com>

<http://www.entrepreneur.com/article/217705>

Yelp

1. Managing your business Yelp page: By claiming your Yelp Business Page, you'll be able to upload photos, add a link to your website and ensure that your hours, phone number, and other important information are always up to date.
2. Connect with your customers: A Yelp Business Owner Account allows you to connect with customers, including those who have written reviews for your business. There are two free response tools available in Yelp for Business Owners. You can respond via a private message, or post a public comment for all future consumers to see.
3. Grow your business: Once you claim your free Yelp Business Page, starting Yelp Ads is a great way to reach new customers.
4. Self-service advertisement: Yelp's Self Service program provides all Yelp's free tools plus a simple advertising solution to drive more customers to your business.
 - Drive new customers with Yelp ads. Target local business, Yelp Ads puts your business in front of consumers nearby who are looking to make a purchase. 82% of Yelp users visit intending to buy a product or service and 89% of those who buy do so within a week, according to Nielsen.
 - Convert visitors to customers:
 - a. Deals and gift cards: Turn Yelp visitors into paying customers with Yelp Deals and Gift Certificates.
 - b. Slideshow: Upgrade your business page to include a slideshow that highlights photos of your choice

5. Mobile App for Business Owners: Put the power of Yelp's tools right in your pocket! Read and respond to reviews and messages, and keep tabs on your business page.

https://biz.yelp.com/support/what_is_yelp

Use Applications on your SMART phones

1. Use smart apps like to help manage and re-book clients

- Salon Appointment Manager to book and RE-BOOT your clients: Rated 4+
- Set More Appointments: Rated 4+
- Salon Iris-Appointment Book and POS: Rated 4 +
- Spoilee: Rated 4+
- Vagaro Pro: For iPhone and Apple Watch.
- And many more.

Contacts

Marti Alter, Operations Manager

303-829-7683/ 760-636-4408

Emily Ayala, Receptionist

Phenix Salon Suites

111 Town Center

44-419 Town Center Way, Suite A

Palm Desert, CA 92260

760-340-1380 cell 760-895-0648

Pauline Schenck, Receptionist

Phenix Salon Suites

The Pavilion at La Quinta

46-650 Adams St., Suite 101,

La Quinta, CA 92253

760-777-4190 cell 760-625-9165