






"30 day Business Turnaround"
Week 1 - Expenses

by Christopher Brazy



Today's Agenda

- Laying your Foundation
- Look inside (PNL exam)
- The biggies (compensation, advertising and more)
- Plan to Prioritize & Fix
- Action list



1st – Foundation *Mindset*



- MANY salons & spas ARE making it happen.
- Online we have struggling spas you can relate to
- We also have super successful spas you can copy from (\$1MM)
- YOUR belief is CRUCIAL.

**"3% take control
95% blame others"**

FOCUS your Energies (the BEST use of YOUR time)

- 80/20 rule
- Focus on your strengths
- Have others do the rest
- Attend masterminds
- Have an accountability partner (forums)



“Put your energy into your strengths”

Take Action

- It's not what you start, it's what you FINISH
- Set a schedule and keep it!
- These routines will become habits



“Imperfect action beats perfect inaction every time” –Unknown

...some resources for you

- A notepad and egg timer
- <http://www.RescueTime.com>
- <http://www.NobleGoalSetting>
(click “redeem a gift” and enter REDSPA to get 50% off the lifetime cost)

...let's Begin



Look **INSIDE** first

- There's no point wasting money on advertising if your business has got leaks



**"We make a living by what we get, but
we make a life by what we give"**
-Winston Churchill







Look **INSIDE** first

- There's no point wasting money on advertising if your business has got leaks
- Look at your PNL and examine your expenses
- Fixed Expenses
- Variable Expenses



"We make a living by what we get, but we make a life by what we give"
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...stop the hemorrhaging

- Once your leaks are identified prioritize them
- Set a DEADLINE (and schedule time to work) for 1 goal/week
- Remember to focus on your strengths & use the forum for support & to model or for ideas



Always give, be noble and realize that it will happen.

"Leap, and the net will appear"

Now, fix the rest.



Compensation

(this can ALWAYS be improved on)

- Percentage model (w/fees)
- Fee per service strategies
- Hourly
- Employee Values



"You CAN make this happen"

Advertising



- If you can't track it and calculate a ROI, don't do it
- Drop all brand advertising
- Be consistent with multiple strategies
- Be different (even outrageous)

"You WILL make this happen"

Other HUGE Expenses

- Equipment & goodies
- Rent & amount of space
- Lil' things (supplies) & Redundant items
- Retail & Skincare



"You ARE making this happen"

Action List



- Lay your foundation and practice it daily
- Look inside and ID your problems
- Prioritize them and set a deadline.
- Review the biggies, compensation, advertising, skincare and others.
- Implement them quickly (money likes speed).

4 steps to Success



- **POST** your Plan on how you'll meet your goal
- **SCHEDULE** it & take attainable baby-steps daily towards it
- Meet your **DEADLINE** for accomplishing it
- Share in the Forum

Take Action NOW!
