

THE MAGAZINE FOR CANADIAN PROFESSIONALS

# Spa Canada®

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SERVING THE ESTHETICS, FITNESS AND SPA INDUSTRY



## Determine Your Destiny

**I**t's time to go beyond the chair from simply having a job to creating your career! Lauren Gartland, founder of Inspiring Champions, a business and coaching company offering live training seminars, coaching and leadership services helps thousands of salon & spa professionals each year to dramatically increase their incomes while keeping a work-life balance. Gartland finds that many beauty professionals share the same goals. They want to have less stress, to earn more and be able to plan for the future and provide for their families. Yet many times beauty professionals have these aspirations without any clear plan on how to achieve their career goals.

don't yet see the true potential of how much they are capable of earning or they may have the subconscious belief that they aren't worth it," notes Gartland. She urges beauty professionals to aim high – with the goal of doubling their income, or specifically to earn \$100,000 or more. With the help of Inspiring Champions seminars that train salons and individuals on how to implement specific systems into their business plan, monetary goals become very real and attainable.

Now consider what type of client you want to attract to your spa treatment room or salon chair? Make a list of their qualities. Once you do this, you will soon start recognizing your ideal clients all over town! Much like when you buy a new car and you start seeing that car everywhere – when you identify your ideal client, you will find them easily. When you do, make sure you are ready to invite them to visit your spa. Gartland advises: "Your first marketing tool is yourself. Your image is everything; we all know that we get one chance to make a good first impression. You never know where you might bump into a great potential client. If you are giving out the message that you love what you do and you want to serve others, then clients will start finding you!" Always have business cards ready to hand out. They should be professionally printed and have a "WOW" factor that makes you stand out. Remember to give them out to people you meet in your everyday life, to your waitress when you're eating out or the nurse at your doctor's office.



One of the first steps towards career success is to take charge of your life, making strategic choices that lead your business in the right direction," shares Gartland. "Instead of waiting for clients to come find you and hoping that your appointment book will suddenly be filled, take the steps that are needed to design the type of business you want to have. Create your ideal life, with the ideal clients you want to attract, the type of day you'd like to have, the environment you'd like to work in and the income you want and deserve! "

To begin taking charge of your destiny, create a vision statement for your life. Write down in very precise language your ideal day and the type of business you desire. Include details! Exactly how much money do you want to earn? "Often, salon and spa professionals

Along with these types of creative exercises at Gartland's Inspiring Champions seminars, attendees also learn how to assess their current financial state and what steps to take to increase their incomes. Crunching some numbers, attendees calculate their daily salon or spa service and retail totals to create a new target income. An average for daily service dollars may be around \$300. The new target to double their daily income now becomes \$600. Attendees then calculate the gap of \$300 to figure out how to create extra income with the current client load in their appointment books. How can the gaps be filled in? Gartland offers intensive training on just how to accomplish this feat. It begins with learning how to perform the perfect consultation to determine the needs

**"Choice, not chance, shapes your future in the beauty industry."**

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## BUSINESS

and challenges of clients. Specific training is also shown on how to implement upselling, how to properly retail professional products and how to successfully pre-book appointments.

"We are creating self-awareness for the client and showing them the possibilities that they may not even have realized," notes Gartland. "Remember that your job as a salon or spa professional is to educate your clients and create a picture for them of what you can provide. Ultimately, we teach how to give an experience to clients instead of just a salon or spa visit. We show how to provide solutions instead of sell products and services. You will earn more money, yet money is simply a reward for achieving the real goal of having your dream career and life."

Taking the most important step towards determining your destiny is often the hardest – simply believing that you can do it. "Sometimes our biggest obstacle to overcoming challenges and reaching our goals is simply our belief in ourselves and our abilities," Gartland notes. "Consider this: in 1954 in Oxford, England, Roger Bannister became the first man to break the four minute mile. Doctors said it was physically impossible. Yet once he broke that record and the world saw that it was actually possible – within 45 days, 16 other runners had also broken it too. Once the belief was there, others soon overcame the obstacle." In Gartland's Inspiring Champions training seminars and coaching sessions, the most valuable lesson for salon & spa professionals may simply be that once you believe in yourself, you can achieve any goal – once you take action. ■



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