

NEW BEGINNINGS FOR A NEW YEAR



Sandra Alexcae Moren, B.Ed., CEO of Kyron Spa & Salon Consulting, a division of Chiron Marketing Inc., shares her 35+ years in the Professional Beauty Industry. Her expansive background includes that of Cosmetologist, Educator, competitor, Master Judge with the Judges Panel of Canada and member of the International Spa Association, ISPA. As a former Salon owner and Spa Director, it was a synchronistic evolution for her to assist individuals building profitable businesses. Sandra's experiences include every aspect of the industry; entire Spa/Salon projects; from inception to Grand Opening, and everything in between. Living, working and traveling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon Experiences. Inspiration and information, is what she is all about; with a passion and enthusiasm for life. Her book, "Spa & Salon Alchemy" is available on www.kyron.ca

By Sandra Alexcae Moren

January is named after the Roman god Janus who was always known as having two heads—he looked back to the last year and forward to the new one. The end of a year is for clearing out, completing things, reviewing, which will leave us with a clean slate ready to start the New Year.

As we embrace 2005 what New Year's resolutions did you personally make? The word resolution comes from "resolve" and means to make up one's mind or decide firmly. As a custom, a New Year ushers in a new start, so what better time to make changes! Or so we think; according to Philadelphia, PA (PRWEB) December 1, 2004—A survey conducted by the Gail Kasper consulting group, a leading speaking and coaching company found that American's aren't taking their futures very seriously. Specifically, 51% of those surveyed do not have New Year's resolutions. To the contrary, 99% of respondents felt they were capable of accomplishing more in their lives. So the question remains: why aren't we doing something about it? Gail Kasper's survey identified the top three reasons as follows:

1. Procrastination 33%
2. Lack of discipline 24%
3. No game plan 19%

Intending to do something is worth nothing!

The ability to clarify what it is you want to accomplish or intend to do is the first step in developing a game plan. Developing an action plan with time schedules for completing the tasks involved is critical. This will give you a blueprint to follow and then push yourself to "take action" and "do it" rather than procrastinate.

Self discipline (the ability to mobilize yourself and your talents to achieve what you want to achieve no matter how long it takes or how difficult it is to accomplish) is a skill that can be learned and converted into a habit. Lasting success without sustained effort, persistence, flexibility, patience and the seasoning of time is not possible.

Depending upon your personal spa business situation you may want to clarify some of the changes you would like to see happen and share them with your staff and then implement a plan of action, or if you have a high-powered, self-directed spa team you may want to have a brainstorming meeting and collectively decide on changes.

The following are just some questions to ask yourself that may activate your thoughts on some changes you would like to see happen:

1. How can I generate more revenue/profit?
2. How can we attract more clients and retain them?
3. What are the new spa trends?
4. What new services, products and /or equipment should we be looking at?
5. Do I need to expand or renovate?
6. Have I completed my marketing plan for the year?
7. What educational opportunities will I invest in for myself and for my staff?
8. How can we increase the retail/home-maintenance sales?
9. Should I set up a customer survey?
10. How can I attract staff and keep my staff enthusiastic?

I challenge you to clarify some New Year changes...commit to a plan and act on it...see what the year brings to you and your team!!

Salon and Spa Alchemy

It's like having your own spa consultant!

Authored by Sandra Alexcae Moren

There is no more insightful, definitive source for creating a highly successful spa/salon business. Sharing with the reader the many industry and consumer trends, the author gives insight into lowering start-up costs, fine-tuning business systems, purchasing cutting edge equipment and products and attracting and keeping customers. Readers also will value guidance in educating, coaching and developing personnel who, ultimately, will assist in drawing and retaining other staff and clients. And, they will enjoy learning about ancient and innovative approaches to healing, longevity and youthfulness. A spa/salon professional, author, speaker and consultant, the author uses her many years of experience to help others develop businesses that outshine the competition.

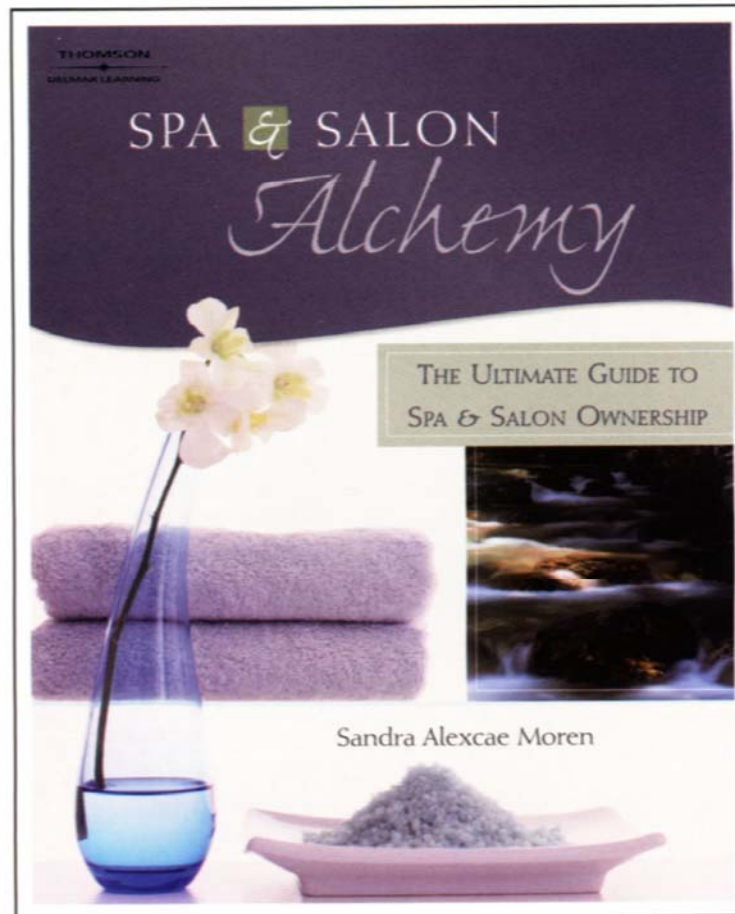
Key Features:

- Contains emerging world views, trends and changes in the industry
- Includes thorough descriptions of the fundamentals necessary to design, build and operate a profitable business
- Identifies the business systems imperative to achieve a professional, efficient and profitable business
- Details information regarding cutting-edge equipment and products
- Introduces ancient and modern approaches to healing, longevity, well-being, beauty and youthfulness

If you are already a spa owner or are planning to open a spa you should be asking yourself the following questions.

- What are the spa trends I need to consider?
- How will I attract and keep staff & clients?
- How do I create a turnkey spa operation?
- How does the design and layout of my facility affect the level of revenue I generate?
- How do I create Signature treatments?
- How will I position and Brand myself in the marketplace?

Publisher Thompson/Delmar Learning, New York.
ISBN: 1401879551



About the Author

As a spa consultant, Sandra Alexcae Moren, Spa Consultant, believes that Spas and Salons are healing centers, where individuals can experience a renewal of beauty, youthfulness and rejuvenation.

Sandra Alexcae can not only answer these questions; she can implement strategies and a plan of action that will ensure results.

If you desire a profitable business, a facility that is built on time and within budget, that is incredibly unique and offers unforgettable client experiences, contact: Sandra Alexcae, the experienced spa consultant!