

IT'S YOUR BIZ!

“What are your favorite Specials?”

Don't be embarrassed to run specials, even if you have been doing nails for 15 years or just starting out, running specials is good for your business and will make your clients happy (we all like a deal!)

The best way to figure out what Specials to run is to think about what Specials you like? What Specials make you want to try “someplace New” or “something New”? Go on Google and research different Specials other Salons and businesses run and make a list. Then you can plan 12 Months in advance for the year. Just put it in your calendar to remind you the 25th of each month to Post your New Special on the 1st.

RUN SPECIALS EVERY MONTH:

Run Two Specials a Month, One for New Clients and One for Existing Clients.

Post your New Specials the 1st of every Month. Make sure to email it, text it, post it on your business Facebook and all the other sources of Social Media.

Run your Monthly Specials on NEW Full Sets (to get NEW Clients), Seasonal Services like Pedicures, Manicures, Retail items, Add On services, etc.

What not to do:

You don't want to run specials on your fill-ins and your every 2 week services.

*All the Greatest Success,
Tammy Taylor*