

Salon, Spa, and Barber Services Action Plan

If you're feeling overwhelmed and unsure of what actions to take during this time, use this guide to get you started. Here's what we'll cover:

Keeping safe

- Protecting yourself
- Protecting your clients

Assessing and generating solutions

- Identifying short-term modifications
- Starting to think long term

Adapting and overcoming

- Converting to digital solutions
- Putting a plan into action

Staying in contact

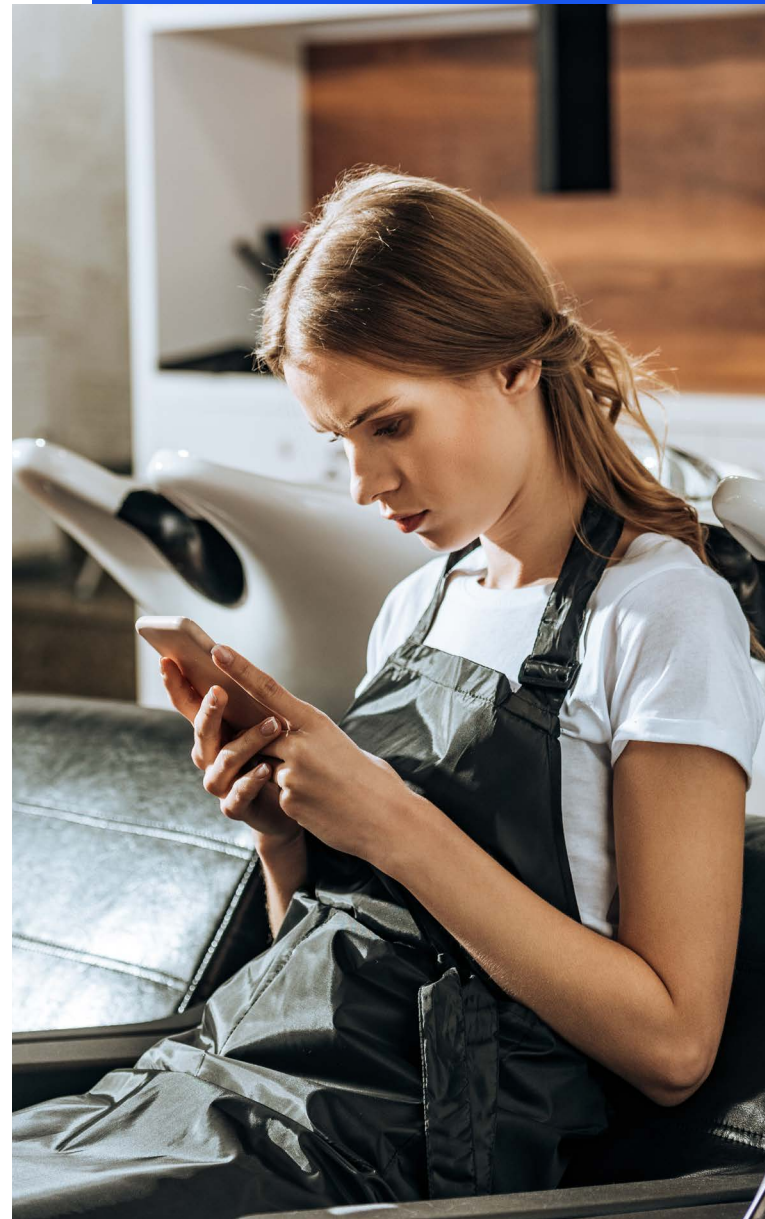
- Updating your communication channels
- Reaching out to clients

Marketing during this time

- Being sensitive and respectful
- Gauging the appropriate path

Planning for the future

- Thinking ahead
- Using what you've learned



The COVID-19 (coronavirus) pandemic is changing the way we all do business. There is much we still don't know about how this situation will play out.

For many salons, spas, and barbers, business-as-usual has come to a complete halt. And although the CDC hasn't produced specific guidance for the industry, most have closed due to social distancing recommendations and requirements, and for the health and safety of their staff. For those who are able to continue services, special precautions or new digital solutions need to be employed.

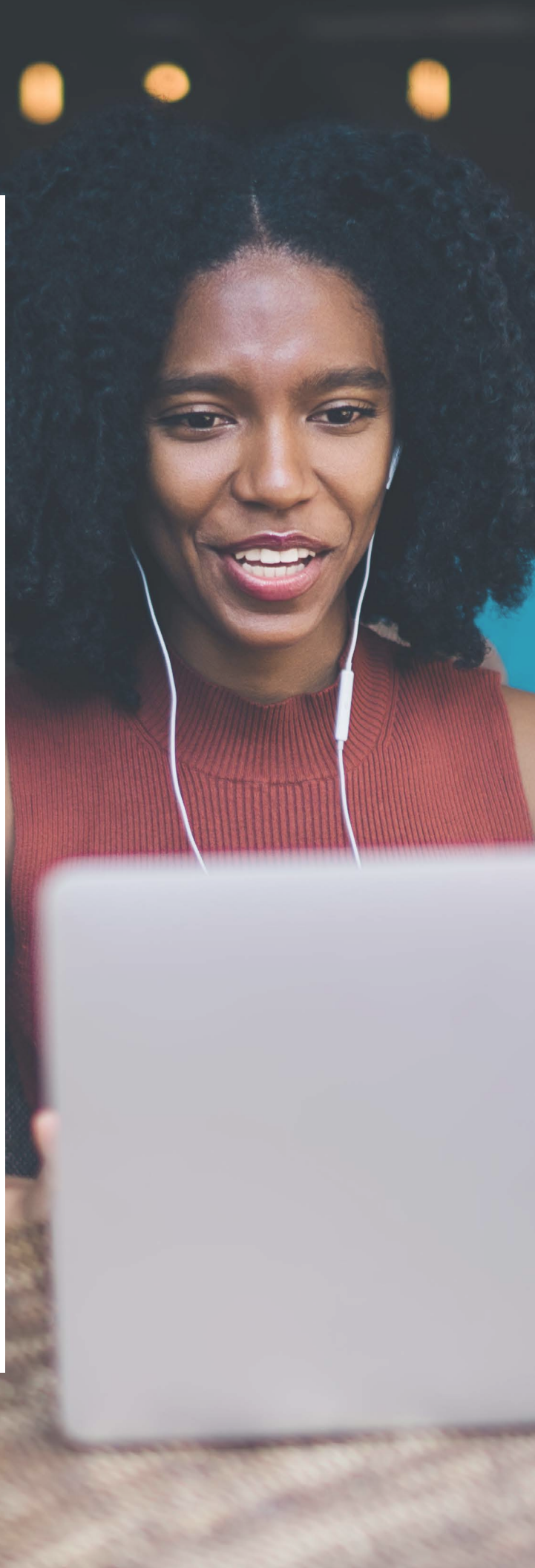
At the same time, the many people complying with stay-at-home orders continue to be interested in maintaining their appearance, as well as find ways to de-stress, and so while they can't patronize your business at this time, the demand still exists.

As this unprecedented crisis continues to evolve, many professionals in the industry are wondering how to minimize losses, and what steps they can take to protect their business.

Here's the thing – small business owners and entrepreneurs are some of the most resourceful and resilient people we know. And now's the time to lean into that resourcefulness, make a plan, and get to work. If you're feeling overwhelmed and unsure of what actions to take, this guide will serve as a good starting point.

As you know, things are developing rapidly. Remain flexible in order to make changes on the fly.

Remember, you've got us and can get [Constant Contact Help and Support](#) when you need it.



Safety First

Your first priority is to make sure that your family, staff, and especially yourself, are safe and safeguarded, to the best of your ability.

Next, make sure that you're doing everything you can to safeguard your clients.

If you happen to be in a situation where you're able to keep your doors open – perhaps for private appointments – be sure that you're following all [CDC-recommended precautions](#) to keep both your clients and yourself safe and healthy.

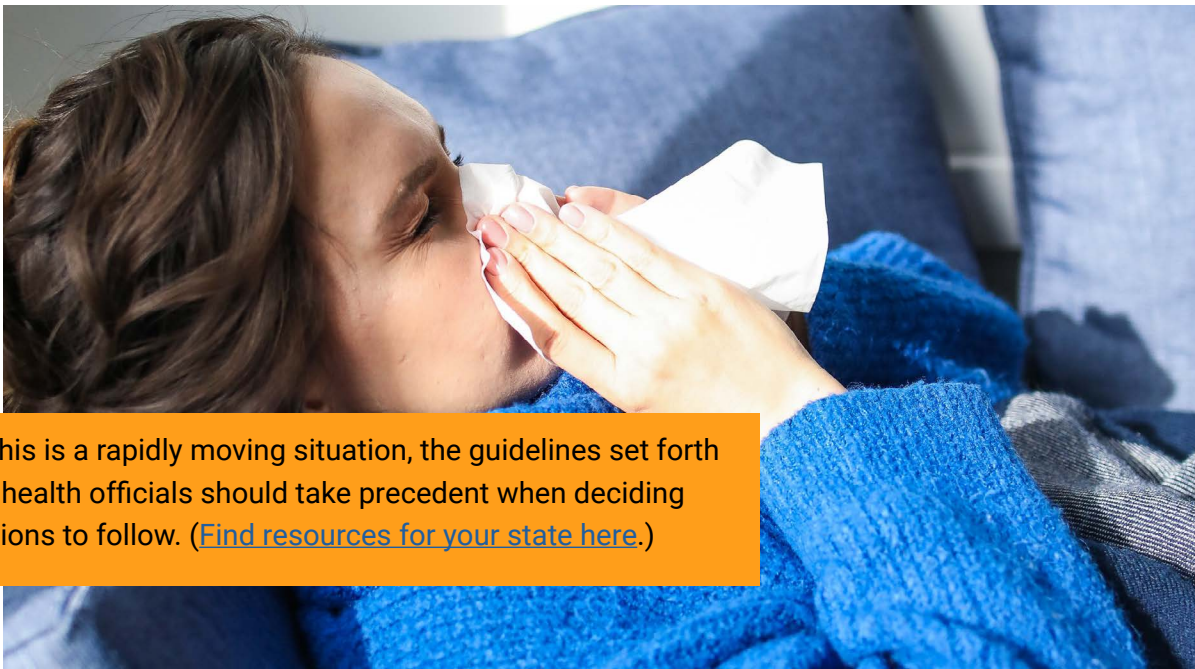
Among the most important recommendations are:



- Wear CDC recommended Personal Protective Equipment (PPE) like filtering face masks and gloves.**
- Actively encourage employees and clients, especially those who are sick, to stay home.**
- Perform routine, thorough environmental cleaning.**

Once you've done what you can for everyone's health and safety, it's time to figure out how this situation may affect your business.

It's likely you're already feeling the impact. In any emergency, large or small, you'll often have to assess and reassess to generate solutions because things are always changing.



Note: Since this is a rapidly moving situation, the guidelines set forth by your local health officials should take precedent when deciding what precautions to follow. ([Find resources for your state here.](#))

Assess and generate solutions

Since there are a lot of unknowns, it's important to think about various possibilities and what you can do to adapt to them. The problems you face will vary depending on the type of business you have — hair or nail salon, health spa, massage studio, barbershop, or something else, and so your solutions will vary too. In general, some of the things we hear industry professionals struggling with now are forced closures, decreased customers as people isolate, and a desire from current customers to continue services somehow.

These issues are already changing the way the industry is doing things for now, and it's likely that these changes could influence the industry in the future. It's important to look at these problems directly and to make a plan based on what you're able to do now, as well as what you might be able to do later on. Here are some examples of things you should consider.

You may want to write things down as you think through these questions and your answers. It'll help you formulate your action plan.

If you're still open, how can you ensure your facility stays safe and CDC-compliant?

Apart from making sure you're complying yourself, how will you get your staff and clients to properly sanitize?

- You may need to consider producing signage and supplying hand sanitizer or necessary protective equipment in throw-away versions.

How can you support your staff at this time?

- Are you able to offer them anything to help keep them afloat through this crisis?

If your doors are temporarily closed, consider allowing staff to use the space as a "studio" to create tutorials on self-care or to share tips that they use when providing services. This will help to keep your clients engaged with their service provider as well as your business.

What if you get sick?

- If possible, designate someone else to be in charge of your daily operations.

How will you respond to inquiries from potential clients during this time?

Consider formulating a response ahead of time that you can copy and paste into an email that lays out what you currently know about how this is affecting your business, as well as ways they can take care of themselves until they can get back into your shop.

What can you do to help support your clients?

- Your clients clearly want to keep their lives (and their look) as close to normal as possible. Reach out to them proactively with tips to stay healthy and motivated, as well as tips and tricks for self-maintenance.

And at some point you may have to ask the bigger questions:

What if you have to pause all operations? (If you haven't already.)

- What will that look like? How will you communicate it with your clients and your community?
- Will you offer discounts to pre-book for a future date?

Is the “temporary” plan you put into place sustainable? If so, for how long?

- If not, are there things you can do to adjust your plan so it will be sustainable?

What if this lasts several weeks or months?

- How this would affect your family, as well as your staff, clients and their families — can you help them in some way?

Are there any other resources available to you?

We've compiled a list of resources for you.

[Resources for Small Businesses Impacted by COVID-19 \(Coronavirus\)](#)



Adapt and overcome

Your “business as usual” may no longer exist, at least for the time being. And you’ll need to adapt to get through these trying times. Some things to consider:

Working from home:

Moving in-person services to online maintenance tips

In many places across the United States, stay-at-home orders prevent salon, spa, and barber services from proceeding and you’ll need to re-focus on online efforts. Be sure to check on your local guidelines and government regulations to see what’s possible in your area. If your area allows it and you do decide to continue some services, you’ll want to exercise an abundance of caution, strictly following all CDC-recommended guidelines.

When in doubt, protect your safety and the safety of your clients by canceling those in-person appointments. Don’t put your health, your family’s health, or your client’s health at risk. Instead, set up a livestream consultation and walk your client through self-maintenance alternatives until they can get back into your shop.

For your home-based efforts, set up a workstation that can stay in place for as long as you need it. Create a space where everyone in the family knows that if you’re in it, you’re working, whether you’re livestreaming with

a client, creating a new email campaign, or shooting a quick video. This can help you to stay focused when you’re working and set up boundaries between working and hanging out at home.

Even though you can’t have your clients in your chair or on your table, there are plenty of ways for you to connect with them via social media and email. There are a variety of platforms that allow you to hold virtual self-maintenance lessons, live question and answer sessions, and even livestream videos to say hello.

Consider starting a YouTube channel and creating quick-tip videos, or inviting your clients to join you on a livestream where you can show them how to touch up their roots, keep their beards neat, loosen tight muscles, keep their hair and skin healthy, or safely remove acrylic tips. Start simple — even hosting a quick “cuticle care” session on Instagram Live is a great way to dip your toes into helping your clients maintain self-care until they can get to you for a complete refresh.

Building your brand online

Your Constant Contact account comes with tools that make it easy to start building your brand online. You can create a logo, a full website where you can share updates and information, and even manage your social media. If you were so busy in your shop that you didn’t have the time to learn and implement all the tools available to you, now’s the time to do so.



Stay in contact

When you're constantly having to make changes to adapt to an ever-changing situation, it's imperative that you let your clients know what you're doing and when.

Keep them aware of any changes in day-to-day operations (including changes to previously made changes).

Be sure to include details your clients should know about, like your availability, the options available to them, and any extra precautions you're taking regarding the virus.

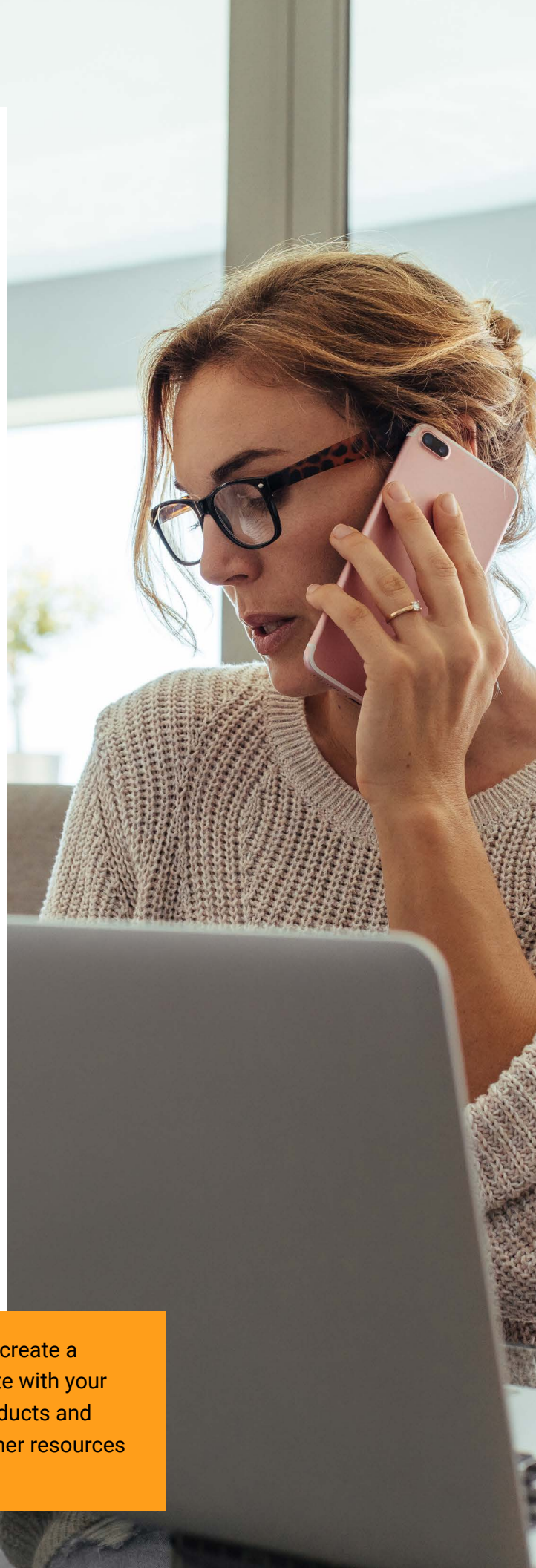
Consider the following tips to communicate the above information with your clients:



- Update your website.**
- Email your customers.**
- Post to social channels and pin those posts to the top of your feed if possible.**
- Update your details on your Google My Business profile and any other sites where you have a listing.**
- If you have a physical location, think about hanging signage in your windows and around the store.**

It's also a good idea to review any communications you already had scheduled for their appropriateness and relevance based on the current state of affairs.

Remember, your Constant Contact account comes with tools to create a website, send email (including templates for you to communicate with your contacts about COVID-19 including tips on what to say), sell products and services, post to social media, and more. Need help? See our other resources for [Constant Contact Help and Support](#).





Marketing during this time

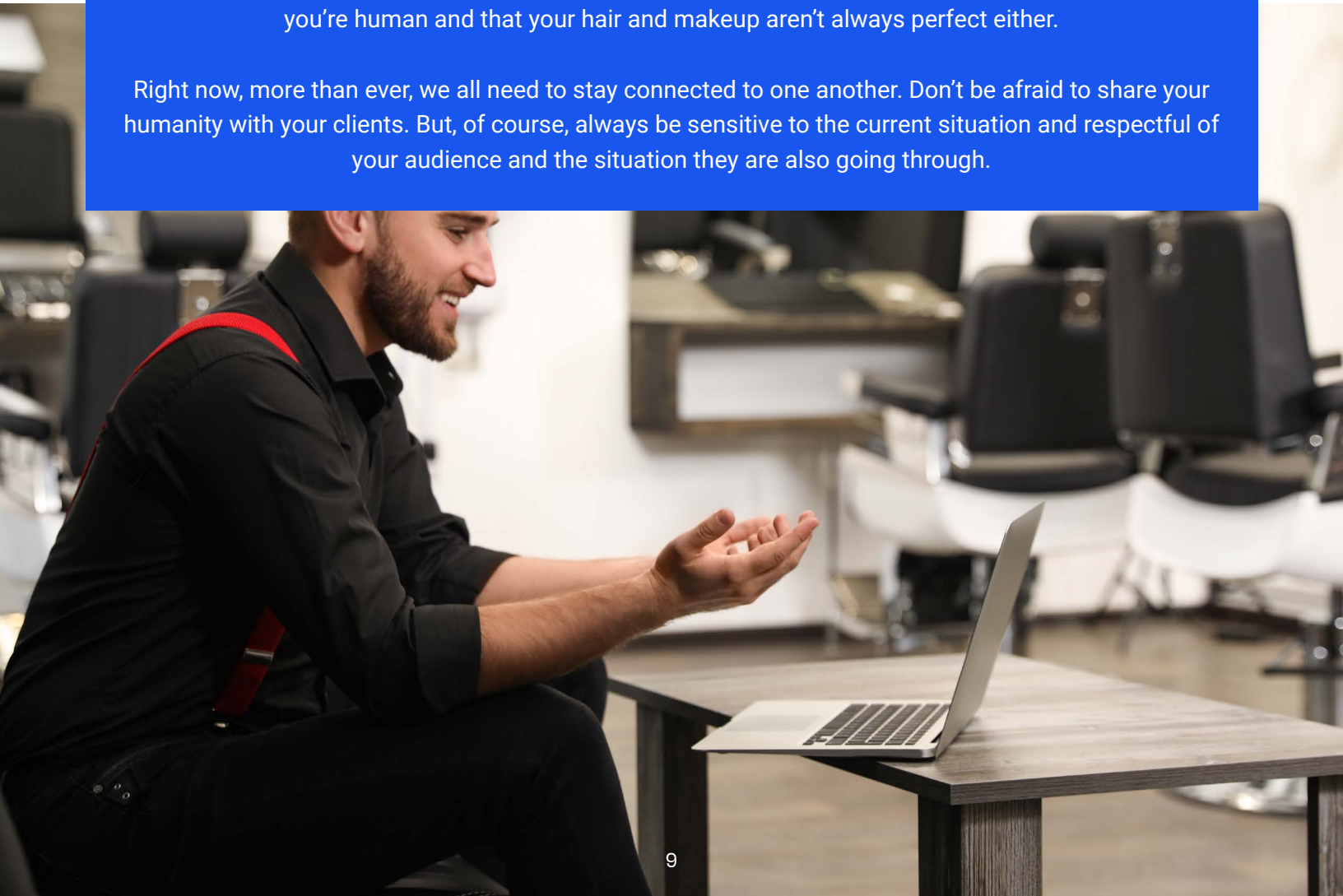
Letting people know about the changes you've made is a great place to start. Use the channels mentioned above to communicate on a consistent basis. Of course, consider your unique situation and local market to gauge the most appropriate path forward.

As we've mentioned before, people are stuck at home and everyone has a need to stay healthy (and sane) right now, so your tips on how to keep themselves from looking like cavemen and women might be just what they're looking for. Rather than "selling" services, focus on inspiring clients and potential clients to try new styling techniques and stay well so we can get through this crisis safely.

That doesn't mean you can't switch from selling your products in-store to selling them online. On the contrary, a little pampering could go a long way right now. So think about putting together personal care kits for your clients to use at home, and create a video about how, and when, to use the items in each kit.

Marketing a small business is all about building relationships. Improve your relationships with your clients by being yourself, sharing your frustrations with your own self-care maintenance — show that you're human and that your hair and makeup aren't always perfect either.

Right now, more than ever, we all need to stay connected to one another. Don't be afraid to share your humanity with your clients. But, of course, always be sensitive to the current situation and respectful of your audience and the situation they are also going through.



Plan for the future

Eventually, you'll need to transition back to business as it was before. And it's important to plan ahead. So, start making plans for what comes after the emergency.

Review the changes you've made and what you've learned, then think about how you can use that information to move forward.

What can stay?

Look for things worth making a permanent part of your business.



- Were your personal care kits a big hit?**
- Did you make headway building your personal brand?**
- Were people interested in the content and messages you produced during this time?**

If so, don't stop just because the emergency is over. Keep them going and see if they're a good addition to your business long term.

What comes next?



- If you've paused operations, what will it take to start back up?**
- How will you recall your staff? Will it be in stages or all at once?**
- Will you need to replenish your supplies or restock your resale items?**
- How will you get the word out to clients?**

These are trying times with many unknowns. By doing your best to stay safe, review your options, and make a plan you'll better position yourself to come out on the other side.



Remember, you are not alone

Our marketing advisors are here to help.

- Connect with other small businesses in the [Community](#)
- See our other resources for [Constant Contact Help and Support](#)

You've got this. You've got us.

