



**"WARNING:  
THESE 8 CLIENT-  
GETTING TRICKS  
ARE ADDICTIVE!"**



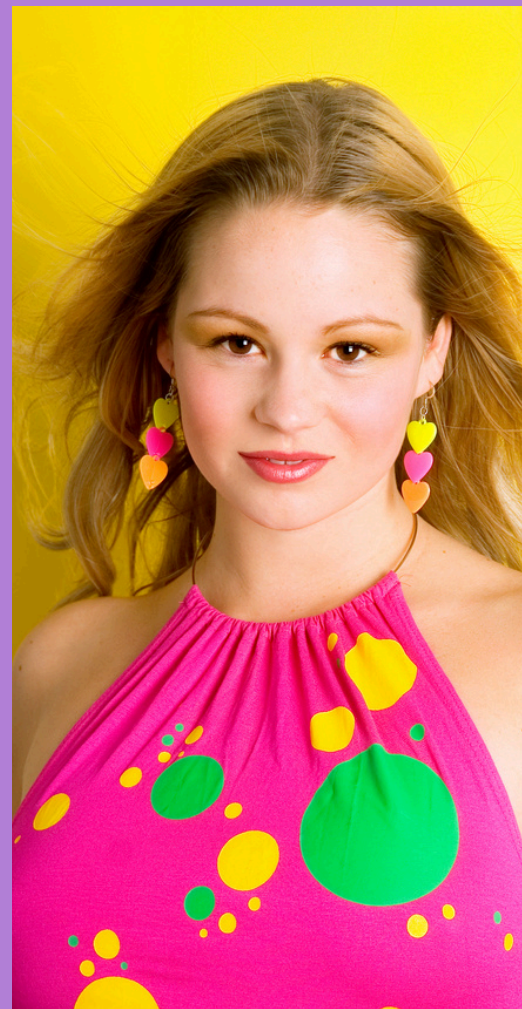


# WELCOME

What makes these tips addictive? Simple—because they **TOTALLY** work. These aren't just theories or fluffy ideas; they're tried-and-true strategies that have been put to the test. We've used them ourselves, and we've watched thousands of salon and spa owners use them to pack their books, grow their businesses, and create the kind of success they once only dreamed about.

If you're ready for real, proven ways to attract new clients—without wasting time on gimmicks or guesswork—then buckle up. Let's dive into 10 game-changing ways to get more clients, starting now!

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# WHO WE ARE:

THE BEAUTY BIZ AGENCY

At The Beauty Biz Agency, we help salon and spa owners go from feeling overworked and overwhelmed to running highly profitable, well-oiled businesses that don't demand every ounce of their time and energy. We've been in the trenches ourselves, and we know firsthand what it takes to attract dream clients, increase profits, and create a business that supports your life—rather than consuming it.

Through coaching, strategic resources, and proven systems, we guide beauty business owners in scaling smart, stepping into true leadership, and building a brand that stands out. Whether you're looking to fill your books, boost your bottom line, or finally step into the role of CEO, we're here to help you make it happen—without the guesswork or burnout.



# #1 - INSTAGRAM

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## WHY INSTAGRAM? IT'S YOUR FREE TICKET TO GROWTH

Everyone—and I mean everyone—is on Instagram, and it's one of the most powerful FREE marketing tools at your fingertips. With the right strategies, you can reach potential clients all over the world without spending a dime.

We've used Instagram to grow both our brick-and-mortar salons and our coaching business, and we've seen firsthand how simple and effective it can be when done right. If you're serious about growing your salon or spa, consistent posting on Instagram isn't optional—it's a must. Show up, stay visible, and watch your business expand!



# #2 - FACEBOOK GROUPS

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## FACEBOOK GROUPS: A GOLDMINE FOR GROWTH

With over **2 BILLION** people actively using Facebook Groups, you're sitting on a massive opportunity to grow your business. There are millions of groups out there designed for networking, support, and collaboration—aka, the perfect place to connect with potential clients and industry peers.

These groups aren't just for casual scrolling—they're powerful marketing tools that can help you build relationships, establish credibility, and attract new clients. If you're not tapping into Facebook Groups to promote your salon or spa, you're missing out on a game-changing way to grow!





## #3 - REFERRALS

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### REFERRALS - THE CLIENT GENERATING CHAIN REACTION

How many times have you raved about a product, service, or brand to your friends? It's human nature—when we love something, we want to share it! And the best part? Those friends then tell their friends, creating a powerful word-of-mouth ripple effect.

Referrals happen organically every day, but if you're not actively encouraging them, you're leaving serious money on the table.

That's why you need a referral program in your salon or spa. At the end of each service, ask your clients to send a friend your way—then reward them with a discount, a special gift, or an exclusive perk when their referral books.

**And here's the key:** your services have to be referral-worthy. Blow your clients away with an experience they can't wait to talk about, and you'll create a steady stream of new clients—all thanks to the power of referrals!



## #4 - GOOGLE \ YELP

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### YOUR BUSINESS CREDIBILITY CHECK-POINT

Sure, social media is where people discover businesses, but before they book, they're checking your reviews on Yelp or Google. If you're not on these platforms, potential clients have no way of knowing if you're legit—which means they'll likely move on to someone else.

At the very least, your business should be listed on both Yelp and Google, with accurate info, great photos, and—most importantly—stellar reviews. But here's the deal: if you're not delivering top-tier service, those 5-star reviews won't just magically appear.

So, priority number one? Make sure your client experience is next-level. Blow them away, and they'll be happy to sing your praises online—helping you attract even more dream clients effortlessly!



# #5 - FOLLOW UPS

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## WHERE THE REAL MONEY IS MADE

Here's the thing—over 75% of sales require at least FOUR follow-ups before they close. But guess what? More than 40% of people in sales (which includes all of us in this industry) give up after just ONE. That means tons of potential clients are slipping through the cracks simply because no one followed up.

If you want your business to grow, you can't afford to be passive. Those leads you already have? Chase them. Nurture them. Convert them. Don't be afraid to send one more message, make one more call, or leave one more voicemail. People get busy, they forget, or they need a little extra nudge—and that's where persistence pays off.

One of the best pieces of advice I've ever received? The fortune is in the follow-up. Keep showing up, and you'll see the results





# #6 - LOCAL BUSINESSES

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## YOUR SECSRET WEAPON FOR REFERRALS & GROWTH

Want a powerful (and fun) way to grow your business? Start building relationships with other local business owners! These connections can turn into referral goldmines, bringing in new clients while helping you support your community.

Take the first step—drop by with a gift basket, some free product, or just a friendly introduction. Show them who you are, what you do, and how you can collaborate. The more you connect, the more doors open for referrals, partnerships, and even co-hosted events.

Business is better when we support each other, so don't be afraid to put yourself out there. You never know who might send your next dream client your way!



# #7 - QUIZZES & POLLS

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## ENGAGE, EDUCATE AND CONVERT

Want a fun and effortless way to turn potential clients into paying clients? Quizzes and polls are your secret weapon! Not only do they engage people, but they also help them realize exactly why they need your services.

The key? Tap into their pain points. Create quizzes that help clients pick their perfect hair color, haircut, skincare routine, or spa treatment. Make it fun, make it interactive, and most importantly—make sure they enter their email before getting their results! This way, you can build your email list and stay in touch with them for future offers, promotions, and updates.

Get creative, keep it engaging, and watch as these simple tools turn curiosity into booked appointments!





## #8 - GO LIVE

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### GET SEEN, BUILD TRUST & ATTRACT CLIENTS

Want to expand your reach and get more eyes on your business? Go live! Live videos on Facebook, Instagram, and TikTok are one of the easiest ways to connect with potential clients in real-time and build relationships that turn into bookings.

Collaborations are a game-changer—invite other industry pros to join you for a live chat, covering topics your audience actually cares about. Address their pain points, desires, and questions. You can also use live videos to educate people about your services and products, giving them a reason to choose you over the competition.

Take it a step further by showcasing your team, behind-the-scenes moments, and your studio vibe. The more people feel connected to you, the more they'll want to book with you—because let's be real, nobody wants FOMO!

# FINAL THOUGHTS

## IT'S TIME TO TAKE ACTION!!!

Attracting new clients doesn't have to be complicated—it just takes consistency, strategy, and a little creativity. Whether you're using Instagram, tapping into Facebook Groups, leveraging referrals, or going live, each of these methods works when you work them.

The key? Take action. Don't just read these tips—start implementing them! Choose a few strategies that resonate with you, commit to them, and watch how they transform your business. Clients are out there waiting to find you—so show up, stand out, and make it easy for them to say yes!

## READY TO FILL YOUR BOOKS & GROW YOUR BUSINESS? LET'S TALK!

**You don't have to figure it all out alone. Whether you're struggling to attract clients, boost profits, or streamline your marketing, we've got the strategies to help you make it happen.**

**Book a FREE strategy call now, and let's map out a game plan to get your salon or spa thriving. We'll dive into what's working, what's not, and the exact steps you need to take to start seeing real results.**

**SPOTS ARE LIMITED—GRAB YOURS TODAY!**