

Recession-Proof Your Salon

9 Ways to Keep Attracting Clients During Hard Times

1 Trade Swaps

Look at your spending for the last month, or even at your wishlist - what have you bought in the last month that could have been traded?

From luxuries - cleaners, florists, takeaways - to essentials - beauty services, fruit and veges, butchery or homekill, clothing - there is a person behind every product and service on your budget. While you might not be able to swing it with your electricity supplier, I'll bet you could get a few good swaps going.

How does this help your income if you're not getting money from your clients? The people you swap with may not have considered getting their nails done before, or may not have been able to afford to. By seeking swaps, you're eliminating an expense for yourself without necessarily turning away paying clients.

2 Going Mobile

Hear me out. Mobile Bookings aren't many people's favourites BUT if you can start offering GROUP bookings, it may just be worth your while.

Reach out to groups - retirement villages, schools, daycares, gyms, or even just your regular clients and offer to book in a monthly pamper night at their home or workplace.

With a minimum of 5 (or more) bookings, you can offer a 10% discount. This attracts clients who might not otherwise be able to afford your services or get to you.

It doesn't cost you to discount 10% as you wouldn't have had their money anyway (any income is better than none, right? Just for now...), and the travel fees are covered by your minimum bookings.

Get more business growth ideas from our business and marketing courses - <https://monaco.ac.nz/courses/all-courses/business/>



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3 Builder in a Bottle

Get your clients onto modern, trustworthy services. Builder in a Bottle means clients can get away with coming less often.

This might seem contrary to the goal since less appointments = less income BUT the thing with hard times is that they affect everybody. It's better to have your clients keep coming long-term (and rave about how long your services last) than have them give up nails to save money. This is the long game and we need to plan to survive long-term, not just next week.

Moving people onto longer-lasting services also gives you more time to take on other clients or keep marketing.

While you're at it, audit ALL your clients to make sure they are absolutely on the right service for their nail type and lifestyle.

4 Work With Monaco!

We have opportunities for content creation and regional mentoring, compensated either by a contract role OR trade swapping for course credit. Helping us with content creation could be a great way to earn and work through more modules while you're quiet.

ALSO! Our Affiliates promote Monaco courses on their social media platforms and earn solid cash for sign-ups.

Want to become an affiliate and earn 10% commission (up to \$389 a pop!) on training enrolments made using your link?

Click 'Register as an Affiliate' on your Dashboard or click <https://monaco.ac.nz/my-account/afwc-dashboard/>

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5 Find People With Money

Here's the thing - even in hard times, not everyone struggles. Certain industries even thrive.

In my small town, lots of people are directly impacted by economic downturns because a lot of us work in service-based businesses or are self-employed. Even in a small town though, there are retirees or successful business people who, while still facing increased living expenses, are not stressed.

So, where do you find them? If you have clients that fit the brief already, ask them where they think would be good to market. They didn't become financially secure by accident - they know things!

I know in MY town, there are networking groups for retired people with interests in gardening, art, or just in a monthly lunch. There are two local golf courses that my more financially secure existing clients frequent regularly. Think outside the box and approach these locations to put signs up, host pamper events, do giveaways with your vouchers or for reception staff to wear your nails for free.

6 Make Time for Charity

If you're not doing nails for money, you may as well be doing nails for SOMEONE, right?

For a minimal cost price plus your time, you're still getting photos for social media, word of mouth marketing, and of course making someone's day.

Post on social media and ask for nominations - this increases engagement which will boost your profile as well.

You can also post on local community Facebook Groups, or offer appointments direct to charities in exchange for shout-outs (if you're comfortable with that).



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7 Stop Buying New Stuff

It's not just about getting clients through the door, it's also about reducing your expenses.

Repaint and rearrange your swatch sticks. When seen next to different colours than usual, old swatches get a new lease on life.

Make a set of swatch sticks that are JUST custom colours. Artistic Colour Gloss, as a pure gel, can be mixed just like paint to create brand new shades.

Have a custom colour of the week, where people can get excited about trying the 'new' colour just like they would if it was out of a bottle. Even better if you match it to a dress or lipstick for an interesting social media post.

You can even custom-mix your glitters for new shades without buying new pots.

Colour Gloss can be found at <https://monaco.ac.nz/shop/>

8 Redefine Your Services

Is what you're offering ACTUALLY appealing to the people who want their nails done? What does your target market actually WANT? What do they NEED?

Survey your clients - 'What is MOST important to you about a nail service? What does your ideal nail appointment look like?'

Take those questions public, on your Instagram, Facebook, or local community pages.

How can you repackage your services to fill their needs exactly?

There are probably heaps of potential clients out there who have looked at your website or social media and thought 'Hmm I don't think they do what I'm after' - JUST because they've read it wrong or expected to see different words (like 'SNS' when actually BIAB would work great for them).

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9 Trim The Fat

Once you have redefined your services to suit your clients, how can you redefine them to suit YOU? To make more money in less time?

When I first moved to town, I included a scrub and lotion with every service, to differentiate from other salons. This meant blocking 45 minutes for an otherwise-30 min service to accommodate the scrub.

If that service was \$55 and took 45 min, that made my hourly rate \$73.33.

When I needed to increase my income, I separated the scrub and lotion from my services. I took \$10 off the price (the base service was now \$45), and offered scrub and lotion as an optional \$10 add-on.

My price hadn't changed - I was still offering the base service plus scrub and lotion for a total of \$55 and blocking 45 min BUT - lots of people decided not to get the scrub and lotion. In THEIR eyes my prices had just reduced to \$45 - GREAT for hard times.

Without scrub and lotion, I could fit TWO \$45, 30-minute clients into an hour, and my hourly rate was now \$90 despite REDUCING my prices. Everyone wins!

If you want more help with pricing, I HIGHLY recommend our course 'How to Set your Prices' - <https://monaco.ac.nz/course/how-to-set-your-prices-10-12/>

Got more ideas?

Share them with us @monaconailacademy and we'll share the love with shout outs on our social media!

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