



# **“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



# 1<sup>st</sup> – 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”**

**–Winston Churchill**

# ...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!**