

**Website**  
**“Money Making”**  
**Nuggets**  
**For Your Salon or Spa**

**What Million Dollar Salon & Spa Owners Do To  
Make Money Using The Internet That They  
Don't Want YOU To Know About...**

**Beat The Recession... Claim Back Control of  
YOUR Own Financial Destiny!**

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## **Dear Valued Reader & Friend,**

Thanks for downloading this short collection of “money making” nuggets. In fact, it’s what the Million Dollar Salons & Spas apply everyday as their Internet strategies... to continually amass PROFITS regardless of the state of the economy.

As you read and start to understand these strategies you will realize that they are simple... once you KNOW!

Managing your website and your business online can be a complex and frustrating task. Many Salon & Spa owners give up in frustration. My goal is to help you to sort through the maze of information and provide you with some simple, easy to follow principles that you can apply today.

These little “money making” nuggets can put you on the right path. Applied correctly, they will empower you to achieve greater profits in your business, more financial independence and more success all round.

## **How You Should Use This Report**

Read each nugget carefully and understand how to apply it to your Salon or Spa website strategy.

As you’re reading, right down any ideas you get and how you can improve your business by applying these ideas.

Remember this... your Salon or Spa website is a tool to make you money! If something is not working you can then fix it... once you UNDERSTAND!

**Special NOTE:** there is a very limited special offer at the end of this report for a FREE telephone consultation with me. If you read this report and ACT quickly, you could get some great strategies to improve your website performance... *FREE of charge!*



## Money Making Nugget #1:

### One of the most important talents you must have when it comes to starting and growing your Salon or Spa Business Online is – FOCUS

Most people have a problem with being focused on completing a task and getting results. I'd be the first to admit that I do. And with the internet, it is increasingly more difficult to keep your focus... and here's why:

There are just too many opportunities coming your way each day. Added to that, most people are just too impatient or hate to do any "work". So they start jumping from one program to the next thinking that it will be THE answer to their biggest problem.

Many times it's not. No matter how good a program is, you'll need to work at it and build it up to see some success. Here's a *simple example* of that... I recommend that you consistently add content to your website with the goal of getting increased traffic. Now that can be pretty boring, but the fact is... it does bring results.

So how many Salon or Spa Owners actually do that? Not many! I've checked that out and very few even understand the importance or the results you can achieve.

#### **Here's How You Can Copy What The Million Dollar Salons Do**

Decide on your plan... a proven programme, and **STICK TO IT!**

Here's what I mean... write down your plan, stick it on the wall somewhere... and commit to your **PLAN**. Any action you take is based on the plan, take the action steps required, no matter how bored or frustrated you may get with them.

Your **PLAN** might include learning how to do something, managing your website yourself – **DO IT!** It might require you to write content – **DO IT!**

Break your big plan down into smaller steps and complete one at a time. Commit so many hours per day to doing the real work... not idling away doing something else online. Don't be impatient, stick to the task at hand.

The results will come.

It's about creating the *burning desire* to achieve something. Having that *real desire* will push you through doing the mundane stuff.

## Money Making Nugget #2:

### **When you don't know how to do something – either learn to do it once and for all or outsource it.**

You can't be good at everything, no one is... but you can be good at some things. Fact is, many successful business entrepreneurs are only good at 10% of what their total business is. So don't let it get you down, as you've got choices.

Let's say that you're not that good at website stuff. In fact it's a real challenge... so commit to learning exactly how to do it in a *one-time* effort.

Go and spend a few days learning from online tutorials (Youtube is great for that) and practicing... you'll likely pick it up real quick.

Now you don't need to know everything, just the important stuff. In no time at all you may find yourself infinitely more productive.

That's investing in yourself. A one-time effort that will continue to reward you time and time again.

You could also try to outsource the project. Use online resources or even get a website designer to do it for you.

About your choices... Look at it as time... or money.

If you've the time then learn and do it yourself.

If you've the money, get it done by someone else.

There's always a choice.

Let me tell you about a good friend of mine who's Day Spa continues to move past the million dollars a year in sales... regardless of the economic times.

He continually tests and measures the success of his online marketing. Over the past years he has spent a considerable sum on getting someone else to do the website work.

He then decided to learn it himself... and within a short space of time he does the bulk of it himself. He can put together an offer and send it to his online database anytime he wishes... and each time he profits considerably.

## Money Making Nugget #3:

### The two most important and profitable skills you can have in your Salon or Spa business – Copywriting and Marketing.

These 2 skills will make you wealthy. In fact I call it “turning on the money tap”. Learn these 2 skills and then turn it on whenever you want.

You remember I mentioned before that you don't have to know everything. Well... these 2 skills are the ones you should not delegate.

Why?

**Because no one will be able to do it as well as you!**

So what exactly is copywriting? I practice what is called “**Direct Response Marketing**”. It's writing in a style that gets your sales message across to the prospect immediately and directly. PLUS, it's getting prospects to take action *NOW* to achieve the sale.

Put it this way... you can have the best product in the world but if your sales copy sucks you can be sure that your target (prospect) will not take the action you want them to take... and you will lose the sale.

Why? Simply because the right message is NOT getting through to them.

In fact... it's falling on deaf ears!

What about marketing? Marketing is all about promoting your website effectively. And, when done well, you will be getting targeted prospects coming to your website consistently and easily.

It's creating the essential steps to sales success.

**And that's exactly what the million dollar Salons & Spas do every day.**

Can you do it? Yes you can... when armed with the right tools. These 2 skills are “*learned*” skills so you need to start learning this today.

Here's a great tip. See what's working well (sales copy & marketing) in another industry or even a competitor... and then copy it!

## Money Making Nugget #4:

### Your most valuable asset is your list. That's your client database both online and offline

As a marketer you will soon begin to understand... **the money is in the LIST!**

You will make untold more profits by building and nurturing a list of clients and prospects who are interested in what you have to provide (that's a *targeted* list).

**The more *targeted* your list is, the more profits you will make.**

And YOU can build and nurture your list both Online and Offline.

Now let's take this one step further.

Contrary to what I mentioned before, the "money is *NOT* in the list"; the money is in the *RELATIONSHIP* you have with your list and what you can offer them.

Let me explain... Let's say you have a list of 1,000 clients and prospects (those who have not bought from you, but expressed interest in what it is you have to offer).

Now imagine what would happen if you never "*talk*" to that list. Do you think it would be easy to get them to buy from you. I doubt it... why should they buy from you if you have never talked to them... they hardly know you.

Next, let's imagine that each month, over a year, you send out a newsletter or an offer to this list. The offer you have sent them in the past are high value, low cost type of services such as "\$340 worth of salon services for only \$147".

Now over the past 12 months you have created a relationship with your list. They know something about you, many of them trust you... they think of your Salon or Spa first, when they want some sort of beauty/hair service.

**How easy do you think it would be to sell something to them. I think MUCH easier!**

What do you think the million dollar Salons & Spas do with their list. They communicate regularly and build trust and a relationship with them

Their lists are responsive. They take action when they are asked to and take up offers that are presented to them.

And these Salons & Spas use both online and offline strategies to communicate with them

## Money Making Nugget #5:

### Focus on your client benefits, not the features of your business

Previously I spoke about becoming a great marketer. In fact I would really like you to start thinking that you are a marketer of your Salon or Spa, not a “doer” of the thing.

Have you ever been asked what is it that you do? Of course you have... and I bet your response is “I’m a beauty therapist” or “I’m a hairdresser”

The fact is... you’re NOT! As a Salon or Spa owner, you are a business entrepreneur... a marketer of a Salon or Spa!

Why? Because all the money is in the marketing of the “thing”, not the “doing” of the thing!

One of the most powerful ways to increase the response of your marketing (again, both online or offline) is to focus on the benefits your customers get from your business, rather than the features of your business.

A *feature* is what your product/service is.

A *benefit* is what your product/service does for the customer.

Here’s a quick example... in a lot of advertising by Salons & Spas they say something along the lines of “*we have the very latest equipment to ensure your results*”.

Now that’s a *feature*.

What about... “*our equipment has been designed to gently but firmly massage the cellulite affected area, stimulate the blood flow in even the deepest of tissue, allowing the transfer of the toxins through the blood stream allowing your body to discard the waste naturally leaving you with more youthful, tighter looking skin*”

Now I know I didn’t get all the stuff quite right, but can you see the *benefits* coming through

Remember, people buy things for the results they provide, not what they are. These are the benefits people are really looking for!

It seems a simple distinction, and you might think people already know the benefits... but the fact is they do not.

Test after test shows that specifically and distinctly spelling out the benefits of your products and services will get more people to buy than simply listing the features.

Do not make your customers try and figure out the benefits for themselves, always make it a point to tell them exactly what every benefit each feature provides.

I have seen Salons & Spas massively improve their profits when they understand this and apply it to their marketing.

And it's the same thing on your website. Present the benefits of your products and services so that they hit the *emotional* buttons of your prospect.

## Money Making Nugget #6:

**There are many “traffic secrets” out there, but despite all that, generating traffic to your website can basically be summarized into just 3 main components...**

It's pretty simple actually, so don't get confused about this stuff.

There's loads of internet “gurus” telling you that it's difficult, but all traffic can basically be generated through 3 main components.

You get your website traffic by:

1. **“Stealing” it**
2. **Attracting it**
3. **Buying it**

Let's go through each one.

**By “stealing”** I'm referring to “partnering” up with others who have already got a list that you are able to make contact with. This strategy can be both online and offline. PLUS, the list can be highly targeted to the type of client you require.

What about a fashion store, beauty salon, hair stylist, gift shop or many others. And if you create a partnership with them, they can *endorse* you, or *recommend* you to their clients.

There is nothing more powerful than an endorsement from someone else to get clients in your door.

**Now what about number 2 – Attracting it.** This is where you would focus on search engine optimization (SEO), press releases (can be online) or even distribution of your articles.

Perhaps the biggest mistake I see Salons & Spas make is in the area of SEO. I see many websites that are not even listed on a search engine.

What about if someone wanted a hair stylist in your area and they decided to look on the internet. Would they find you? Probably not.

The million dollar salons are doing this right. They are prominent in search engines for all their services... the result being they get lots of traffic to their website.

**Now... number 3 – “Buying” it.** This refers to the pay-per-click programs that are out there, the most common being Google Adwords.

I’m not going to go into that strategy here... but you have the ability to pay for Google ads (you pay when your ad is clicked on) that directs traffic to your website.

But here’s the mistake I see. Most Salon & Spa websites are not ready to attract this traffic. They pay to get the traffic, but when it gets there it soon leaves. Why? That’s because they do not offer an incentive for the web visitor to take action.

If your website is not ready, that is, you do not create a specific action for your web visitor to take... then you’re just wasting your money “buying” traffic!

Each of these strategies serve very specific purposes in your overall traffic strategy. Buying traffic may serve best for new websites or those that have little opportunity to partner with someone else.

## Money Making Nugget #7:

**You need to follow up with your prospects. Research shows it may take up to 7 contacts before that prospect decides to buy your product or service**

The million dollar Salons & Spas do this all the time. Those Salons & Spas that struggle usually blame the poor response on tough economic times or worse, they abandon the strategy because the first contact did not create a *buyers* rush!

But the secret is in the follow up.

And the beauty of the internet is that your follow up can be automated through the effective use of an *autoresponder*.

I have a website <http://www.SalonEmailProfits.com> that explains this system of follow up in detail...

*“Email Marketing For Salons and Spas – Email Success Strategies To Explode Your Salon and Spa Profits”.*

So if you haven't seen that you need to go there now and check it out. In fact you can **sign up for the FREE online e-course at**

<http://www.SalonEmailProfits.com/freegift.html>

and discover how you can apply effective follow up to any of your online campaigns.

In the past the main reason businesses didn't do this was the cost. Getting your advertising in the hands of your prospects 7 times, when using traditional offline marketing methods such as media advertising, direct mail, or flyers is not only expensive, it's time consuming.

Now, by using the Internet, you can market to your prospects virtually for free - so following up with them 7 times costs no more than following up with them once.

Can you begin to imagine how quickly you could increase your revenue if your prospects saw your advertising 7 times more than they do now?

And the best part is you can setup an automated prospect follow-up system. You just create one follow-up campaign and it gets customized and sent to all your other prospects 100% hands-free.



So not only are you following up more regularly... getting your advertising in front of your prospects more often... you're also doing it all automatically with no extra work at all!

## **Your Million Dollar Salon or Spa Internet Strategy**

### **Just how do you take advantage of the Internet as a Million Dollar Marketing Strategy...?**

You've just gone through 7 Money Making Marketing strategies that successful Salon & Spa owners use to make *massive* profits from the Internet.

#### **So... how do you implement this into your business?**

First up, do you have a website for your Salon or Spa business now? Do you know how much traffic (website visitors) you are getting to your website each week or each month?

And how many of these website visitors are "identifying" themselves to you? That is, do they come into your business and tell you that they found you on the Internet and now they are here to spend money? Or have they provided their name and email address so that you can contact them by email in the future?

Chances are, if your website is not making any money for you, then YOUR website is NOT getting these visitors to identify themselves.

If you have a website then here's what you need to do right now to fix it. If you don't have a website, and are planning one, then here's what you need to ensure your website "works" for you.

1. You need to start capturing the names and email addresses of your website visitors. You do this by creating an incentive for them to do this through a great offer or "*ethical bribe*".
2. You start to communicate with these prospects to convert them to clients – Money Making Nugget #7.
3. You implement strategies to create MORE traffic to your website – Money Making Nugget #6. I consider the best option is to get more FREE traffic through great rankings in the search engines for your particular keywords.
4. You continue to create good content on your website that is interesting and informative to your web visitors. The most effective way to do that is through BLOGGING. Go to <http://www.SalonSuccessWebsite.com> and search for that

term in the search box.

5. Your content on your website must become “benefits” based, not “features” based – Money Making Nugget # 5.
6. You create *value added, compelling* offers that get your clients and prospects back into your Salon or Spa more often – Money Making Nugget # 4.

### **Consider the effect this can have on your business...**

Let's say your site gets just 50 visitors each month (this is easily achievable with a minimum of promotion). If your website is much like every other Salon or Spa website (not capturing name and email address) then you'll be very lucky to get one prospect a month to identify themselves.

Compare this with a site that uses the best techniques to capture the attention of the web visitor and uses a name and email capture through the use of a compelling offer to get them to subscribe.

With this type of website, the response rate can reach as high as 20% to 25% (conservatively, let's say ten additional prospects per month).

Do the math. If you can convert just four of these extra prospects at an average sale of \$100 and they visit your Salon 6 times per year, you've increased your annual revenue by over \$28,000 ( 4 x \$100 = \$400 x 6 visits = \$2400. That happens each month, so \$2400 x 12 = \$28,800)

Any increase over and above this response rate will go right on your bottom line!

***(in fact... I have Salon & Spa clients capturing 10 to 20 new email addresses per week with a conversion rate from prospect to client of around 60%)***

Remember, once you have a prospect's name and contact information, you can follow-up with them to address their specific needs. If you don't get their name before they leave your site, odds are they're never going to get in touch with you.

### **Here's how YOU can get a FREE telephone consultation with me to discuss strategies to turn your poor performing website into a money making machine...**

This is all you need to do... go to <http://www.salonsuccesswebsite.com/contact-us> and complete your details.

Select “*Discuss a Website Review*” from the drop down list for reason to contact and then put some details in the Comments area.

Make sure you include your telephone number and a good time to call you.

I'll then get in contact with you and go through your website and suggest some strategies to improve the performance of your website.

Now, I usually charge \$297 for this review. But if YOU act quickly, you could get the review for FREE!

Go here NOW! <http://www.salonsuccesswebsite.com/contact-us>

That's it... "Money Making" Nuggets for your Salon & Spa.

You now have an idea what the million dollar Salons & Spas are doing. So what do you do now...

Well for one, I would go through the resources at <http://www.SalonSuccessWebsite.com> and discover how YOU can become the dominant Salon or Spa ONLINE in your marketplace.

And I would love your comments. Read the articles and leave your comments. I value your opinion and your feedback.

I'll talk to you soon.

To your Salon & Spa marketing success

*David Glendinning*



*David Glendinning specializes in Direct Response Website design and Business Coaching for the **Salon and Day Spa industry.***

*If you want a website that pulls in the clients and pays \$\$\$ into YOUR cash register then visit*

***[www.Salon Success Website.com](http://www.SalonSuccessWebsite.com)***

*email: [david@salonsuccesswebsite.com](mailto:david@salonsuccesswebsite.com)*

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Special Report: **The 7 most common and COSTLY MISTAKES** that the vast majority of salon owners make with their website... and WHAT to do about it!

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