

SALON BUSINESS SECRETS



25X

Beauty Business

BOOSTER TOOLKIT

Owning and managing a successful beauty business, a salon, a spa, a clinic or treatment room in your home takes a lot of work . . . but it doesn't have to take a lot of your time!

I've created a community called [#BeautyBusinessHackers](#) to prove that you can create the foundations for a thriving beauty business quickly and simply if you just know the right things to do . . . the things that get the biggest results for the least effort.

This Toolkit is the "Quick Start Guide" if you like, a checklist to becoming a #BeautyBusinessHacker yourself, to make sure you aren't missing out on the easy wins and to ensure getting maximum profitable impact for minimal time and effort.

This checklist covers my favourite business hacks for your Website, your Marketing, your Advertising, your Email and then a couple of additional, slightly more off the wall ideas to boost your beauty business!

YOUR WEBSITE

Your website is your No. 1 online asset. YES it STILL is! You might get more client interaction on Twitter, it's easier to update Facebook than a website and pictures are much more fun to share on Instagram. But all of these platforms could change overnight making it more difficult to communicate with your customers. Your Website should be the core of your online presence. It's your online store front . . . you wouldn't want your salon to look shabby now would you?

1. Speed Matters . . . check your Website Performance!

When looking online these days consumers value speed. Speed of your pages to load, and speed of being able to find the thing they are looking for. I bet you've been on a website recently that took more than a few seconds to load or you couldn't find the information you wanted quickly . . . let me guess, you hit the back button and looked for another website.

Fortunately those lovely people at Google have created a tool to help you out. The Google Page Speed tool will not only analyse your website and give you a simple performance score . . . it will go one further and tell you exactly what you need to do to make it go faster!

2. Go Mobile

Things move quickly in today's world, you may have noticed. Over the last couple of years people in the know have been advising that websites need to be 'mobile optimised'

meaning that they can be used on small screen devices such as iPhones and tablets as much as on a laptop or desktop computer.

Today you can forget that. What I mean is if your website isn't designed specifically for iPhones and tablet devices then you may as well not exist. The vast majority of people now browse websites on their phone and the number compared to laptops and desktops is only increasing. So, forget being mobile optimised . . . you need to be mobile focussed. Design your website for mobiles first . . . honestly forget about the desktop.

3. Don't be Anti-Social

As I said above, your website needs to be the core of your online presence, but it needs to link with all your other online platforms too. Different people prefer different online platforms for many reasons. Some people prefer Facebook, some the bitesize nature of Twitter and some like looking photos on Instagram.

So with your website as the core, the hub in your wheel of your online business, make it easy for people to follow you in the way they want to.

Make sure you have obvious, easy to find social follow buttons on your website. Put them everywhere, but on your main page near the top as an absolute minimum. Don't give people an excuse NOT to be able to keep up to date with you.

4. Sharing is Caring

As well as making it easy for people to follow you and keep up to date with what you are doing, you also need to make it as easy as possible for people to share your website, your posts, pictures etc with others.

Sure . . . our phones, iPads etc all have the ability to click a 'share' button somewhere on the screen to share an article, an interesting post, a fun picture or an awesome offer. But putting your own social share buttons in prominent places on your website gives people a gentle reminder that they can share this with their friends and contacts and gain the virtual prestige that comes with sharing something useful.

5. Going Local

As a local business it is easy to think that you don't need to worry too much about all this internet stuff. After all the internet is for global mega corporations, cute cat videos and looking at your friends photos . . . right?

Wrong!

People use the internet to find EVERYTHING these days. Especially with the recent capabilities of 'location based services'. Ever wondered how google maps, Trip Advisor and Facebook seem to know where you are? Well it's because they do . . . via your smartphone.

One of the most popular searches on google these days is for local businesses (e.g. "Supermarket near me", "Starbucks near me", "Beauty Salon near me").

If your business isn't properly set up on Google then you might be missing out on local searches and potentially a huge numbers of clients.

You can take care of this in mere minutes by going to Google My Business and following the steps on here. It walks you through the process and by the end of a few screens you have a perfectly set up business on Google. It is totally FREE and gives you a wealth of additional tools to help make sure your business is found on google when people are searching.

Tip: Put your opening hours on your Google Listing . . . do this anyway as it is information people look for, but you can get ahead of the crowd if your opening hours are different to the norm.

6. The Price is Right or is it?

I've heard many arguments about whether to put your price list on your website or not. The main arguments NOT to do this is because people don't want their competition to know their pricing so they can undercut them . . . but come on, how hard really would it be for your competitors to find your prices?

When your clients are searching online, they want information, they want it quick and they want their questions and concerns answered. One of those questions is likely going to be "What do you charge for . . ." so give them the answer.

Let your reputation speak for you . . . don't get hung up about other people seeing your prices

YOUR MARKETING

You could argue that all of this toolkit is about marketing . . . in today's fast moving, internet based business world it seems like EVERYTHING is marketing. But in this section, I have included the best tips I have seen or used for quick, simple but incredibly effective Marketing for your beauty business.

7. Project Your Voice(mail)

You may not be open 24 hours a day, but your voicemail is! Clients and potential customers are going to call you at all hours of the day. If you use your mobile phone as your primary business number then you will know this is true for sure.

When you're in a treatment, rushing down some lunch, heading to or from work or when you finally switch off at the end of the day, let your voicemail message do the work for you.

Instead of the normal "I can't come to the phone right now" message or even worse one of those horrible messages your phone provider makes available to you, record a fun, promotional message highlighting a new treatment, offer, promotion, website or social media channel. If you have the ability to take online bookings . . . give out the web address and let your clients book themselves in.

8. Let Your Clients Do the Talking

The business world now works on ratings and reviews. Love it or hate it, that's the way it is. We don't eat at a restaurant if it hasn't got a good Yelp rating, we don't book a hotel that isn't at least 3 blobs on TripAdvisor.

So get your most loyal clients, the ones who have been coming for years to see you to post reviews on Google, Facebook, TripAdvisor etc for you.

Don't be shy . . . they clearly love and value what you do and you're not asking anything more than for them to be honest. But if you don't ask them . . . they'll not think to do it. So ask!

Oh . . . and if a client sends you an email saying "thank you" or praising you, your staff, your salon for something, that's great! An unsolicited thank you email or letter shows you that you are doing an amazing job, but get straight back in touch with that person and ask them to share their thank you online. They don't have to write as much detail . . . but if you have helped them, they'll be more than happy to help you!

9. Love Thy Supplier

I'm going to get in trouble for this one . . . but you may or may not know that most suppliers in the beauty business have something called a SIF (Sales Incentive Fund). This is a fund or budget designed to help their customers, you, to promote their products and services to your clients.

This means you can enlist the help of your supplier and get them to supply you with promotional goods, prizes and gifts to give away to your clients. This not only helps promote their brand and products, but it promotes your business too . . . and may not cost you a penny!

Check with your product house rep for more on this.

YOUR SOCIAL MARKETING

I couldn't have a marketing section without a special mention to the best quick and easy Social Media wins, so here you go.

10. Time is Money

I don't know about you, but when it comes to posting on social media for my business I can get lost for hours. Looking for images, thinking about what to post . . . simply remembering to post and fitting it in between 'real work' can be a struggle.

Instead use social media scheduling software to help do the work for you. You can set aside a few hours a month to set up all your planned social media posts for the coming weeks. That way you don't need to worry and stress about it on a daily basis, you've got it covered.

When the mood takes you and you have something timely, fun or interesting to share on the fly . . . do so, but you don't sweat the rest.

Websites like [Buffer](#) or [Hootsuite](#) are the most common tools for this and can be free to use. If you don't mind spending a little bit of money for some more heavyweight tools that will multiply your time further by finding content for you AND reposting your most successful posts again and again . . . then there are products like [MeetEdgar](#) that do an amazing job.

Super Secret Tip: I have recently found some software called [SmarterQueue](#). It has all the clever tools that MeetEdgar has plus a few additional ones that help you discover awesome, industry related articles, pictures, tips and tricks to share with your followers, even discover the right hashtags to use to get even more engagement . . . the best bit . . . it is less than half the price of MeetEdgar. Oh and if you [click this you can have a FREE 30 Day Trial](#).

11. Don't Spread Yourself too Thin

Question: How many social media platforms can you name?

I get to 9 without even thinking too hard!

Advice over the last few years has been to get on board with everything. "This is going to be the new Facebook" seems to have been the go to marketing phrase for any new social media platform.

But now the advice is changing . . . pick the one or two social media platforms that work best for you and really go to town on them. It's less about being everywhere and more about true focussed authentic engagement these days.

The tools in the point above will help you be on more platforms and will certainly save you time, but you might get more benefit from really focussing your efforts on the platforms that you love.

If I can make this decision even easier for you . . . pick Facebook and another. Done!

12. Go LIVE!

When it comes to Facebook these days, getting our posts out in front of our fans and followers is becoming more and more difficult . . . that is without paying for advertising (more on this in a bit).

One thing that seems clear just now is that Facebook L.O.V.E.S video. And if it loves video then it positively salivates over LIVE Video.

I did a quick experiment the other day to see if this actually rings true in the real world. Typically, my Facebook page posts (from my business page) reach a few hundred people over the course of a couple of days. I did one Facebook Live, the first I have ever done, simply updating people on what I have been doing recently and within hours Facebook had shared it with over 300 people!

So get out your phone, open the Facebook App and hit the “Go Live” button and simply talk about something you might ordinarily have written as a post . . . and watch your reach, comments, likes and shares skyrocket!

13. Educate, Enlighten, Enrich

It’s tempting to use the various methods of communication available to us simply to promote our stuff, whether outright “check out this offer” type promotion or more subtle “have you thought about treating yourself” type promotion.

The problem is that people become blind to this very quickly if all you are putting out on email, social media, blog posts etc is promotions.

Instead . . . give something of value away. Create a home skincare routine “How To” guide. Share a make up technique or put together an instruction manual for how to get your partner to give you an amazing shoulder massage?

People, including your clients, love a freebie, a guide . . . some free help. Share something like this, ask for nothing in return and just watch as the engagement grows, your shares expand and your page likes increase.

A little bit of education and enlightenment helps to enrich peoples lives.

That’s how you become the expert in your area . . . and people buy from experts!

Bonus Tip: Tack this on to the previous point for maximum effect . . . create the how to guide, the technique or manual . . . but then present it on a Facebook Live. Wow!

YOUR ADVERTISING

Where does marketing end and advertising start? Yeah . . . that confuses me too. For me, advertising is something more overt, actually telling people what you do, what you have to offer and inviting them to come and buy from you. Here are some fantastic quick, simple and cost effective ways to advertise that you might not have thought of.

14. Easy Peasy Advertising

Promote your offers, events, new releases etc. in places physical places where you are already interacting with your customers. At the bottom of emails, on your loyalty cards, on your price lists and even at the bottom of your receipts.

This is something big businesses do and they do it for a reason . . . because it works! It may not get you a flood of new business, but even the odd additional sale, upgrade, or gift voucher purchase is all extra money for you and as you were giving or sending these things out anyway . . . it has cost you zero time and zero money.

Gotta' love zero effort advertising!

15. Local Magazines

No I haven't taken a tip out of the early 1990's . . . local area magazines are making a real comeback. These are the things that drop through your letterbox with some local news, information and usually a load of adverts for local businesses in them.

Low production costs are allowing these magazines to be more easily printed in relatively small batches to cover a more focussed area. The great thing is that an advert in these is usually very reasonably priced and you can be fairly sure that one of these magazines will make it in to the homes of every single person living near your salon.

You can go one better by writing a small article for one of these magazines, you could even use the piece you put together for point 13. above and get twice the value from that one bit of work.

An article in a local magazine is going to stand out far more than an advert, these magazines are always looking for content and doing it this way might not even cost you a penny.

If you don't live in the direct area where your salon is, just ask one of your local clients to bring in a magazine when it drops through their door or check out the entrance/exit of a local supermarket as these tend to have copies for people to pick up and take away.

16. Grab a sandwich (board)

Don't worry, I haven't lost my mind, I am talking here about an advertising board, often called an A Board or a Sandwich Board.

You all know what I am talking about. You write your special offers on them and place them outside your salon. Now I accept that this is only going to work if your salon has somewhere outside to put it and you have a decent amount of passers by to make it worthwhile.

But the simple idea of these is that they stop people in their tracks . . . literally as they have to stop to walk around them. That way they can't help but notice them and read what is written on them.

A poster in your window can easily be ignored, but not a big wooden or metal board you are going to fall over. You are definitely going to notice it then!

Inject a bit of personality or humour in to whatever you write on the board . . . this will help keep your offer in the mind of the person who notices it far longer than just the instant that they read it.

Note: Please check with your local council about whether there are any restrictions on placing such a board outside your premises. Given that people could trip over them, they could present a health and safety risk and you don't want to open yourself up to any injury claims. So please check first.

17. Get texting

Ever thought of using Text Messages (SMS) to advertise?

If you have the mobile phone contact number of your clients, and you should, you could use simple text messages to promote your business. One of the very best uses for this is to fill gaps in your appointment book quickly.

One of my clients uses this to incredible effect, here is what to do:

Create a list names and phone numbers of 50 to 80 of your best customers. Try to pick ones that you know are available at short notice and flexible on times. You could make a big deal about this by calling them your VIP Club or something similar.

Keep an eye on your appointment book and if a few days in the future you have a large time gap with no treatments, send out a text message to this VIP Club offering a treatment at that time, possibly with a free upgrade or product to take home.

While it is true that each Text Message will cost you a very small amount of money. You only need one or two people to take up the offer, fill up your appointment space and you are easily in profit.

The reason this works much better than sending out an email is down to something called "Read Rate". We all get loads of emails these days and it is all too easy to simply delete them en masse if we don't think there is something of value in there. However think about what happens with a Text Message. It pops up on your phone screen and you physically have to read it in order to either delete it, ignore it or take action.

The figures vary, but the read rate for email is now somewhere between 20% and 30% where as for Text Messages it is around 90%. So out of every 10 message you send . . . 9 will be read in full verses just 2 or 3 for email.

You can send the message either from your phone (you can create a "Group" within your SMS App) or you can use an Online SMS Service or if you have booking software this might be able to do it for you - just give your software supplier a call and ask them if they can send out SMS Messages.

I have done this hundreds of times with my clients and never once have we failed to bring in far more revenue than it has cost us in text messages. The alternative might be no revenue at all if you do don't fill that appointment time!

18. Facebook Ads

Have you noticed those posts that appear in your Facebook feed for products or services that you don't actually follow, but seem like something that you would actually be interested in?

Well they are Facebook ads and the reason you see ads for things you might be interested in is because Facebook knows all about you. Now don't get freaked out, all I mean here is that through the course of writing status updates, commenting on friends posts and things you click on, Facebook builds a profile of your likes and dislikes, hobbies, interests etc. Then it allows companies to promote things to you . . . but only the things that you might be interested in anyway.

It is an incredibly powerful tool . . . and one that you can use too for a very, very small cost!

Let's say you were going to print a bunch of flyers to advertise your salon or beauty business and then pay for someone to walk around and post these through local letter boxes or hand them out on a nearby busy high street. Well this is advertising and there would be a cost both to print the flyers and pay the person to hand them out.

Let's say instead you used that money to create a Facebook Ad?

Facebook knows where people live, what they like to do and who they're friends with. You can use this information to target people on Facebook who only live in your area and have shown an interest in whatever it is that your business offers (e.g. massage, nails, tanning, hair removal etc). Facebook will then only show this advert to people who match your criteria.

This is the equivalent of the person handing out flyers ONLY to people who live near your salon and love the treatments and services you offer.

Now Facebook Ads is a HUGE topic, but there are some fantastic videos to help you out from Facebook [available here](#).

You can spend just a few pounds, euros or dollars per week and get a steady stream of new customers every single day!

YOUR EMAIL

Right . . . let's get this straight . . . a database of email addresses for your existing clients, previous clients and prospective clients is an incredibly valuable business tool. Other communications methods such as Facebook or Twitter are out of your control and can change overnight with dramatic effects on how easily you can speak to your fans, followers and customers.

Email on the other hand is reliable, sturdy and it isn't going anywhere. Sure, it is more difficult to cut through the mass of distractions we get on email these days . . . but it is your one, low cost, speedy way of communicating with your entire client base easily.

19. If you Build it, they will Come!

If you aren't already building an email list of anyone who interacts with your business . . . start today! I don't just mean your clients either. Anyone who enquires, anyone who asks about a gift vouchers, anyone who pops in to buy a product. Get their email address!

A great way to do this is to have an email version of your treatment card or price list. If someone asks for one . . . tell them you can email it to them if they would simply like to give you their email address. Or have an introductory offer available for new clients who sign up to your quarterly newsletter.

Keep their email address on your own email system, on your iphone, on your booking software, in a spreadsheet or in some online email software. It doesn't really matter where you keep it . . . just make sure you are getting the email address . . . accurately!

20. *Keep in Touch*

Pretty much every single study ever done on the subject shows that keeping in touch with your clients, KEEPS CLIENTS.

Even just a quarterly email newsletter sent out to all your email contacts helps to retain existing clients, bring back ones that you may not have seen in a while and bring in new clients via referrals and shares.

It's exactly why if, like me, you are a member of a gym but never go, I fail to cancel my membership. It's because every few months they send me an email with pictures of people working out and getting fit, new classes that are available, new gym equipment that has been installed etc. Somehow that is enough to keep me feeling like a member of the club and so I keep paying my monthly membership fee!

If you have done what I suggested in point 19. above and you have a list of email addresses, let's put that to good use.

There are now plenty of online email software providers (ESPs) that allow you to send out professional looking newsletters quickly and easily without any sort of design skills or web coding capabilities at all. A popular one is [MailChimp](#), which I used for a long time. It's incredibly easy to use, helps you to create amazing looking emails and if you have less than 2000 email addresses and don't need the power features is completely FREE . . . for good.

They also have some [great videos](#) to get you up and running in just a few minutes so why not give it a try?

If you fancy getting a bit . . . fancy, then I can also recommend another ESP called [Active Campaign](#). It can do everything that MailChimp can do, but if you want to use some of the more powerful features such as customer segmentation, email automation, follow up sequences etc. then it does this in a much easier way than Mailchimp.

[Active Campaign](#) costs a small amount of money, it starts at \$17 per month, but for the additional features it is well worth it . . . so long as you are going to use them. If all you want to do is send out a newsletter every other month . . . stick with Mailchimp.

21. *Personality Matters*

You're not an accountant so your emails don't have to all be stuffy, business speak.

I still struggle with this . . . I come from more of a corporate, big business, five star background and something seems to happen when I sit down at a keyboard. I get all “businessy” with my language.

“I simply do not talk in this way, so why do I feel the need to write in this fashion when I am composing an email?”

Crazy isn't it?

The easiest way to inject some personality is to write as you speak, and the easiest way to do this is to use contractions! Visions of high school English grammar class flooding back in to your head? Don't worry, contractions are simply where you abbreviate words or squish two words together using an apostrophe.

Things like “don't” in stead of “do not”, “you're” in place of “you are” . . . that sort of thing.

One great tip I heard is to record yourself speaking what you want to say in to the recorder app on your phone before you write an email Then simply write what you hear!

Done!

It makes things much more fun to read and you will connect with your reader so much more.

22. Use the Three Types of Email

Just like social media . . . don't use your emails ONLY to promote your offers. You need to use a mix of email to keep people engaged, opening and reading your emails.

Broadly speaking there are three types of email you should send, these are:

Transactional - This is email you send following a transaction of some kind. So if a client has booked an appointment, you might send them a booking confirmation or a reminder. If they have had a treatment, you might sent them a thank you email, a survey or a receipt.

Relational - This isn't selling or offering anything. It is purely useful information. It could be an article you've written. A quick tips guide, a how to guide on a new make up trend or hair style? This is purely something that may be of interest to your client and you are giving it away. It doesn't even need to be something you wrote yourself . . . share an article your read online, just remember to attribute the original author or link to the article.

Promotional - This is the one where you are 'selling' as it were. It might be telling people about a new treatment, product release, event, price change? Think of it this way . . . is this email designed to directly benefit you and your business . . . if the answer is "yes" then it's likely promotional. You should be sending less of this type than the other two if you want your emails to be read consistently.

OTHER IDEAS

These are a collection of other salon business boosting ideas that I have come across over the years or very recently that are worthy of a mention here. They didn't really fit in to the above categories, but I wanted to tell you about them anyway!

23. Ask for the Re-booking

Sometimes it's the simplest things that can make a massive difference.

Do you, and your team, ask each and every client they see if they would like to book in for their next treatment before they leave from this treatment or service? You should be . . . every single time.

I have been advising clients to do this for years, so I have a fair bit of data to go on. Without boring you with lots of stats, here is what I am pretty confident will happen for every 10 clients you ask to Re-Book within a 6 week timeframe:

- 7 will say "Yes" and book in again
- 2 of these will cancel their booking or move it outside of the 6 week timeframe
- 4 will come for in their appointment
- 1 will be late or fail to show up

However, if you fail to ask clients to re-book at all only 2 clients in 10 will book back in again within that 6-week timeframe.

So even with the cancellations and the late arrival/no show, you are still 2 appointments better off. Simply for asking a question.

Note: There are things you can do to improve this re-booking rate simply by how you ask the question. There is too much to go in to detail here, but check out Episode 15 of [The Beauty Business Podcast](#) and I go in too much more detail about this.

24. Go for Gold

Nothing gets you free publicity, new clients and a full appointment book like winning an award. But no one is simply going to knock on your door and give you an award just for being you!

I'll be honest, I didn't know how industry awards worked until I started working closely with Professional Beauty on some of their panels. It turns out that you actually need to apply to take part in awards. And because of this fact, even though loads of beauty businesses do apply, your chances of winning an award are pretty good.

As well as the big national awards from Professional Beauty, World Spa and Wellness, Scratch Magazine etc. There are hundreds of regional awards too . . . way too many to list here, but a small amount of time on google should furnish you with plenty of choice.

Now . . . I personally know nothing about entering for an industry award, let alone winning one as a salon, independent therapist or nail technician, but I do know someone who does.

If this is something that interests you . . . and it should, then [check out this amazing article](#) and FREE ebook from my good friend Susan Routledge.

25. Take up a Campaign

Did you know you can piggyback on to national campaigns and get exposure and advertising for free?

In the UK there are campaigns such as [National Spa Week](#) (which isn't just for Spas by the way) where you can register your business for FREE. You'll be listed on their website, get a link to your website, which helps your Google rank and even get clients from the national coverage that such a campaign will get.

In the US there is something similar also called [Spa Week](#), check out the websites for more details or google [national beauty campaigns](#) to find other ideas.

Alternatively, pick a charity for your business to support. Small businesses are always being asked to contribute to local events, raffles, church fetes, school fairs etc. Rather than this hap hazard way of charitable giving, why not pick a particular charity, you can nominate one each year, or pick one and stick to it, and then put all your effort behind that.

Do something really unusual, unexpected or original to help raise money and then let your local press know what is going on . . they love a good charity fundraising story. You get to benefit from the increased publicity and awareness of your good deeds and charitable giving and the charity benefits from your fund raising. Everyone wins!

26. Bonus Power-up!

Everyone loves a little something extra that they weren't expecting so here is Bonus Tip 26. on your checklist of 25 Salon Business Booster ideas.

This tip itself is to give your clients something a little extra, something unexpected that costs you very little, but is something really special for your clients.

Two great ideas I have come across recently are these:

Bring Back the Bling - One of the salons I work with in London sometimes professionally clean their client's jewellery while they are having a treatment. The client has to remove their bling to have a massage or body treatment anyway . . . so imagine how pleased and surprised they are at the end of the treatment to get it back all sparkling like new!

An Extra Charge - Offer to charge your client's phone while they have a treatment. We've all been there. Out and about for the day, but running low on juice from being on Facebook and using Google Maps to find where to meet our friends for lunch. While your client is relaxing having their treatment, help them truly enjoy their treatment by removing their phone and plugging it in. When they get it back, not only will they be relaxed and recharged . . . their phone will be too.

THAT'S ALL FOLKS!

I hope you I have given you lots of ideas to help give your beauty business a super boost in this toolkit. If you have read to this point, then I am sure at least one of the ideas has made your think . . . "Ooooh, I like that idea, I am going to use that."

If you implement all of the ideas here . . . or even just half of them, it really can make a huge difference to your business.

But it doesn't have to stop there!

I created SalonBusinessSecrets.com as a place for constant education, ideas, innovation and support. Once a week I will send you another business boosting idea, or expand on an

existing idea, to constantly give you a stream of business building tips to help you grow your business.

WANT EVEN MORE?

Then why not join my private Facebook Group, [#BeautyBusinessHackers](#). This is a group of beauty business operators and just a few hand picked advisors to give you a dedicated community to ask your business questions, get encouragement and support and share challenges with people building an awesome beauty business just like you. Oh . . I also share my best advice and ideas here first!

To join, [click here](#), join the group, answer three questions so I know you're a real person, serious about growing your business, and become the newest #BeautyBusinessHacker.

I hope to speak to you or see you soon!

- Adam