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Salon Owners Survival Tool Kit
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Salon Owners Survival Guide
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Communication

Here at AJC we want you to know that during these difficult and uncertain times we are here to continue to support you and your team.

We will continue to communicate with you as much as possible and want you to also know that our mobile phones are always switched on while we also now go into self isolation. Contact details are on the next page and you should know that we are here to support you, speak to you, have an ear to listen when you need too.

As we are all in this together, we must remain strong and continue to find ways to support each other but also drive our business so when we come out of this that we can continue focused and stronger than before.



Communication

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The Finances

What happens if you're struggling to pay your VAT, Corporation tax, PAYE/NIC?

There is a Government Tax Helpline that's been set up to help businesses.

<https://www.gov.uk/government/news/tax-helpline-to-support-businesses-affected-by-coronavirus-covid-19>

The helpline allows any business or self-employed individual who is concerned about paying their tax due to coronavirus to get practical help and advice. Up to 2,000 experienced call handlers are available to support both salon owners and self-employed hairdressers.

For salon owners and hairdressers who are not taxed at source, who are concerned about paying their tax due to Coronavirus, call HMRC's helpline on 0800 0159 559. Opening hours are Monday to Friday 8am to 8pm, and Saturday 8am to 4pm.



The Finances

Communication from the government is changing daily, however at the current time the message is very clear. We are being urged NOT to make staff redundant and lay team members off, because when the country recovers from this crisis, we are going to need our brilliant teams behind us. This is particularly relevant in our industry, where recruitment is a challenge. That said, salons need clients to generate income, and it's unavoidable that we will be hit. We are told that further support will be coming from the Government, however at this current time there are some financial support measures in place.

The COVID-19 support for businesses is clearly outlined here:

<https://www.gov.uk/government/news/coronavirus-covid-19-guidance-for-employees-employers-and-businesses>

The grants referred to in the Budget of £3,000 have now been extended to £10,000. However, it is worth noting that they relate to businesses that either rent or own commercial premises and are eligible for small business rate relief. The grants will be from local authorities and businesses will be contacted directly by local authorities. If you are working from home, or the rateable value of your property is more than £15,000 this lower grant will not apply.



The Finances

CORONAVIRUS PRACTICAL ADVICE FOR SALONS

Stay Safe, Stay Strong, Stay Healthy

A £25,000 grant will also be provided to retail, hospitality and leisure businesses operating from smaller premises, with a rateable value between £15,000 and £51,000. It is not clear at this stage on the definition of “retail, hospitality and leisure” and if salons come under this category. Again, the grant only applies if you occupy business premises.

A new Coronavirus Business Interruption Loan Scheme, delivered by the British Business Bank, will enable businesses to apply for a loan of up to £5 million, with the government covering up to 80% of any losses with no fees. Businesses can access the first 6 months of that finance interest free, as government will cover the first 6 months of interest payments.

The Government website is an excellent source for the latest updated information, so it is worth checking in regularly to gain further information.

<https://www.gov.uk/government/news/coronavirus-covid-19-guidance-for-employees-employers-and-businesses>

The Finances

Where can I go for support?

Your local council is a sensible first step. In addition, there are Government support helplines set up which we would urge you to contact for more specific information.

Business Support Helpline (England) Telephone: 0300 456 3565 Monday to Friday, 9am to 6pm

Invest Northern Ireland Telephone: 0800 181 4422 Monday to Friday, 8:30am to 5pm

Find Business Support Scotland Telephone: 0300 303 0660 Textphone: 0800 023 2071 Monday to Friday, 8:30am to 5:30pm

Business Wales Helpline Telephone: 0300 060 3000 Monday to Friday, 8:30am to 5:30pm

If you fear that you may end up without income for a period, there is also a Universal Credit hotline on 0800 328 5644. Monday to Friday 8am to 6pm. Further information can be found here:

www.gov.uk/employment-support-allowance/how-to-claim

HR Issues

Head to ACAS for everything you need to know about staff being off, when you need to pay them, their employment rights, your obligations and how to effectively manage the staffing situation throughout this crisis.

<https://www.acas.org.uk/coronavirus>

Another valuable resource is the Federation of Small Businesses. <https://www.fsb.org.uk/> If you're not a member, there's still intensive detailed advice on how to deal with the Coronavirus pandemic.

<https://www.fsb.org.uk/campaign/covid19.html>

There is an incredible bank of free information available which will answer every question you may have about your business in this period.

Updates on Coronavirus and the latest health guidelines...
The latest NHS advice on Coronavirus can be found here.

<https://www.nhs.uk/conditions/coronavirus-covid-19>

Remember... The health and welfare of your team and clients is paramount. We are being asked by our Government to follow their guidelines, please do.



How we can help

Here at AJC we are on hand to support you in whatever way you require we are committed to you and your business.

- **Keeping your social media updated**
- **Creative ideas for you and your team**
- **Education opportunities**
- **Building your website**
- **Creative ways to continue retailing**
- **Assist with those award entries you have always wanted**
- **Pre plan photo shoots**
- **Personal support and advice for you**
- **Strategy planning**

The list is endless, we just want you to know that we are here for you, your team and your business.



Your Team and their wellbeing

Communication and transparency are the key words that will allow you to continue to support your team.

During these times, there were be many mixed emotions and a lot of anxiety and uncertainty. Your team will become stronger and when everything is back to normal they will be grateful of your care, encouragement and support.

It is crucial that you continue to communicate with them as much as possible, have you thought about setting up Zoom calls, everyone can be included it's your team meetings but online? WhatsApp groups, if you haven't already set one up, do it today. Ensure that all content is positive and creative.

Recommendations for keeping calm in times of stress like Headspace, Simple Habit or Smiling Mind can help with mindfulness and meditation. For immediate feelings of anxiety, the SAM app (developed in collaboration with a research team at UWE, Bristol) is worth downloading to your phone, and Meditopia could help with changing behaviour and improving mental wellbeing while you're working in what could be difficult circumstances



Your Team

Education – what better time to ask your team to take time for themselves allowing them to upskill

There are so many amazing industry icons offering education in isolation – Patrick Cameron, Bruce Masefield and many more. Many of the larger brands are offering free tutorials, via Instagram, Facebook and online.

Why don't you think about doing your own social/online tutorials?

Are your assistants able to access doll heads so they can continue with their own training and development?

Ask your team to engage with their clients via their own and salon social channels, the clients will return but it allows them to also feel that they are part of your salon journey.



For you

As the salon owner, there is of course increased pressure for you, your natural instinct is to make sure that you take care of your team, but you also have to ensure that you take time for you and allowing you time to reflect and start to plan for when everything returns to normality.

What are those little jobs that you have always been putting off.....now is the time to pick them up, been thinking about a new website so you can continue to retail, we can help you build this new feature?

If you work with an online booking system there are so many functions available to you which can be assessed from their apps on your phone

- Vouchers purchase
- Sales report
- Personalise bookings
- E shots to your database – it's great to keep in contact with your clients, show them how to's, general haircare hints and tips and advice
- Many also have a "chat" option so speak to them and see what other features that you weren't ever aware but can access now

Please also note that all the wellbeing points for your team are great for you too.

87% are offering free access until end June 2020 for companies with less than 100 employees

<https://www.87percent.co.uk/>

Take care of yourself and please remember we are here for you, we are all in this together 😊



Useful Contact Details

The Hairdressing Council:

www.haircouncil.org.uk

The Fellowship for British Hairdressing:

<https://fellowshiphair.com>

The British Beauty Council:

<https://britishbeautycouncil.com>

The Government Coronavirus main page:

<https://www.gov.uk/government/topical-events/coronavirus-covid-19-uk-government-response>

ACAS (HR issues):

<https://www.acas.org.uk>

NHS advice:

<https://www.nhs.uk/conditions/coronavirus-covid-19>



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Utilising Your Social Media – Hints and Tips
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Social Media Ideas

- Use this time as an opportunity to shine as experts
- Top hair tips for what to do with their fringe if it gets too long, how to apply products, and which products to use for particular styles - e.g. the perfect bow dry, beach waves, creating the perfect pony
- Try not to overload your social channels, just because everyone else seems to be going LIVE doesn't mean that you need to
- The same rules apply as they did before – think before you post, who are you speaking to, would you want to watch/read your post. Also think about timings of your posts as they have of course changed, check on your “insights” this will let you know when your followers are most active – At AJC our followers are most active 9.15am – 11.50am and 2.25pm – 4.40pm. Very different from before the lockdown.
- Instagram stories are currently inundated with LIVE's, we would suggest create your content via video and then post when things calm down
- When/if you do want to go live – create some hype, tell your followers when you are going live and the content, so they can determine if they are available and if it's of interest to them. Rehearse, check your lighting is correct
- While creating the hype this is content for your stories



Social Media Ideas

- Ask your followers what they want to see and for any questions they need answered, might be a nice idea for your clients to share their hair pictures and the weekly favorite wins a salon blow dry and product
- You could start your own salon hair clinic, ideas and suggestions from your clients for the new them, when you come out of isolation. Is it a new colour, are bangs coming back, does their new style work for their face shape?
- If you have taken your salon products home, you could be offering your clients at your salon clinic, hints, tips and styling products. They can then purchase from you, maybe a wee to create some revenue
- When you do go LIVE try and record so you can then upload onto IGTV
- Create your own # make sure you use this on everything through all channels
- Always make your content fun and engaging, during these times we need a bit of light humor, but be mindful you are always representing your SALON BRAND – what is your salon voice?
- Be personal! Introduce your team in a fun and friendly way. What's their hobby, what do they love most about their job – fun facts which make them approachable and friendly.



Social Media Ideas

- Don't forget about how your GRID is looking, it can be easy to neglect as you become so involved with stories. Look back through your bank of photos' we are sure you have some amazing images that haven't seen the light of day. Now is the time to post. Ask questions when you are posting, this allows conversation and will in turn help your engagement
- Check out other platforms, YouTube can be useful - get subscribers and try and practise filming, create a YouTube channel and gain a different type of audience other than Instagram and Facebook. Download TikTok, there is no better time to have some fun
- Story tell – It's important to engage with your audience, by Storytelling you create an emotional attachment and give them a reason for coming back
- Hashtags are important to use in all posts and it's important to change these up regularly to ensure you are reaching a wide audience. Use common hashtags but also a mix of more defined hashtags to reach as many people as possible. If you're stuck on what hashtags to use, websites like Display Purposes are great for generating hashtags and providing hashtags relevant to your post
- Tag who you want to see your posts. More than ever links with your local community are important and mention or a tag shows we are all supporting each other



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Getting The Most From Your Salon Software
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Salon Software Ideas

Your salon software system can be one of your greatest tools during this unprecedented time. From intuitive appointment calendars, the ability to manage staff, cloud based reporting and potential access to a full marketing suite to promote your salon.

Communication is paramount at the moment. Ensuring that you remain in the forefront of client's minds is essential. They are more likely to return to your salon when it is safe to do so as a result of clear and consistent communication.

SMS Marketing

Your salon software will provide the option to create and distribute personalised messages to your clients. Use this invaluable tool to let clients know about gift vouchers you may currently have available. Or perhaps you'd like to share updates on upcoming appointments or online booking system (closer to the salon reopening). Within this message you can include a link to your website too in order to drive traffic to your page and increase awareness.

Email Marketing

Email marketing campaigns are a great way to stay in touch with your clients. You can provide regular updates on the team, share tips for styling your hair at home and let clients know as soon as they are able to book appointments again. Depending on your provider, you should be able to view analytics from these campaigns and track clicks and open rates.



Salon Software Ideas

Reporting

Now more than ever it is crucial to look at all aspects of your business and consider where and how improvements can be made. With iSalon Software for example, you can track team members' performance, evaluate retail stock, look at services sold and appointment book gaps. From analysing all of this information you can consider how best to move forward, hopefully increase profit and make better decisions as you will have an understanding of what works and what doesn't.

Team Members

Via the reporting available through your salon software you will be able to closely look at each individual member of your team. You should be able to calculate their column utilisation to show any obvious gaps in diaries. You will be able to look at client appointment times and possibly identify patterns with this. For example, one team member may tend to be busier in the evenings whilst another is always fully booked from early morning to early afternoon. Information like this could help you to establish a shift or roster pattern when the salon is open again. This would help you fit in as many clients as quickly as possible. Certain team members could potentially work early morning to afternoon and others from early afternoon until late evening. Further, you can look at their retail statistics and decide if extra training may be needed in this area or perhaps further education on the sales process etc.

Online bookings

Whilst it is likely you have had to turn this function off for the time being, this tool will be invaluable to you when it is safe to open the salon again. You and your team are likely to be rushed off your feet with clients when the salon reopens and having online bookings in place will allow for clients to book in easily and at their convenience. This will also take the pressure off your assistants as they will take less bookings manually over the phone and therefore be able to assist in other areas.



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It's Your Chance to Shine - Awards
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Awards

It's Your Chance to Shine

Ever thought about entering the Most Wanted Awards, British Hairdressing Business Awards or perhaps Salon Business Awards? Now could be the perfect opportunity to showcase your skills and enter the many award options that are available to you.

Due to the lockdown all the awards have extended their deadline, giving you more time to prepare an entry that is polished to perfection.

Let's look at the opportunities –

Most Wanted and It List Awards

<https://www.creativeheadmag.com/mostwanted/>

British Hairdressing Business Awards

<https://www.hji.co.uk/hjs-british-hairdressing-business-awards/>

Salon Business Awards

<http://www.salonbusiness.co.uk/sbawards-2020/>



Awards

Some hints and tips when entering awards :

- Read the criteria and then re-read
- Do you have a chance of winning the award? Be realistic and don't try and fit a square peg into a round hole
- Do you have the evidence required – facts and figures along with images will bring your entry to life
- Engage the judges – make sure your entry reflects your personality and gets your salon philosophy or brand values across
- Read and then re-read your entry. Ask someone to proof it. Spelling errors and typos are a no-no.
If in doubt give us a call.

Don't forget winning an award is great news to share with your clients and your local community - why not give it a try.



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