



SUCCESS STRATEGIES FOR THE NEW YEAR

BY DORI SOUKUP

HOW HAPPY WERE YOU WITH YOUR business results last year? As we enter a new year, many people are making new goals and resolutions with the hope that this year will be better than last year. Here are a few strategies to guarantee success for the upcoming year.

CHANGE: Don't be afraid of change. Sure it's difficult and uncomfortable, but it is necessary if you want to gain new results or take your business in a new direction. New results require new action. Take a look at your menu, your guest experience, your process, your overall operation and your marketing efforts. Assess your business and note what requires change. A great book about change is *Who Moved my Cheese?* by Spencer Johnson, M.D. Read it and share it with your team to encourage them to go with the flow and not fight change. The most difficult type of change is transforming negative attitudes into

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positive ones. If you have negative people on your team, now is the time to encourage them to either become positive or to leave. Negativity will drag you down so deep that it will drown you and your business. It is something you cannot afford. Start this New Year fresh with a positive, can-do attitude and produce dynamic results! Have a "Catch me doing something positive!" contest, and you will see how quickly positivity can flow in your work place!

PLAN: People don't plan to fail, they fail to plan. Planning is a key factor to the success of any business.

The most important plans to have are your marketing and financial plans. Create an annual marketing plan and calendar to help ensure continual traffic flow into your spa and increase your capacity. If you are operating your business without a marketing plan, you are missing out on your true potential. Most people think marketing is the same thing as advertising, or that it is costly. These beliefs are not true. There are many economical marketing strategies you can implement within your marketing mix to keep you busy while maximizing your revenue! There are many "in-spa cross marketing" opportunities you can partake in, such as an internal TV channel featuring a silent loop promoting all your products and treatments. Use spa dollars to cross promote between departments. Run monthly promotions to convert one treatment into two. We teach over 50 economical marketing mixes. The opportunities are already there! You just need to plan, then you need to implement your plan.

As for your financials, you must have an annual budget to help you set goals and keep you within certain financial ratios. Business owners want to be financially healthy. To do that, it is essential to know your numbers, monitor daily performance and manage your finances with a budget. By planning, you are creating a map—a blueprint to chart a successful path.

LEARN: Learning is a never-ending process! As Stephen Covey said in the *7 Habits of Highly Successful People*, you have to continually "sharpen the saw." The minute you stop learning, you cripple business growth. Consider hiring a business coach or tap into business CDs. Attend seminars and webinars and read books to help you remain focused and stay on track. The more you learn, the more you will earn!

PERSIST: Never give up. Remember that persistence paralyzes resistance! Keep trying until you reach your desired results. Life is full of speed bumps, but you can't let them stop you from moving forward. Keep your goals in front of you at all times. Focusing on them will help you stay strong and be persistent.

INNOVATE: Keep reinventing yourself and your business. As Albert Einstein famously said, "If you always do what you always did, you will always get what you always got." Don't get stuck in the same old rut. Innovation gives you a competitive edge, allowing you to keep your offerings fresh. Your role as a leader is to stay up to date with the latest trends, technology

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and products in order to fulfill consumer needs and demands.

MEASURE: To improve performance, you must measure. Know your numbers, challenges, strengths and opportunities. Measure often, just as it is done in sports: every move the players make is tracked and measured. They watch tapes, they adjust the game plan, they practice and practice until they perfect their actions. The same applies to any business.

LEAD: When you are a great leader, others will follow. As a leader, you must have a clear vision of what you want your business to be. Describe your vision in great detail. Set standards, structure and systems to help you lead and manage the team.

PROMOTE: Self-promotion should be a habit that you and your team practice! If you don't promote yourself and your business, who will? We are always surrounded by people. Carry your business card with you at all times and be open to offering it to people you come into contact with. Turn your business card into a promotional tool by printing "A Gift For You" on the back to make it easier to pass out to people. Simply introduce yourself and then say "I have a gift for you!" The gift can be an eye treatment with a facial, or a complimentary mini back treatment with a client's first massage. This will turn your business card into a valuable promotional tool!

All of these strategies have been proven effective and lead to positive results. Get motivated—and make 2013 your best year ever! ■



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