

Power Moves:

Salon Strategy

Edition



The Beauty Biz Agency

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A B O U T U S



The Beauty Biz Agency was created with one goal in mind: to empower salon and spa owners with the tools and knowledge they need to succeed. With years of experience running highly successful commission-based salons, we understand the unique challenges that come with managing a business in the beauty industry. Our programs are designed to elevate your leadership, streamline your operations, and boost your profitability. We're not just consultants; we're partners in your journey to business excellence. Together, let's transform your passion into lasting success.

Welcome

Hey there, salon boss! If you're here, it means you're ready to take control, define your direction, and finally put a strategy in place that will push your business forward. Whether you're feeling overwhelmed, unsure where to start, or just looking to fine-tune your existing setup, this workbook is your guide to building a salon that isn't just successful, but structured, resilient, and a reflection of your unique vision.

Why Strategy?

In the beauty industry, talent and passion only get you so far. Without a clear business strategy, you're left making decisions on the fly and juggling too many priorities. Strategy is what keeps you grounded, helping you make confident choices, focus your energy on what really matters, and ultimately build a salon that stands out.

What to Expect

This workbook is broken down into six core sections designed to help you clarify your business foundation, pinpoint your ideal client, map out essential business systems, track your success, and create a standout brand. Each section includes simple exercises and reflection points, so by the end, you'll have a strategic roadmap tailored to your goals and strengths.

Get Ready to Level Up

Every page of this workbook is a step toward creating a business that's organized, profitable, and aligned with who you are. Take your time with each exercise, and remember: strategy is about progress, not perfection. You're building a foundation for lasting success, and that's worth every ounce of effort you put in.

So grab a pen, settle in, and let's start turning your vision into a strategy that drives results!



“One step at a time. You'll get there.”

Vision, Mission, and Core Values

Your Vision Statement

- Exercise: Write down your vision for your business. Think about what you want your salon or spa to look like in the future.

Vision Statement:

-

Your Mission Statement

- Exercise: Write a clear statement of what your salon or spa accomplishes today to support your vision.

Your Mission Statement

-

Core Values

- Exercise: List 3-5 core values that will guide your team's actions and decisions.

Core Values

-
-
-
-
-

Target Demographic: Exercise:

Describe your ideal client. Consider their age, lifestyle, income level, beauty habits, and what they seek from a salon experience.

Age Range: _____

Lifestyle/Hobbies: _____

Beauty Habits/Preferences: _____

Spending Habits: _____

Social Media Habits: _____

SWOT

A N A L Y S I S

STRENGTHS

(What do you do well?)

WEAKNESS

(Where can you improve?)

OPPORTUNITIES

(What can you leverage?)

THREATS

(What challenges do you face?)

BUILDING BUSINESS SYSTEMS

Exercise: Identify three areas where you need systems. Outline a basic step-by-step process for each.

1. Area 1: _____

- Process Steps:

- Step 1: _____
- Step 2: _____
- Step 3: _____

2. Area 2: _____

- Process Steps:

- Step 1: _____
- Step 2: _____
- Step 3: _____

3. Area 3: _____

- Process Steps:

- Step 1: _____
- Step 2: _____
- Step 3: _____

Setting KPI's - Key Performance Indicators

Exercise: Choose three KPIs that align with your salon or spa goals

01

02

03

TEAM

VISION & ROLES

DEFINING TEAM ROLES

- EXERCISE: FOR EACH ROLE, WRITE A SHORT DESCRIPTION OF DUTIES AND HOW IT CONTRIBUTES TO THE BUSINESS GOALS.

ROLE 1:

DESCRIPTION

ROLE 2:

DESCRIPTION

BRANDING

ESSENTIALS

EXERCISE:
IDENTIFY THREE WORDS THAT
DEFINE YOUR BRAND'S
PERSONALITY. REFLECT ON HOW
YOUR BRANDING (LOGO,
DECOR, AND SOCIAL MEDIA)
REPRESENTS THESE WORDS.

BRAND PERSONALITY WORDS:

HOW DO THEY REPRESENT?

MARKETING- STRATEGY

EXERCISE: SET ONE MAIN MARKETING GOAL AND LIST FOUR STEPS TO REACH IT.

GOAL:

STEP 1:

STEP 2:

STEP 3:

STEP 4:

NOTES:

CLIENT JOURNEY - GUEST EXPERIENCE

EXERCISE: MAP OUT YOUR CLIENT'S JOURNEY BY LISTING TOUCHPOINTS.

TOUCH POINTS:
BOOKING EXPERIENCE:
FIRST APPOINTMENT IMPRESSION:
CHECK-OUT PROCESS:
FOLLOW-UP COMMUNICATION:

PHYSICAL SPACE DESIGN:

Exercise: Imagine seeing your space for the first time. Note any areas for improvement.

First Impressions:



BUILDING A SUPPORTIVE CULTURE

Culture Values

- Exercise: Write down three values that will shape your salon's culture and one way you'll reinforce each one.

1. CULTURE 1: _____

◦ How to reinforce:

2. CULTURE 1: _____

◦ How to reinforce:

3. CULTURE 1: _____

◦ How to reinforce:





Reflection & Next Steps

What are your top three priorities for implementing your strategy over the next 90 days?



Priority 1:



Priority 2:



Priority 3:





Conclusion

TURNING STRATEGY INTO ACTION

Congratulations! By working through this playbook, you've built the foundation of a solid strategy for your salon or spa. You've defined your vision, pinpointed your ideal client, established essential systems, and set measurable goals. Each section has brought you closer to creating a business that's not just surviving but thriving on your own terms.

Remember: Strategy isn't a one-time project. It's an evolving process, guiding you through every decision and helping you handle challenges with confidence. As you continue refining, let this workbook serve as a living resource that you revisit, adjust, and expand over time.

Ready to Fast-Track Your Success?

If you're looking to take this process further and need guidance or support to bring your strategy to life, **The Beauty Biz Agency** is here to help! With our experience in transforming salons into highly organized, profitable businesses, we offer one-on-one support, advanced resources, and step-by-step guidance tailored specifically for you.

Let's expedite your journey together. Our team provides unwavering support and the exact tools you need to turn your strategy into real, measurable growth. Reach out to us today to discover how we can work alongside you to achieve your business vision faster than you ever thought possible.

Ko Ko,

Brie & Chandra

Thank You!

We hope you find this resource valuable and that it helps you take steps toward creating your dream business.

Dream Big, Work Smart

Imagine having a salon that runs smoothly with or without you there – a business that not only fulfills your vision but is also highly profitable. It's possible, and The Beauty Biz Agency is here to help you make it happen.

Ready to Level Up?

If you're ready to:

- Eliminate the stress of running your salon or spa,
- Increase your revenue and profitability, and
- Build the business you've always dreamed of...

Let's Talk!!

Book a Free Strategy Call with our team to:

- Get a personalized business audit.
- Receive a step-by-step game plan tailored to your goals.

Book Your Free Strategy Call Here

Stay Connected:

Follow us on social media for more tips, tools, and inspiration:

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Listen to our Podcast: Salon Swagger for great tips and advice!



[Salon Swagger](#)

Thank you for trusting us to support your journey. Let's work together to create the salon or spa of your dreams!

