

How to Get new clients all year round, without too much effort.



A Simple Referral program

What is it?

If you are wondering if a referral program is a costly program to set up you could not be further from the truth.

Our A team of workers got together last night over a feast of bones and pizza's and came up with a cheap, affordable, cost effective program. I can say I have done this myself and was one of the most successful marketing strategies I have EVER done.

How does it work?

We are going to use your own clients to do this for you. The idea is simply using business cards with referral on them to get them to bring more clients to your door.

Your own clients will be given 3 of these cards to pass out to their friends, work mates, family. We found the cheapest place to buy this was via www.darkhorse.com.au. Last time we ordered they cost us \$65 per 1000 in colour!

In return for recommending their friends etc., they will get either a FREE service from your-selves or to make it worthwhile to get more customers through the door put a monetary value on this-**MONEY TALKS.**

Is this going to cost me money?

No, let's say you offer \$20 off their next service, having colour work, cut etc. Now the colour has say \$5 at the very most plus your labour. If you services to that value then it could be waxing or not involve any products. But you need to 'think see the big picture before dismissing this.

Just do the maths here for one minute. Let's just customers from this and each customer brings per \$750 each, that is \$15,000! That is a very simple out. It hasn't really cost you much, you will benefit from more than that if you do this all the time, I have done this myself.



say that includes only really cost you decide to offer something that does out of the box' and

say you get 20 new year into your salon way of working this

How can I promote this in my salon?

You will put up small flyers or a poster, or better still you can use the Best hair salon newsletter to do this for you. This will then create a buzz and the stylist can instigate a conversation around the concept and how they can benefit from saving money- a win- win.

How am I going to benefit from this?

You will get more customers through the door long as you promote it properly and Once your client has seen the benefits of clients to you they will continue to do so as up your end of the deal! The new client coming will already be 'hooked' to you by way of knowing that you are highly professional salon owner before they get through the door.



all year round as consistently. recommending long as you keep through the door

How will I implement this?

Firstly get your business cards lined up and get the wording sorted. I will provide you with some of the wording you could consider using, you can fiddle around with this to suit yourself.

Secondly get some small flyers for the counter of your salon and perhaps a poster to promote this. Or just put something on your mirrors as 'talkers'. Remember the clients all need to know and you can also use the Best hair salon newsletter to let everyone know. You can put this on the front page of your newsletter. If you have not already got yourself a 2 free months have a look at our website on www.besthairsalonnewsletter.com

Thirdly send cards out in the newsletter or simply hand the out (3) to each and every client, we put an expiry date to the end of the year so you will get new customers all year round-it's up to you with the date. Remember to emphasize the benefits to the clients (you want to reward them for their loyalty to you).

P.S. Don't forget when you get that new customer through the door to give them the 3 cards as well. So it will go on and on.....

Let the team here know how this goes...

P.S. Cards.

On the front Referral Program
Your logo and usual information

Back of card.
Existing client name
New client
Date booked

You may want to put some conditions on this card, no Saturdays, get them to come in on your quiet times, keep it simple. Put expiry date end of year, so they keep on coming in...