



NEW BUSINESS IDEAS

Every salon owner is constantly looking at new ways to attract new customers . . . here are a few for you to consider.

- [Bridal Party Package](#)—offer a package of services at a fixed price. This could include the price of lotion, tan and nails with a glass of wine.
- [Individual Pamper Package](#)—great gift certificate from a friend or spouse.
- [Referral Program](#)—Give an incentive or discount to a person who refers a person to your salon.
- [First Time Visit](#)—offer a special package for the first time a patron uses your salon.
- [The Small Unexpected Things Are A Big thing That Counts!](#) — Give a free 5 min. massage, a little product package (nail file/ polish), discount coupon for a future visit, a call reminder or a special welcome to customers.

