

From the desk of Dave Holtgrewe, Four Seasons Salon Consultant

Put Your Clients to Work for You

Give the following marketing experiment a try, then reward your clients for helping you build your business.

Determine twenty of your existing clients that like free upgrades. Give each business cards that say "Good for two free sessions" on the back. You can handwrite them or have a stamp made at your local office products store.

Ask these customers to hand these cards out to people who do not currently tan with you and have them write their name somewhere on the card. Let them know that you are going to reward them with a free week of tanning in the regular beds if just five of the cards they distribute come back to your salon.

This is a great way to add clients to your customer base and reward existing ones that help you build your business. If they know that they are getting free tanning worth up to \$20 or more for helping, your customers will be willing to help you and expend the little energy necessary to promote your salon.

The cost of the free sessions will be minimal to you, as lamp replacement and electricity costs will be as little as .38 cents per session, or \$2.66 if they come every day during their free week reward. Since the average tanner will only come, at the most, three times during the unlimited week, it should only cost you a little over one dollar to get five new customers to cross your threshold. This gives you the opportunity to see some new faces and pick up some new customers.

If you end up giving away twenty weeks of free tanning, that's great. Just think – you're spending approximately only \$20 to have 100 new people come to your salon. That's network marketing at its best. The law of averages says that you should realize several new clients with this approach.

There's no newspaper or radio ad that can give that much bang-for-your-buck for \$20.

Thinking out of the box is putting your clients to work for you.