



RETAIL BOOST. VIRTUAL CONSULT. STAYING LIVE.



RETAIL BOOST

Do you have an online store?

If not, what are other ways to get your retail to anyone who may need it in a simpler way?



VIRTUAL CONSULTATIONS

You *can* have a consultation through FaceTime with a client, if needed.

True.

False





STAYING LIVE

Sharlena uses opportunities to _____ and show off her services to potential guests and followers.

How can this amplify your new guest count?



SOCIAL MEDIA STRATEGY

RETAIL BOOST: Retail can be a rough spot for some. Between finding the time to squeeze it in conversation to even having the courage to talk about it – there are a LOT of challenges. However, Sharlena has an online store so she can offer services to clients all over the US! This is a great way to help sales and also help with her visibility as a salon. Woohoo!

VIRTUAL CONSULTATIONS: I don't know about you but it seems like everyone gets busier and busier these days. We are in the industry to make everyone feel good and make lives better. So, by offering solutions like the online consultation, we are problem solving and taking care of our client starting at the root. It shows how Sharlena can meet her clients needs and simultaneously, get ahead of the times.

STAYING LIVE: Let's be real. People want to know what goes on behind the scenes! So, why not turn on Facebook live and talk about what you're doing? Sharlena does this and it gets people interested! Not to mention some new clients in her chair weekly. Try it out!

