

JANUARY

January

Themes:

- Tis "THE SEASON"
- Take care of your Health and prepare for Wealth
- It's all about the NEW

Looking ahead to February:

- Re-lamp before busy season hits
- Bed maintenance while there is time
- Prepare staff for February promos
- Get ready, get set, go...

To Do:

- Set goals and expectations for your employees. Base these on sales from the previous January. Break these down by the amount of hours each employee works. A 25% increase sounds like a lot but when you break it down per day, it is actually achievable.
- Prepare your monthly specials for the year. Create a calendar and have these ready so you are prepared for the year. Be sure to incorporate these on your social media platforms.
- Schedule monthly staff meetings for training. Ask your Account Manager to share webinars with you to do monthly continued education.

Monthly & Weekly:

- It's a brand new year!! This is a good time to promote new 2022 products. Showcase new products randomly to keep displays fresh and peak the curiosity of your customers. Create cute displays with themes for your new products.
- National Mentoring Month. Pair new employees with veteran employees for their shifts. This allows the new employees to learn all aspects of your salon operations. Set goals for the teams and do a friendly competition between each team. This is great for team building.

Daily:

- **January 4 – Trivia Day** – Use your social media platforms to post random trivia facts about your salon. You can include staff, lotions, and equipment. This can be done every hour and you can do random drawings for those that participate.
- **January 13 - National Rubber Ducky Day** - Purchase several rubber ducks and tape prizes to the bottom of them. Place them in a kiddie pool and let customers choose one for every purchase they make.
- **January 14 – National Dress Up Your Pet Day** - Use social media platforms and have customers post pictures of their pets dressed up. Offer various prizes for cutest pet, most original, silliest outfit, etc.
- **January 20 - Get To Know Your Customer Day** – This is a great way to get your employees to know more about your customers. Provide them with a list of questions they can ask your customers to gather information that allows you to cater to their tanning needs.
- **January 31 - National Hot Chocolate Day** - Provide free hot chocolate for your customers. Offer special promotions on any tanning product that contains the word "chocolate" in the name.