



Planning is key

TO UNLOCK YOUR
POTENTIAL



PLANNING IS KEY - UNLOCK A FRESH NEW YEAR ANYTIME

This book has been crafted for salon owners seeking growth and success. As a multi-award-winning salon owner, educator, and podcast guest, Emma Jarvis understands the power of planning and its positive impact on businesses.

This book explores how you can plan effectively in easy-to-read sections.

WWW.THBAcademy.CO.UK



EMMA JARVIS

I am a busy salon owner, just like you. I love being on the shop floor with clients, but I struggled with the planning of my business; I lacked consistency and focus.

To help me stay on track, I realised I needed to create suitable goals, not just “grow income”; I needed to monitor consistently and I needed to analyse all my figures and keep them in one place, not just an array of books and post-it notes.

I'm passionate about the industry and the talented salon owners who keep pushing it forward. I really want to help people like you, people like me, who love the industry and simply want to make the running of their salon easier.



“

“New Year resolutions are so
last year.

Start planning when the time is
right for you. Not when the
clock strikes 12 on
New Year's Eve.”

Emma
X

WHEN IS A GOOD TIME TO START PANNING?

New Year's resolutions have long been a tradition for many people, but research shows that waiting until the stroke of midnight on New Year's Eve may not be the most effective time to set goals.

Many studies reveal that later in the year, basically, when you feel the time is right for you, is a more optimal time for goal setting.



“

"I know I forgot about my financial and healthy New Year resolutions when I reached for the quality streets and then hit the New Year sales!

You are better off waiting later in the year to create focused, considered goals that you can track and smash!

Basically when the time is right for you."

Emma
X



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“Planning is bringing the future into
the present
so that you can do
something about it now.”

T H B A C A D E M Y . C O . U K

1

CHAPTER

MAKE THIS YOUR BEST
YEAR YET



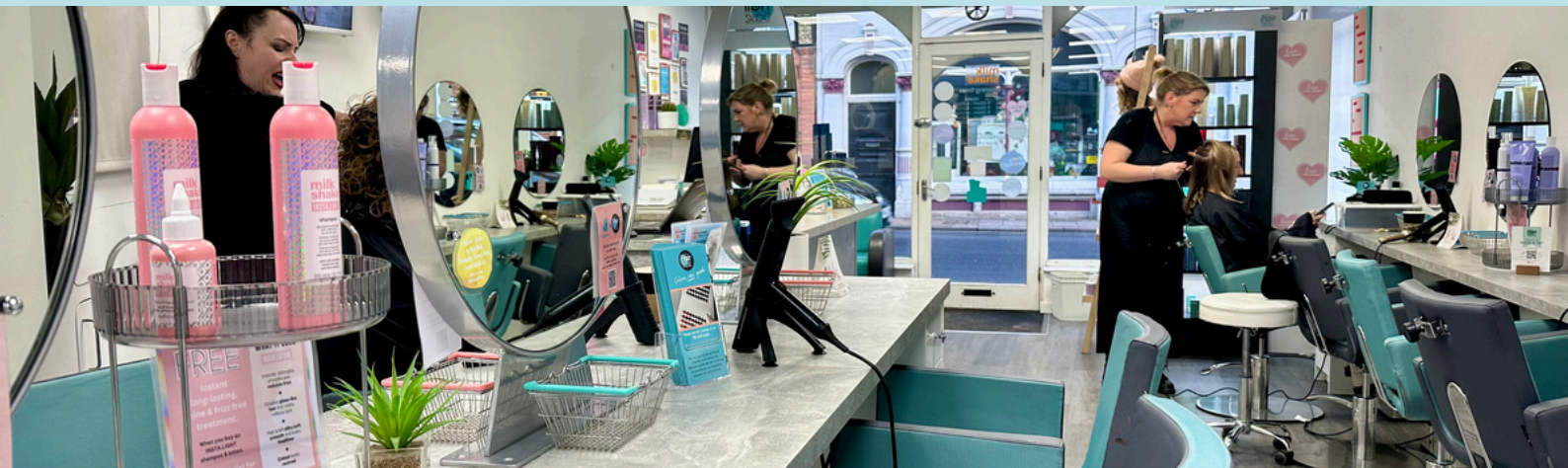
The power of planning

1

Planning is vital to the success of any business, however, it doesn't have to be difficult. It can be transformative and help you create a life-work balance.

Yes, "life-work balance", not the other way around!

I transitioned from being a "lots of lists" girl to embracing the magic of planning, unlocking time, strategy, cohesion, and, most importantly, results.



Go with the flow and start your journey when the time is right

2

No time like the present. Or is there?

If you are reading this - you must be thinking you need to consider nailing planning and the better running of your salon to create success.

Why not start today? Nothing is stopping you.

Review

3

Start by looking back. Crazy right?

Not really. To plan, you need to assess where you are now. This will help you set realistic goals.

Tools such as the wheel of life will create harmony in your life-work balance. Analysing your dream client, creating a vision board and even writing a letter to yourself will help set those goals.

Goal setting

4

Next, set clear goals for your salon, not just internal and financial but also personal. You matter too!

From this, you will be able to create goals that incorporate marketing, maybe industry awards, and add team development into your plan.

Explore the importance of continuous education and staying ahead of the competition.





Actionable business objectives

5

Break down each goal into actionable business objectives. Learn how to measure progress, assign tasks to your team, and create a bonus scheme to incentivise goal-related tasks.

Process and efficiency

6

Understand the importance of having robust processes in place to support your goals. Explore options such as online booking systems and website optimisation for improved efficiency and cost savings.

Creative Brainstorming

7

Unleash your creativity and think outside the box to develop innovative strategies. Explore trending topics that resonate with your target customers and consider local community involvement and partnerships.



Effective Marketing Strategies

8

Learn how to maximise your marketing efforts, both internally and externally. Discover the power of building relationships with local media, utilising social media platforms, and implementing targeted promotional campaigns.

Budgeting

9

Effective planning includes setting financial limits and allocating resources accordingly. Understand the importance of creating a visual timeline to track important dates, actions, goals, and progress. Share this timeline with your team to ensure everyone is on the same page.

Make sure you keep all these figure in oneplace so you can look back month on month, year on year to track progress and see the"why behind the what".



Celebrating Success and Revisiting Goals

10

Regularly revisit your goals, celebrate successes, and make necessary adjustments to stay on track. Discover the importance of sharing your plan with your team to align expectations and work together towards salon success.

Remember to celebrate all the little wins on the journey towards your goals, not just the end goal.

You are making progress - celebrate it!
You deserve it.



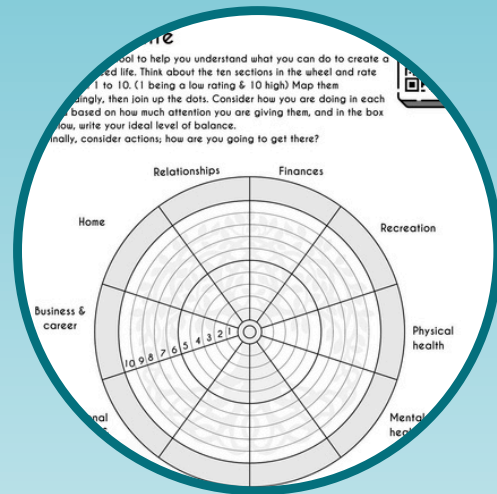
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“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning and focused effort.”

A little recap...

START ANYTIME

Start goal setting & tracking at any time. We are all different so go with it. The most important thing is that you are starting to take steps to create change and your best year yet.



Month	Expenses	Income	PROFIT
Jan			
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			

CREATE & TRACK

Once you have your goals, track them alongside all your important financial information to create a picture.

REFLECT

Look back on your goals and financial figures. Without reflection you'll struggle to see if you are hitting goals and you can celebrate all your wins. No matter how big or small!

Monthly reflection

Take a moment, grab a chocolate biscuit, find some peace, and have a think...

What have you learned about yourself?

Did you meet your goals? If yes, how did you do it? If no, what would you change/what have you learned?

Which month had the highest amount of stars? why was that?

Which month had the lowest amount of stars? Why was that?



“

“Setting goals is the first step
in turning the visible into the
visible”

W W W . T H B A C A D E M Y . C O . U K

Fed up with working hard to pay everyone else?
Stuck on a hamster wheel of working
IN your business, not ON your business?
Confused about how you can make any passive
income?
Are you tired, stressed, overworked, underpaid,
and feel like you can't do this long-term?



I GET YOU; I REALLY DO.
THAT WAS ME, TOO!

Then something changed, and I didn't need to
employ yet another staff member, and I didn't need
to pay anyone thousands, either.
I actually learned how to set real goals, make a
step-by-step plan, and take action to get results.

SUBSCRIBER

Guess what... it actually worked!

It not only worked, but I went on to far exceed anything I thought possible, including:-

Over 26,000 in monthly income and without having to work harder, I know, crazy!

Winning 28 high-level industry awards.

Achieving over 500 five-star Google reviews.

Facebook reach of over 126,000 & Instagram nearly 500,000

Excellent, repeated PR coverage across print, radio and online.

4 sell-out events in one year.

6% increase in average bill.

19% growth in retail.

Over £11,000 was gained in a reduction of no-shows and cancellations.

And guess what? I'm going to share with you exactly how!



Did you know?



Research has shown that those who consistently use a written planner are more likely to manage their time more effectively. This can lead to a 9% increase in productivity compared to those who rely solely on digital tools or don't use any planning system*.

A recent study found that individuals who write down their goals are 42% more likely to achieve them than those who do not**. Using a planner to track progress towards goals helps individuals stay focused and motivated to accomplish tasks.

*HARVARD BUSINESS REVIEW

** JOURNAL OF APPLIED PSYCHOLOGY



Scan to find
out more &
reserve your
copy today.

THE Salon Planner

THE Salon Planner eliminates the pressure of setting resolutions at a specific time and provides the flexibility to start planning and setting goals whenever YOU feel ready.

It offers a holistic approach to everyday salon planning, ensuring that YOU can create personalised plans that align with your financial, physical, and emotional well-being.



YOUR Journey Begins

Embark on your planning journey with confidence and unlock your salon's potential.

BUY THE SALON PLANNER TODAY

Join our THBAcademy Facebook group to connect with like-minded individuals and receive support and guidance along the way.

THB ACADEMY

KNOWLEDGE, COMMUNITY,
SUPPORT & CONFIDENCE

Unlock your potential



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Facebook community.



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This book and THE Salon Planner were designed with love and knowledge
by multi-award-winning salon owner, educator, podcast guest,
and industry columnist Emma Jarvis.

It was specially created to help you plan and guide you to success.

A place to celebrate your accomplishments,
learn and, above all, unlock your potential.

I truly hope you have enjoyed reading it and will love THE Salon Planner
as much as I've loved creating and sharing it with you.

Emma
X

THB
Academy