



Salon Business Blueprint

What is it?

SBB is an online course specifically designed for Salon Owners and Managers who want to develop the higher-level skills required to become effective salon leaders and grow their businesses to their maximum potential.

How to use this course.

SBB is a work-at-your-own-pace course, plus an online private Facebook Community designed for your support. Upon signing up for SBB, the first thing you will want to do is join this group [HERE](#). Say hello, we want to get to know you. Post a short video introduction to let us know what you hope to get out of the course.

Most lessons come with a downloadable worksheet. First, download the PDF, then watch the video and use the worksheet to follow along. For best results, take the course in order, each lesson is designed to build on the previous.

If you have specific questions, you can reach out in the chat box below the videos or ask in the Facebook group. 124Go will respond within 24 hours. You can also email theacademy@124go.com



Lessons:

Welcome to SBB! Time to meet your trainers and get important information on how this course works.

Leadership Mastery - Brian Perdue shares the recipes for becoming an effective leader.

1. Laying The Foundation.

Everything is business and in life that lasts, lasts because it is rooted in a firm foundation. In this video, Brian shares the secret to building a Vision for your Company that will help you attract and retain the right people for your team.

2. Building Relationships.

Here's the reality, we are in a relationship business. Most salon owners (all small business owners) spend most of their time focusing on their "external customers", yet the truth is, it's just as important for leaders to be focused on their "internal customers" and to support their growth.

3. Creating Your Blueprint.

Do you find yourself constantly putting out fires and never really getting to where you want to be? Or are you wearing too many hats – too many job responsibilities? Honestly, the strategies you get in this video are probably worth what you paid for this course x10. This is a video you will want to watch over and over!

4. Putting the Puzzle Together.

In this video, Brian shares how to identify personality types along with their individual strengths and weaknesses. This is a vital skill for leaders who want to seriously grow their businesses. Discover how to create roles in your Company that will keep team members feeling excited, challenged, and fulfilled.

Cultural Mastery - Dream, Design and Develop a thriving Culture in your business.

1. What is Culture?

We hear the word all the time, Culture...but what is Culture and why does it matter?

2. Vision.

When we think of Culture, there are many components. Vision is "someday." Vision is the WHY we are here. Why should someone want to come to work for you? What will they become a part of, and contribute to?

3. What are Values?

Values are the guideposts that keep us moving in the right direction. They are the "HOW" we do things. They're an agreement amongst your team that says, "this is what WE stand for." When your Values are aligned with your Vision, magic happens. John shares how to identify your Core Values and involve your team to get everyone moving in the same direction.

4. Systems.

Systems are like planned habits. When we do these things every time, every day we create predictable results. Therefore, creating systems that support your Vision, and Values are crucial.

5. People.

Do you have the right people in your Company? Are they the ones who are going to help move your company forward? Sure, we are all different, yet are they aligned with your Company's Vision and Values?

6. Creating Your Story.

What is your brand story and why is it important? Your Story is the reason why you are here, and how you started this business. In some ways, it is really your WHY. Well, unless your team fully understands this, they might not understand your Vision and why you want to move in the direction you've outlined.



7. Place.

Most salon owners LOVE to design a beautiful space. Yet as you are learning here, it's not the first thing that should be on the mind of a new business owner. With that said, the place and space you create are an important part of seeing the tone of your culture. In this video, John shares how being on purpose with your space creation can be a game changer.

8. Bonus Video Values Exercise.

The statement that "your Values shape your life," could not be truer. In this exercise, you will see John help Chris to discover his top 3 Core Values. This is an activity that you can use to uncover the Core Values of your Company, yourself, and your team.



Financial Fitness - In this series, you'll learn and understand the key areas that every business owner needs to know to be Financially Fit.

1. Profit and Loss.

You may not know, yet too many salons simply do not profit. Most stay open simply because the owners work behind the chair and have to use some of that money to pay the bills. One of the first places to begin to understand your finances is to understand your Profit and Loss Statement and to understand that Profit does NOT = Cash.

2. Balance Sheet.

Have you ever wondered how much your business is worth? Well, there's a really simple way to find out! It's called a Balance Sheet. Understanding your Balance Sheet will give you confidence in knowing if your business is increasing in value – or not. It helps in the decision-making regarding other opportunities that may come your way. Including the sale of your business or financing future business opportunities.

3. Statement of Cash Flows.

How much gas do you have in the tank? We'd say that's an important measure when you're trying to take a cross-country trip! Being in business is a long game, not a sprint. Here you'll create an understanding of how to use your Statement of Cash Flows as a guide to help you to make better money decisions.

4. What's not on your P&L?

What about taxes, cash vs. profit, and what goes where? It's almost like it's designed to be intimidating. In this video, John breaks down some important items that you won't see on your Profit and Loss statement and why!

5. Bonus Video - Real Talk.

The truth is, we don't get a business degree when we graduate from cosmetology school. In this interview John shares how he got started and some of the lessons that he learned along the way. He also answers some of the questions that come when an owner starts to come out from behind the chair.

Growth Mastery - In this series, Chris will cover the Key Indicators that every salon owner and hairstylist must know to have a sustainable and prosperous career.

1. Introduction for Salon Leaders!

Welcome to the Growth Mastery person SBB! If you've made it this far, you should be feeling some real momentum beginning to build! You've also been making progress on your leadership skills, financial literacy, and gaining clarity on your dream culture! Now, it's time to put it all together. How do we grow your team, and keep them thriving throughout a long-term career?

2. S.W.O.T Activity.

In this video, you will learn and do an activity called S.W.O.T - Strengths, Weaknesses, Opportunities, and Threats. This activity is designed to help you identify areas that you want to build upon. It's also an opportunity to help prioritize areas that are most in need of your attention.

3. Key Performance Indicators.

In this video, we cover the Key Performance Indicators that you'll use to help your team grow and develop throughout their entire career.

4. Pricing Strategies.

Possibly the most common question from salon owners is, "What should we charge" and "How do I know when to raise prices?" Yes...you'll find all those answers in this video!

5. Overcoming Obstacles.

It's human nature to feel overwhelmed when learning new skills, or when we can't prioritize ALL the STUFF that we want to get done. Chris shares a fast activity that can help you to leap over life's obstacles and get you moving in the right direction!

6. Appointment Cycle 1

The truth is, we all have the same opportunity every time a client walks through the door. However, most hair stylists still reach a plateau after just a few years behind the chair. In this video, Chris will identify the seven touchpoints that can either make or break an appointment and give you powerful verbiage for your consultation.

7. Appointment Cycle 2

In this video, Chris shares the final three opportunities a stylist must create for an extraordinary client experience.

- How to sell more haircare during the styling process.
- A smooth checkout process that helps you to reach your goals.
- What to do after they leave the salon.

Send off's, beliefs, behaviors, and outcomes.

1. You did it! You completed the Salon Business Blueprint. In this video, you'll complete the final activity. It's one that you'll revisit again and again when you need to get back on track. We know our time together will not end here. Check out this video to find out what's next!