

## Take Control of Your Life - Hire a Team!

As beauty professionals we love our work. We are so lucky to be able to go to work every day and do the things we love, a fabulous facial, terrific makeup, gorgeous hair, stunning nails. But there never seems enough time to get all the “other”, less fun stuff done. You know what I mean by other, the bookkeeping, bill paying, product ordering, dealing with telemarketers, to say nothing of trying to promote our business so we can grow it.

I remember deciding I needed a website and then the nightmare (almost as bad as the one from Elm Street) began. I was lucky to have a son who knew how to build websites and he knew a little about the beauty industry.

He could make me a site and put words on the pages. Oops, I had to write those words. That thought, that I had to write all the copy for those pages never occurred to me. It was a lot of work, a lot of stress, trials and redoing. It's still not perfect, nothing ever is, but it's certainly evolved a lot from what it was back in the '90s.

It was like taking on a second very demanding job and a real balancing act trying to keep up with the web pages, care for clients (how I got my income), and handle all the other parts of business operations. So from the pain of experience here are some thoughts so you can have better balance in your life and time for a little fun.

Every successful career requires care, feeding and hard work, but it shouldn't have so much stress you, or your body, burns out long before your career should be over. I was reminded of this recently when a woman I know who is only in her 50s had a stroke, actually more than one. Talk about life changing.

What we need is to be able to clone ourselves to get twice the job done in the same amount of time. Since that won't be happening any time soon, the next best bet is to get yourself a team.

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I know we are all on budgets but some things are just worth it. Do you have someone who helps you with the phones and business emails? I know several businesses who don't think they are large enough for a full time employee who do some bartering with a college student who loves services but can't afford them. While waiting for the phone to ring, maybe she/he could be tweeting for you or posting pictures of your fabulous work on Instagram or Pinterest.

Make him/her your official spontaneous photographer and let them spread the word. Young people love posting, so let them do it and help build your business. There is nothing like the picture a happy client to attract more! Include you in the picture too, that way the viewer connects with you and asks for you.

Want a webpage? You need a webmaster. Someone who understands all those URL codes and the ins and outs of website development. The best way to find one is search for other businesses like yours and find ones whose website you really like.

Scroll to the bottom of the main page and there may be a link to the webmaster. Bingo, you have a link to a person whose work you already like. Knowing what you like, will help him/her get you up and running easier and faster.

Over a cup of coffee make a list of the words you would use if you were looking for you on Google. Be sure to give the webmaster that list. It will be how your clients will find you.

Next make a list of all the different types of services offered at your salon, spa or clinic. Those will all become web pages. The key page you need is your home page which should be a "snapshot" of your business.

You also need a "meet us" page that showcases your staff, with pictures (viewers love pictures and it shows off your work), salon basics of hours and location with a map/directions link.

An appointment policy page is good because it helps set client expectations. It would be good to include your service menu and price list.

You can also add a blog or lots of other options, it just depends on where you want to go. Next step, the words to go on these pages. If you are starting to want to skip the rest of

this article or turn the page, **wait!** There is an alternative.

You can hire a copywriter. These are trained professionals who love what you hate, they like to write. You don't want just any copywriter. You need someone who is experienced with our industry.

They can do all sorts of drudge work for you, brochure content, web pages, e- newsletters, and the list goes on. They will brag on you and make you look great, something most of us find rather awkward to do about ourselves in writing. You can hire them to just write web content, or you can develop a relationship where they will support your business and help it grow with a variety of writing focused on marketing you.

They can even do your Facebook business page for you and then you can monitor it, or if you are too busy for that, they can do it for you posting and building your business.

If you already have a web page, they can review it for you and make suggestions that can improve your success at getting it to bring new clients in. Web pages, just like businesses need periodic updating and if you don't keep the content fresh, the search engines start ignoring you.

Don't think you can afford a team? What's your stress level? Do you like to create web pages or write copy? When you think of the hours it will take, how much income might you be missing by writing yourself instead of playing to your strengths and focusing on your clients?

Sometimes it's just worth it. So take control of your life and gather your team.