



Revive Salon Growth

6-WEEK SALON GROWTH PLAN

**A step-by-step strategy to attract
more clients, increase revenue, and
systemize your salon.**

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INTRODUCTION

Growing a salon isn't just about offering great haircuts and beauty treatments, it's about attracting the right clients, maximizing profits, and building a business that runs smoothly. This 6-week plan gives you a clear, actionable roadmap to scale your salon efficiently.





Week 1

CLIENT ACQUISITION: GET 20-50 NEW CLIENTS IN 30 DAYS

Goal: Fill your appointment book with new, high-quality clients.

- ✓ **Run a Limited-Time Offer:** Create an irresistible first-time client discount or package deal to get new customers through the door.
- ✓ **Leverage Referrals:** Offer existing clients a discount or free upgrade for referring friends.
- ✓ **Run Targeted Facebook/Instagram Ads:** Promote your offer with geo-targeted social media ads.
- ✓ **Partner with Local Businesses:** Cross-promote with spas, gyms, or boutiques to tap into their clientele.
- ✓ **Optimize Your Google My Business Listing:** Ensure 5-star reviews and correct details for visibility





Week 2

SALES & CONVERSIONS: CLOSE MORE HIGH-TICKET CLIENTS

Goal: Increase revenue by upgrading client purchases.



Introduce Premium Service Packages: Bundle services (e.g., "Luxury Hair & Scalp Treatment") for higher perceived value.



Train Staff on Upselling: Teach stylists how to recommend add-ons without being pushy.



Offer Limited-Time Membership Discounts: Incentivize VIP memberships with an introductory rate.



Streamline Booking & Follow-Ups: Automate reminders and encourage pre-booking.





Week 3

RETENTION & RECURRING REVENUE: BUILD A VIP MEMBERSHIP PROGRAM

Goal: Turn one-time clients into loyal, recurring customers.



Create a Simple Membership Plan:

Example: \$99/month for one premium service + discounts.



Sell it During Checkout:

Train your team to introduce VIP memberships after service completion.



Make Memberships Exclusive:

Offer priority booking, free treatments, or birthday gifts.



Promote via Social Media & Email:

Keep your audience engaged with member-only perks.





Week 4

OPERATIONS & SYSTEMIZATION: AUTOMATE & STREAMLINE YOUR SALON

Goal: Reduce stress and improve efficiency.



Set Up Online Booking & Automated Reminders: Reduce no-shows with text/email confirmations.



Organize Inventory & Reduce Waste: Implement a tracking system to avoid over-purchasing.



Improve Staff Efficiency: Set clear workflows and provide ongoing sales & customer service training.



Implement a Client Management System: Track client history, preferences, and follow-up needs.





Week 5

SOCIAL MEDIA & MARKETING: ATTRACT & ENGAGE MORE CLIENTS

Goal: Use online platforms to build trust and bring in new customers.

- ✓ **Post Client Transformations & Testimonials:** Showcase before-and-after results.
- ✓ **Go Live & Educate:** Share hair care tips, Q&A sessions, or behind-the-scenes videos.
- ✓ **Run Contests & Giveaways:** Encourage followers to tag friends to expand reach.
- ✓ **Engage with Comments & Messages:** Respond promptly to inquiries for instant bookings.



Week 6

SCALE & EXPAND: PLAN FOR LONG-TERM GROWTH

Goal: Position your salon for sustainable success.



Evaluate Your Pricing & Adjust Accordingly: Increase pricing based on demand & added value.



Hire & Train More Staff: Scale up operations by adding skilled stylists.



Expand Your Service Offerings: Introduce new treatments or specialty services.



Plan for a Second Location or Salon Expansion: Assess growth opportunities for new locations or franchising.





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Next Steps

Want personalized guidance on implementing this plan? Book a Free Strategy Call and let's build a salon business that thrives!

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Re|Drives Media – Helping Business Shift with Intention. Because Growth Isn't Random.



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Thank You for
TRUSTING US

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