

## The Client Magnet - Day 1

- Find the video [here](#).
- Your task for today is to create a detailed client avatar.
- Once completed, share it in our exclusive group chat for feedback.

Start by asking yourself these key questions -

### **Demographics:**

What is your client's age, gender, income level, occupation, and location?

Are they a busy professional, a stay-at-home parent, or a retiree looking for some pampering?

Where do they live? In a bustling city or a quiet suburb?

### **Psychographics:**

What are their values, beliefs, and lifestyle choices?

What do they care about? Are they environmentally conscious, looking for vegan and cruelty-free products?

Do they prioritize self-care, or are they more focused on convenience?

### **Goals and Desires:**

What does your client want to achieve when they come to you?

Are they looking for a quick and professional manicure, a relaxing spa experience, or something unique that helps them stand out?

### **Challenges and Pain Points:**

What problems are they facing that you can solve? Maybe they're struggling to find time for self-care, or they're dissatisfied with the quality of their previous nail services. Perhaps they're looking for a salon that offers a more personalized experience.

### **Buying Behaviour:**

How do they make purchasing decisions? Are they influenced by social media reviews, word-of-mouth recommendations, or special offers?

What factors are most important to them – price, convenience, quality, or something else?



### **Social Media and Content Consumption:**

What social media platforms do they use the most? What kind of content do they engage with – are they into Instagram aesthetics, Facebook groups, or maybe TikTok tutorials? Do they read blogs, listen to podcasts, or watch YouTube videos for beauty tips?

### **Daily Life and Habits:**

What does a day in their life look like? Where do they go to work, shop, exercise, and socialize?

What do they do in their free time? Knowing this helps you understand where and when you can reach them.

## **More Resources –**

- Chat GPT - <https://chatgpt.com/>
- The Podcast Episode 'We Freak Me Out With the Truth About Monaco AKA How to Attract Your Ideal Salon Client' is referenced in this video. Find it on [YouTube here](#) and on [Spotify here](#).
- Already have Salon Success? [Check this lesson out](#).
- And [this Facebook Livestream](#) ties into today's video too!
- PS Want more freeeee content? [Check out our YouTube Channel!](#)



## The Client Magnet - Day 2

- Find the video [here](#).
- Your task for today is to create a detailed timetable or “day in the life” of your dream client. Use the template provided and pinpoint key opportunities where you can engage with her.
- Once you’ve completed it, share your timetable in the group chat for feedback.

### More Resources –

- First, here’s the template mentioned in today’s video – [Avatar Timetable](#)
- The Podcast Episode ‘[The BIGGEST Marketing Hack \(Bet You Never Do It Though\)](#)’ is a great accompaniment to today’s video.
- Already have Salon Success? [This lesson](#) ties in nicely too.
- PS Can’t get enough Monaco (LOL)? [Check out our other Podcast episodes!](#)

## The Client Magnet - Day 3

- Find the video [here](#).
- Your task for today is to workshop ideas for Low Volume, High Value ways to interact with your avatar
- Once you've got a few solid ideas, share them in our group chat.

### Notes -

- **Low Volume, High Value** - Talking to fewer people via our marketing, but making sure those few people we do talk to are high value AKA very similar to our avatars, AND that our interactions are also high value - personal, relatable and memorable.
- **Low Value, High Volume** - Talking to lots and lots of people, but most of them being nothing like your avatar. This type of marketing involves a lot of effort, time, and money with minimal returns eg a Flyer Drop or Billboards
- **Low Volume, Low Value** - This is pretty straightforward - everything sucks. Think hosting a beautiful manicure event at a heavy machinery drivers convention, or sponsoring a voucher for player of the day for the mens senior rugby team. It's the least effective form of marketing because the results don't justify the effort.
- **High Volume, High Value** - With this, you're getting results, but it's taking you a lot of time and effort to get those. It's just inefficient.

### Task -

- From yesterday's timetable, where are 3 locations that your ideal client AND people similar to her, regularly visit?
- In each of these locations -
  - How could you get your work in front of your ideal client? At the pole studio, this could be offering the studio a regular voucher for employee of the month, sponsoring a competition, or offering a one off freebie to the receptionist.
  - How could you get to have a one-on-one or small group conversation with your avatar? Again at the pole studio, you could collaborate on a wine and cheese open night, or offer a members only evening workshop teaching home care for the services you offer, and demonstrating that service.
  - How can you make sure your avatar doesn't forget you? Eg business cards at reception, a poster in the changing rooms or sponsored t-shirts.

# Monaco

Nail Academy

- With everything that you've brainstormed, revisit it and ask -
  - How you can get MORE people to see it?
  - How can you make it MORE personal to your avatar?
  - How can you make it take LESS of your time?
  - How can you make it cost LESS to you?

Now - Make the call, email the studio, DM the band!

Send the message, and if you don't hear back - well that's why we had more options on the list. Go again until you get the reply.

## More Resources –

- The Podcast Episode 'Penny is baaack! And this episode is FIRE!!' is referenced in this video. Find it on [YouTube here](#) and on [Spotify here](#).
- Already have Salon Success? [This lesson](#) covers the same topic.
- PS Check out our freebie '[25 Things to Do on Social Media This Month](#)'

## The Client Magnet - Day 4

- Find the video [here](#).
- Workshop an idea for a Value-Added Deal that will entice your avatar to book in-salon
- Once you've got a few solid ideas, share them in our group chat.

### Ideas -

- What do they need that no one else does? A space for their kids, a silent appointment - you know them better than anyone.
- What if you host themed appointment days (e.g., "Self-Care Sundays" or "Fresh Start Fridays") where clients experience a unique ambiance and special touches.
- What if you offer new clients the chance to try a new service or product before it's officially launched in your salon, giving them a VIP experience.
- What if you offer an experience upgrade for new clients, such as a longer massage during their manicure or a relaxing hand treatment.
- What if you offer to teach them something? Does your corner of the beauty world lend itself to classes? Can you do a workshop on natural looking curls using a straightener? Make up techniques? How can you give something they will pay for, which in turn allows for them to see what you're capable of and tell their friends?
- What if you offer a VIP package? Yep, the anti discount - charge MORE! A combo of services, drinks, snacks, and a goody bag to take home. Make those clients feel boujie AF and get them in the door for a long needed treat.
- What if you do the opposite? If your corner of the beauty industry lends itself to this, create a smaller, affordable package designed specifically for new clients to try multiple services in one visit.
- What about a raffle? Every booking at your Stage 3 events gets put in the draw for something.
- What if a percentage of all takings made on a particular weekend goes to a local family in need?
- What if, when someone books in with two friends, all three clients get a half price re-do within 3 weeks? Yes, there's a discount involved, but they all had to be prepared to pay full price to get their foot in the door, you're getting three of them at once, and you're getting them to return.

## More Ideas -

- What if they book within 3 weeks of your Stage 3 event, and they get a free mini Pedicure? Or a free brow tint while their foot mask sits? Yes, a discount of sorts because you're not getting paid for the freebie but THEY don't see it that way. There's a time limit, they have to book now or they don't get the freebie, and they have to be prepared to pay full price for the thing they ACTUALLY want.
- What if, when they buy a Concession Card for 5 full price Manicures, they get a half price Pedicure? And everything is paid up front, so you're getting 4 months of guaranteed repeat business and you KNOW they have money because they paid upfront.
- What if you give a \$50 gift to anyone who books a 3-service combo (eg Mani, Pedi, Lashes). Using your wholesale accounts, that \$50 RRP only costs you \$25, and if you're making \$150-200, that's nothing. As far as the client is concerned, they paid full price. As far as you're concerned, you got someone to trial 3 different services of yours, pay you a bunch of money, and it only cost you the equivalent of a 15% discount.
- And last, what if we just go bananas and not just think outside the box but leave the box entirely? We're all familiar with the concept of a pub crawl - you and your friends visit multiple pubs in a single evening, typically walking from one to the next and generally having a drink at each spot before moving on to the next. So what if you organise a Ladies Night Loop? Different spots around town could offer a mini manicure, an express brow tidy, a glass of wine, a mini dessert, a charcuterie jar, and you could even involve clothing stores offering lucky dips of cheaper accessories. You charge a ticket price that ensures everyone's costs are covered, and give registered participants a stamp card that they get signed off at each venue. Give them until a certain time to complete it, or make it a weekend wander so they can go at a more leisurely pace.

## More Resources -

- The Podcast Episode 'Rethinking Loyalty: How to Keep Clients Without Losing Money' is the perfect add-on to today's video. Find it on [YouTube here](#) and on [Spotify here](#).
- Already have Salon Success? [This lesson](#) is another great accompaniment to today's video.
- PS Have you found us on [Facebook](#), [Instagram](#) and [Tiktok](#) yet?

## The Client Magnet - Day 5

- Find the video [here](#).
- Your tasks for today -
  - First, work out your average annual income and your overflow buffer. If you're new to self employment, instead of this, set a reminder on your phone to check your monthly income on the first of each month, reconfigure your average and work out an overflow amount for the coming month, an amount where if you make more than that figure, the rest will be saved for a quieter month.
  - Second, brainstorm 26 One Ups - a year's supply. I've even made it extra easy and given you a downloadable PDF of ideas.
    - Add them to your schedule and save the free ones for the quieter months to relieve pressure
    - Set a fortnightly reminder on your phone
    - Bump the scheduled One Ups if something cooler happens, like a new product launch
  - Last, complete the 12-month Marketing Calendar template I've provided.
    - Forecast the busy and the quiet months.
    - Decide on a focus for each month, be it one of the ideas above, something themed around a holiday or event, or just something fun.
    - Then add in your One Ups, considering which work best for each focus.

## More Resources -

- We've got almost 100 ideas for One Ups here – [One Ups Template](#)
- You'll find a template for your 12-month Marketing Plan here – [12 Month Marketing Plan Template](#)
- The Podcast Episode 'How to Transform Your Entire Business With a Glass of Water' is referenced in today's video. Find it on [YouTube here](#) and on [Spotify here](#).
- The PDF 'Recession-Proof Your Salon' is referenced in today's video. Find it [here](#).
- Already have Salon Success? [This lesson](#) is all about the origins of The One Up.
- PS Find ALL of our Podcast, YouTube and [Blog content here!](#)