

How Much Do You Know About Owning Your Own Salon/Spa?

After 40 years of hard-won experience, Jon Gonzales *knows* how to manage a successful and profitable business. Learn from his mistakes and accomplishments, and take a powerful short-cut to salon success.

“It is my wish that this quiz will help you identify the information you need to meet and overcome the many challenges and obstacles of owning a successful and profitable business.”

~ Jon Gonzales

Salon Owner’s Quiz

A Guide to Identifying Your Strengths and Weaknesses

- | Yes | No | I don't know | | Yes | No | I don't know | |
|--------------------------|--------------------------|--------------------------|---|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are salon profits keeping pace with inflation and the high cost of living? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to deal with a problem employee who refuses to contribute to a positive and professional team culture? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to combat rising business costs? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to avoid losing key staff members to a booth rental salon? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you making a profit? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to identify and avoid the causes of staff turnover? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you read your profit and loss statement? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a staff retention system in place? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you paying over 50% commission? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to protect your salon’s client list? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Is your current compensation program draining your profits? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you leasing and renting booths? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a staff development program in place? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you received legal advice from a labor law attorney that your contracts will stand an audit? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to measure it’s effectiveness? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know the mental and financial consequences if you lose an audit? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to monitor staff performance and productivity? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know that the I.R.S and E.D.D. are targeting the beauty industry in regards to booth rental or leasing of stations? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Is salon ownership negatively affecting your quality of life? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you contacted labor law attorney specializing in independent contractor issues to protect you in case of an audit? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you working too many hours behind the chair? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you mis-classifying your workers, exposing your business to a tax audit? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you feel you’re being compensated enough for the long hours you put into owning your own business? | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you measure your customer return rate and referrals? | | | | |

- | Yes | No | I don't know | |
|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a prepared business plan? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a financial loan package in place in the event of a cash shortage? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you taken any business management classes? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Are you aware of the devastating damage of customer loss? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a client retention program in place? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to measure customer feedback? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to combat employee and owner burnout? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you keep easy-to-find financial records that monitor your cash flow, so you can make informed business decisions based on facts, not guesswork? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you monitor your cash flow and evaluate your profit and loss statement? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | If you had to turn in a financial net worth statement to your banker for a business loan tomorrow, could you? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a solid work agreement? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a solid non-compete agreement? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have an attorney who protects your rights as an employer? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to instill a team culture in your salon? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to recruit quality hairdressers who share your vision? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a comprehensive Employee Training Program in place? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have salon orientation procedures in place for new staff members? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have an employee handbook clearly defining your expectations, and how your expectations will be measured? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to improve staff performance and productivity? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you taken any leadership classes? |

- | Yes | No | I don't know | |
|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you allow certain staff members to hold you hostage in fear of losing them and clientele to a competitor? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you manage time effectively? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to combat salon gossip, pettiness, and negativity? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a plan for your financial security? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have a financial retirement program like a Roth Retirement Account? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to instill strong work habits and positive attitudes in the beginning of your employees' employment? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to balance your personal and business life? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how and when to raise prices? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to attract new customers cost effectively? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Have you developed a marketing and advertising plan of action to increase salon traffic cost effectively? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know all the benefits of social media? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you know how to implement email marketing? |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Do you have your own web site and Facebook business fan page? |

___ ___ ___ ADD UP YOUR RESPONSES AND ENTER THE TOTALS HERE

The more questions you can answer "Yes," the higher level of your business management skills. Finding answers to these questions by trial and error is just unacceptable. If you're concerned with any of these issues, you can't afford to miss Jon's educational resources and his no-nonsense business management seminars for salon owners and managers and personal growth success seminars for hairdressers. Help is available!

Visit Jon's web site for ongoing business and success tips, monthly blogs, special announcements and updates.

www.hcds4you.com
Weekly Blog: www.hcds4you.com/blog/