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Welcome to Beyond the Mirror with your hosts Adrienne Varga and Jodie Fielden. In this podcast, Adrienne and Jodie take you on an intriguing journey beyond the surface, deep diving into the world of business in the hair, skin, beauty, and wellness industries. From business success tips and marketing hacks to industry insights and trends, it's all here. They leave no stone unturned. So get ready to unlock your full potential, evaluate your business, leave behind the limitations, and embrace the endless possibilities that lie beyond the mirror.

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Hi, everyone. Welcome back. It's great to be here for episode seven. I'm so excited. I'm Jodie Fielden, and I'm joined here with my work wife and business partner, Adrienne Varga.

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During these podcasts, we share with you how you can turn challenges into opportunities, overcome obstacles, and discover practical strategies to create your success. Hi, everyone, and welcome back. Today is a continuation from our last episode where we were talking about how we can bring change to the hair, beauty, and wellness industries and how we can help salon and studio owners leverage their skill and elevate their business into the top 10%. That's right. We're discussing the three areas most salon and studio owners have trouble with and how they can turn it around and break their statistical cycle, creating their dream business. Because it's time to believe your business can be everything you ever wanted. Absolutely.

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And the number one thing a business owner can do when they are looking for answers is to look in the right places and ask for advice from experts who have successfully scaled multiple businesses. Not just someone who once had a business and decided to give advice.

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Exactly. You wouldn't be asking a fireman how to fix your plumbing in the house just because he's good with the hose. I mean, he might know water and hoses and how to turn a tap and look good doing it, but I wouldn't be going to him for waterproofing advice in my bathroom. Yeah, absolutely. You're absolutely right.

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We need to think about who we are asking advice from. For example, business owners think that they need more clients to make more money, so they go creating special offers and offering discounts to try to get new clients in the door. Exactly. Or they're trying to boost their special discount offers on Facebook and Instagram. And you know what?

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It's really surprising how many salon and studio owners, I'm tongue-tied today, that we've worked with. They can't tell us what their retention rate is or where they even found their clients. Yeah, exactly. So they don't even understand why the clients they already have aren't enough, and they are too uncomfortable to find out why clients haven't come back either. And that's when I introduce them to our Iceberg method.

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Yeah. What we're going to do today is we're going to go through and explain what the Iceberg method actually is, what it does, and why we created it. Because there's a method to creating a successful business, and each step builds on the other, and you have to have each step in the sequence. If you're missing a step, it all falls over and gets really messy. Exactly.

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All those steps are hidden, just like the iceberg we named it after. The most important steps are in a specific sequence and they are hidden below the surface, just like an iceberg. People or business owners make the mistake of believing that what they see on the surface of the iceberg, which is like, "I just need more clients," is their problem.

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I know. It's a bit like the Titanic. Sometimes when we look at it, we see all these salons and studios, and they've got all the bells and whistles, just like the Titanic for the perfect voyage. They believe they see the tip of the iceberg going past in the distance, and they're like, "Oh, yeah, that's all right." What they don't see is that massive bit below the surface that hits and sinks them, because we've all seen those pictures of the icebergs, like how they're drawn with that tiny little bit above the top and then this massive span below the surface. So I guess that analogy... I can never say that word.

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Can you explain how that translates to hair and beauty and wellness? Sure, absolutely. So the majority of business owners in our industry are trying to find more clients, right? Yeah. So before finding out what's going on with the ones they have and also why the ones they lost and they left. So basically, people are so focused on finding new clients that they don't even focus on the clients they already have. So this is the first problem because we're running the business, we have plenty of clients. Then one day you wake up and you realise, "Oh, I didn't see Sally for such a long time." But then you go back to your records, and Sally didn't come back for six months. It's already too late to contact Sally to tell her, "Oh, I just noticed you didn't come back for your appointment." This is something which is extremely confronting because when we're working together with business owners, I do ask them to find out who didn't come back. And this is a time to face the music. You do have to have a system in place, and you need to find out why they didn't come back. And it's very uncomfortable in the beginning. It's extremely uncomfortable. When I ask business owners to do that, most of them, they're like, "I don't want to do it. I don't want to find out why." And the thing is, feedback is extremely important, and this is what we need to learn. We don't need to think

about it as negative or positive or anything. It is feedback that is going to help you grow your business. Yeah, we do find it really confronting because especially for the hair and beauty industry, that feedback is a reflection of your skill level or a team member's skill level. It's really personal. It's not like giving feedback if you're going... Well, it is for a chef, and that as well.

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But I'm trying to think there are a lot of things that if you go to the movies and you can give feedback about that or whatever, even with the chef, the chef isn't there face to face preparing the food, so people are more comfortable giving feedback. But when you're in a salon and you get really close with that person and you're entwined in each other's lives, it can feel that way. So it's harder to ask for feedback when it's something that you've created that they're wearing and walking away, or even for a studio owner, like you've been working with them intimately for their body. Yeah, exactly the same. This is what I wanted to say.

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It's actually exactly the same for studio owners also. And this is when people shy away from making the most out of the client they already have in their system. And instead of finding out why they left, what doesn't work, what they think, they just focus on the top part of the iceberg, which is, "I just need more clients. I just need to find new ones."

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But the other thing is what we really know, isn't it, Jody? That's your expertise. It's actually very expensive to bring in new clients. It's less expensive for us to actually get most of the ones back. Exactly. Make it right and own it.

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If we made any mistakes, own it. Make sure we have systems around it so it's never going to happen again. But most people, they just say, "I'm not doing the uncomfortable part. I read that. Just go into the comfortable, running Facebook ads and Instagram ads." Again, that's your post.

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Yeah. They're boosting their posts or they're putting lots of energy into creating these reels on their feed to show how fabulous they are for all the new clients. But a lot of the time, they're not even targeting the right people. Like, the reels may be seen, but they're not potential clients. They're sort of wasting their energy on giving that whole Titanic the shiny pretty bells and whistles.

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And I guess with the Iceberg strategy, what we teach is that it's one big picture. It's not just that surface level. Below the surface, there are seven stages, isn't it, Adrienne? Correct me if I'm wrong. Seven layers.

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Seven layers, yeah. And the importance of those seven layers is that they must be in sequential order. You can't work on one and then jump to another area. Each area has a time and place that it needs to be looked at. And the biggest part of our formula is that we show you where it has to go first.

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You can't start getting feedback before something else. Each one of them is a function, and none of them is more important than the other, except that they have to be done at the right time, which I think is the most important. Yeah, it's just like building a house. Like, you wouldn't start with the roof. You need the roof eventually in the big picture, you need the roof, but you would start digging the hole, concrete, maybe a basement or a garage, and then you go, actually, you know what?

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Before you even do that, you're going to ask an expert. You're going to find a builder that knows how to build your house. I guess that's where we come in, right, guys? Yeah. You need to find someone, an architect.

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The architect has the big picture, and then you need the builder that can come and say, this is how the architect's vision can turn into a function. And then we get the tradies that know what they're doing in each specific area of the build. And then we get the roof guy, and then we get the landscaper in. We don't get the landscaping done before we do the building because then it's just going to trash the garden. There's a method that we have to go through, and it's the exact same thing with a business.

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You need to go and find someone that can go and talk to the architect and say, this is clarifying what you want out of your house. And then the next step is, how can we build that?

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We need to use the same logic. Yeah. And then, if you think about it, we were talking about this before we got into business because we love what we do, we're good at it as long as we are alone and we don't have staff or a team to look after because then it's another challenge going to come into it. But we go to the business, we love what we do, we love looking after clients. We want freedom of time, we want money so we can do whatever we want to do with the money. Because it always looks so much better. Yeah, I was just going to say, it always

looks so much better when you're working for someone, and you see the owner of the business, and you're like, oh, it's so easy for them. And they get all the money. Yes. So that's the iceberg.

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What you can see as a team member, as a staff member, is that you can see we made this much money for Adrienne, and look at Adrienne going for holidays again. But what they don't see is that Adrienne is working Saturday evening, Sunday morning, and Monday, the day of paying wages or whatever. So they don't see that. And once they step out and they step into business, this is where so many businesses in the hair, beauty, and wellness industry are failing because we get into that business, we think it's going to be easy. We might have seen a really good example, someone we worked for, they were really successful. And we imagine, like, this is just easy because what we saw on the surface, it was an easy, seemingly easy task.

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And then we get into business, and then we're just like, okay, so this is not just about me having the skill to come into the business and then clients are going to show up at my door, and then I start to employ, and then I will know how to motivate my staff and how to manage my staff. So there are so many layers to it. And this is when it comes to under the surface of the water is the biggest part of the iceberg. When we were talking about the seven layers, and as you mentioned, Jodie, it needs to be in sequence.

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You can't just grab one and then you're going to make it perfect. Because the truth, like some of them, they cannot even be worked on or you cannot even work on some layers without completing previous layers because it's just not going to work.

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That's exactly right. And I think what I want to point out is that if you're working for someone and you see that they don't have to work in the business very many hours, the business is making them an exponential amount of money.

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They may not be spending 60 hours a week; they might only be doing 10 hours a week, but that's because they've got their business right, and they've invested in learning how to have that business. It's not because they're just plugging along. They've actually invested in learning how to run this business so that they can live the life that they want to and be able to pay the wages for their team to be happy and live that life too. So my point is that they deserve to be able to make that amount of money because they've invested in getting to where they can make it. I think a lot of people resent some business owners that are really successful and are very profitable because they haven't seen that.

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Everything that they've done, that unseen story about learning how to be a business owner, those ones that are truly successful and in the top 10% that do have the freedom of time and all the rest of it, they've earned it because they've worked for it. It hasn't just fallen into their lap and it's never really an overnight success. We were talking about this so much, Jodie, when people are saying, oh, it's just come overnight. You just become successful overnight. It's actually a lot of hard work there.

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And we have the three months mark, we have the three years mark, and we have the seven years mark. That's really when people sort of tend to give up or give in. And that's very important to recognize that success takes time and it takes learning. So we do need to get into the learning part also. We are in a creative industry.

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It's very similar, more structured than salons, but it is the same. It's a passion-based, emotion-based industry, and we need to bring in the learning of structure in a way of running a business and understand numbers and everything else. And that again comes back to the seven layers which are going to build a strong business. And those seven layers include knowing numbers, looking after your team, creating a client journey. And the client journey is a really important thing which thanks God for now many people are talking about it, but can they get it right?

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That's another question because the client journey is not just like a simple thing. The client journey is actually a multilevel thing. What you need to get right because you have a client journey on multiple levels. And the question is when does my client journey start? Does it start when people are walking in the door because they want to attend a class or they want to have a service with us, or when is it going to end?

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Is it going to end when they leave the salon or the studio? Is it going to end there, or do I need to do anything else? And what do I need to do? And that actually includes exactly. If someone doesn't come back, we need to monitor whether they are coming back or not. Or we need to monitor which services or which classes are the most successful classes. And if you don't do that, you don't know anything about your business, you're just winging it.

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And we know that if you just swing your business, then what will happen? You'll just float above water, and seemingly you are doing okay, but you could do so much better. Like with a little bit of knowledge, you could create for yourself an exceptional life, an exceptional business with freedom. And freedom means many times people think freedom means that if

I have a successful business, I don't have to work in my business. But maybe your freedom is that you want to just look after your clients 30 hours a week and you don't want to do anything about team meetings or anything about numbers.

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Really, your success or your definition of success is very personal, and this is what you need to understand. Many times people are trying to say, oh, you want a successful business because then you don't have to work in your business, but what if you want to? And this is when you think about how am I going to build that business where I can do what I want to in my business and then I can find the right people to do the stuff that I don't want to do. Exactly. It looks very different for some people.

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And you know what? Some people want to keep their business and move into different areas of the industry. How many clients have we helped do that so far?

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They still want to work a full week but they want to be doing it outside of the actual bricks and mortar business. So they want someone in there to run it so that they can either be educating, teaching, mentoring, yeah, building courses. However they want to expand on their skill set that's outside the bricks and mortar. And the bricks and mortar is what allows them the finances to do that. So everyone has this very different view and I think also we forget that our skill set is highly leverageable in both industries.

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You don't get stuck just having to be in the bricks and mortar. You can be wherever your passion takes you into the area of the industry, but you need to have the money to do it. Yeah. And what we're witnessing with our clients, like some of our clients are actually stepping outside of running the business and they're stepping into education with the education platform.

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We have a couple of salon and studio owners we're working with to set up education platforms for them and build the website and help build their webinar funnels and everything else. Because now they are ready to share their experience and their expertise. So when you are in business and when you work on the business, many times it happens like you get your business right and then you have other ideas and then other opportunities are coming in just like I had other opportunities. I started to work with my first business mentor, and we got my salon right, and then I got an offer to purchase a franchise, and then I purchased the franchise. It was very scary because I just finally had my salon working really well, and then I got the opportunity and I saw such a great opportunity to get into education, and this is when I had two businesses running simultaneously.

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And then I had to create an exit plan for my salon. If I ever decide that I'm going to focus on the other business, then I can cash out. So that's something I think is very important.

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And it is a lot of the time as well. When we set up these businesses, whether it's beauty, wellness, whichever area we're investing in, everything that's our life savings. We're not packing away into a squirrelling, into a superannuation or what do they call it over in America? Their 401K I think it's called there. We don't invest in our pension and our future that way. And so we plan that this business is going to be my retirement plan.

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But if it doesn't run without you, it's not an asset. You're the asset in your business instead of your business being your asset. So it's really important to be able to make sure that it can run with or without you. And if you're an owner-operator, then if it's just you in your business, how can you get that business to generate enough so that you can build into your retirement plan? Because you can't sell yourself.

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But there is a way, we're not saying it can't be done, it can be done, but you just have to make sure that your business can facilitate that. Because if you choose to just be yourself and not want to take team members on, that's fine. We're not saying you need to do that. Adrienne and I both have done that before and it can be very lucrative. But you've got to make sure that you're building into your business plan of you being in there so that you can make sure there's enough for it to be going into your retirement plan as well.

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So, yeah, just another food for thought. Getting off-topic of the iceberg. Well, it's not really you need all those seven things, whether you've got a team of ten or you're a team of one. Yeah, absolutely. It doesn't really matter if you have a team or not.

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Business is business. If you want to get your business right, you need to work on those seven layers, and then your business is going to start to work for you. But you need to first work on those layers. And it's very important. It is.

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And you know what? That brings us to the end of this episode. I can't believe how quickly time has gone. I'm just looking at the timestamp going, oh yeah, we've had a bit of a chat. But our next episode for next week, so what we'll start doing, I think what a good idea for us

to do is maybe start looking at those layers because we've mentioned them a lot, but we haven't said exactly what they are.

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So how about if we start that with next week and we will do systems. So I think we'll go with systems. Okay, all right. Yeah. That's going to be a big one.

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And obviously, it's very important. So when it comes to creating time for business owners, or for when they are either thinking about selling their salon or taking their career in a new direction, or just wanting to spend less time on the floor and more time with the family, this is when systems are going to come very handy. And speaking of time, before we run out of it today, our upcoming Salon and Studio Empowerment training sessions are on. So you're able to register. Registrations?

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I can't even speak today, so the registrations are free for only a short amount of time. Okay, that's terrible fun and I can't believe you.

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Okay, fine. Back on a serious note, we are serious about breaking the cycle and we have dedicated ourselves to helping 100 salon and studio owners in the next twelve months level up to the top 10% earners in their industry. Yeah. You guys may remember the last episode. This is our club for all the business owners.

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How to become a 10% top earner in their industry.

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Exactly. And if you'd like to learn more about this and uncover our signature growth techniques and winning formulas, jump onto our website, www.focusgdt.com, and register there. You need to be quick because, like I said, it's only for a limited time, and the timer runs out and it'll go back to being \$97. So grab it while you can for free. And also, don't forget about our quizzes.

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For salon owners. It's the mastering Your Salon excellence. When you take the quiz, you will reveal your signature growth formula and receive a Personalized Salon Success Quiz Report, which is going to be unique to you. And for studio owners, it's elevating your studio.

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And when you take the quiz, you will learn the secret to turning your passion into prosperity and receive your personalised Studio Success Quiz Report, too. And the links for that have been coming across on the screen below, so it'll be Focusgdt.com backslash our links, plural. And before I forget, we will see you at our next episode, but remember to follow us on Instagram and Facebook. And our handle, if I can get this right and not get tongue-tied again, is @focusgdt.com oh, my goodness.

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Overachiever at Focusgdt. Yay. We've got it. So I think that's all for today, and we are looking forward to catching up with you guys next time. And we're going to dive deep into systems.

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Yeah, systems it is. And remember, it's time to believe your business can be everything you ever wanted it to be. You just need to look for the answers in the right place. We'll see you next week. See you next week.

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Bye, guys. Bye.

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Well, that was beyond the mirror. Thank you for being a part of this exhilarating adventure. Join Adri and Jodie next week as they continue to help you unlock the true potential of your business so you can leave your limitations behind and embrace the endless possibilities that lie beyond the mirror.