

February
2021





GENERATING NEW CLIENTS WITH THE SALON STUDIOS BOOKING APP

Following are the instructions on how to set up the booking app to generate new clients by utilizing our booking app's "Book an Appointment" link on our website.

If you already use a booking app/processing app you do not have to change. However, you must follow the 6 steps that follow to set your business up so that you, your services and availability show up on the "Book an Appointment" link of our website home page.

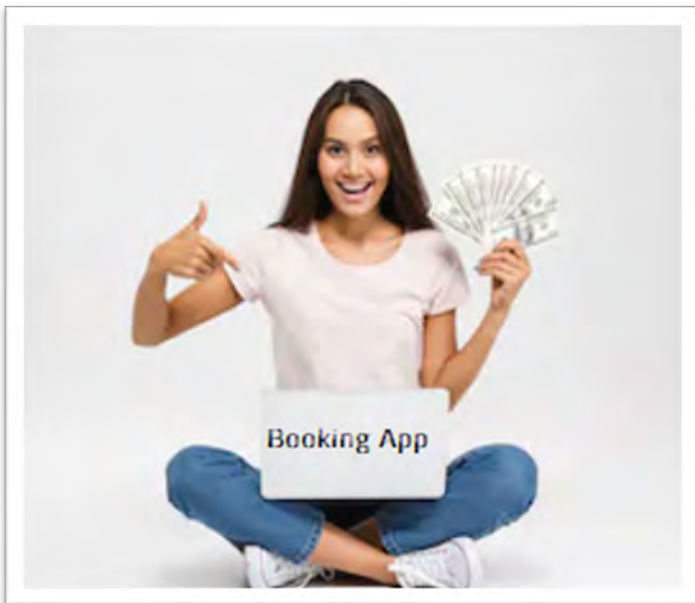
SALON STUDIOS BOOKING APP | GAINING NEW CUSTOMERS

NOTE: YOU DO NOT NEED TO STOP USING YOUR CURRENT BOOKING APP/PROGRAM to use our booking app. **THINK OF THE BOOKING APP LIKE AN ANSWERING MACHINE** that will send you messages on who'd like an appointment with you. Read on...

NEW CUSTOMERS THROUGH "LEAD GENERATION"

The reason you are creating an account on our booking app is to generate new customers and take advantage of this great, free tool! For your reference, the app calls gaining new customers "Lead Generation" or "Lead Gen".

On the following pages, you'll follow and complete the 6 steps to get set up, which include:



- STEP 1 – Add your business info
- STEP 2 – Add your business bio or motto
- STEP 3 – Add your business hours and your normal weekly schedule
- STEP 4 – Add a footer and cancellation policy
- STEP 5 – Add all of your services* and add type of calendar
- STEP 6 – Turn on "Lead Generation" to begin getting new clients!

**the most time-consuming part is adding in your services; however, you can stop, save and start again as you have time until you're done adding everything in.*

SALON STUDIOS BOOKING APP | GAINING NEW CUSTOMERS

ABOUT THE APP:

The app was created by a 3rd party vendor, Salon Suites Software.

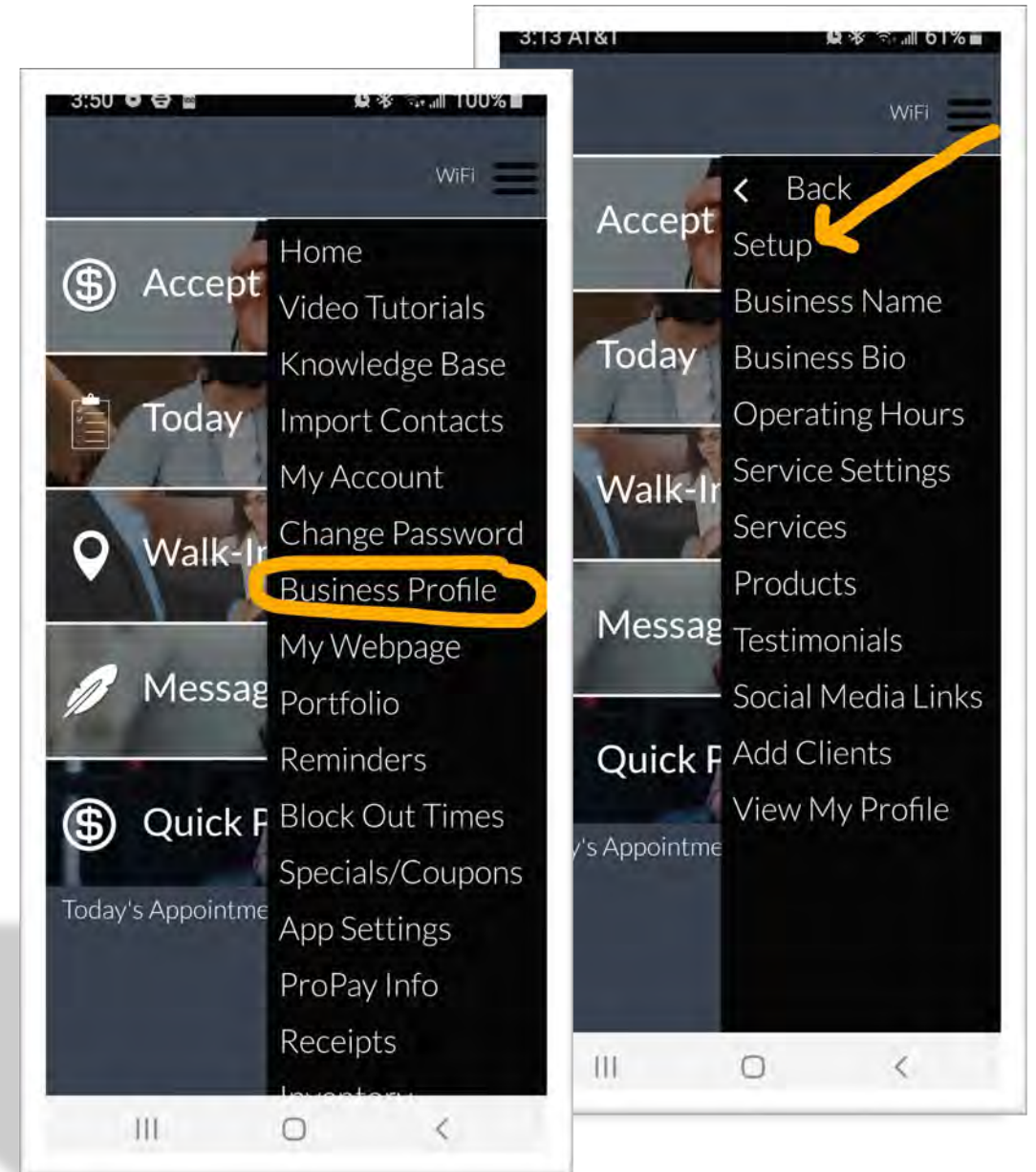
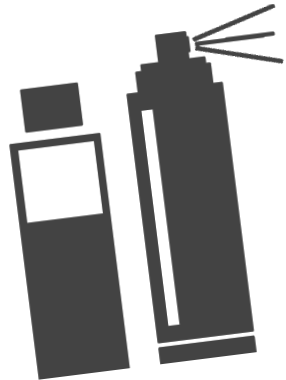


- ❑ *Utilizing the booking app is free.* There are only 2 instances in which you would see a fee:
 - If you choose to use your own SMS phone provider *with* the app, you'll be billed \$5/month. If you use the in-app SMS there is no charge.
 - *If you choose to accept new customers through Lead Gen, you'll be billed a Marketing Fee ONLY* when you accept a new customer through the app and have completed their services and received payment.
 - The Marketing Fee is only \$25 or 30%, whichever is less! Depending on the cost of the service, you'll pay between \$4 - \$25 and never more than \$25 even for the most expensive services. More on Lead Generation and Marketing Fees a little later on...

SALON STUDIOS BOOKING APP | GET STARTED

Now its time to get started!

- ❑ You must first download the booking app to get set up
- ❑ Once you have downloaded the app, you can begin by clicking on the 3 lines at top right to access the menu, then scroll down to Business Profile, click. Here you'll see a submenu; *click on Set Up*
- ❑ Then you'll go through the Set-Up Wizard to complete the 6 steps.



SALON STUDIOS BOOKING APP | GET STARTED *(Continued)*

STEP 1 OF 6 – Business Info

First step on the “Set Up Wizard”:

- Add your Salon Name & Studio #. Note: you do not need to add your License information.
- Next, choose a name/URL for your Booking App website*
- Adding a photo is a highly recommended step so future clients can see your photo prior to booking.
- Once all these items are complete, you can click on Continue.



Please provide your booking app website URL to Juliette through a Support Request so she can add it to your Website Profile

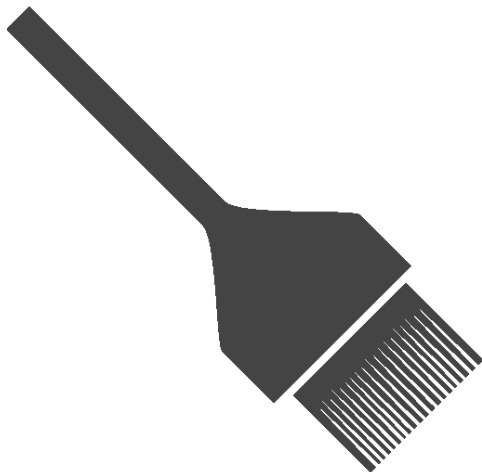
acworthhairstalon.com/support or eastcobbhairstalon.com/support

A screenshot of a mobile application interface for updating business information. The screen is titled "UPDATE BUSINESS INFO Step 1 of 6". It contains several input fields: "Salon Name" (filled with "Julz Hair Salon"), "Address" (filled with "100 555555 Ga"), and "Expiration Date" (set to "Jan 1 2023"). Below these fields is a "Profile Name" field (filled with "JulzHair") and a note about custom URL prefixes. A profile picture of a woman is shown with a "Click to edit Profile Picture" button and a note about cropping. At the bottom, there are "Skip" and "CONTINUE" buttons. The status bar at the top shows the time as 3:13 AM and 61% battery.

SALON STUDIOS BOOKING APP | GET STARTED (*Continued*)

STEP 2 OF 6 – Business Bio or Motto

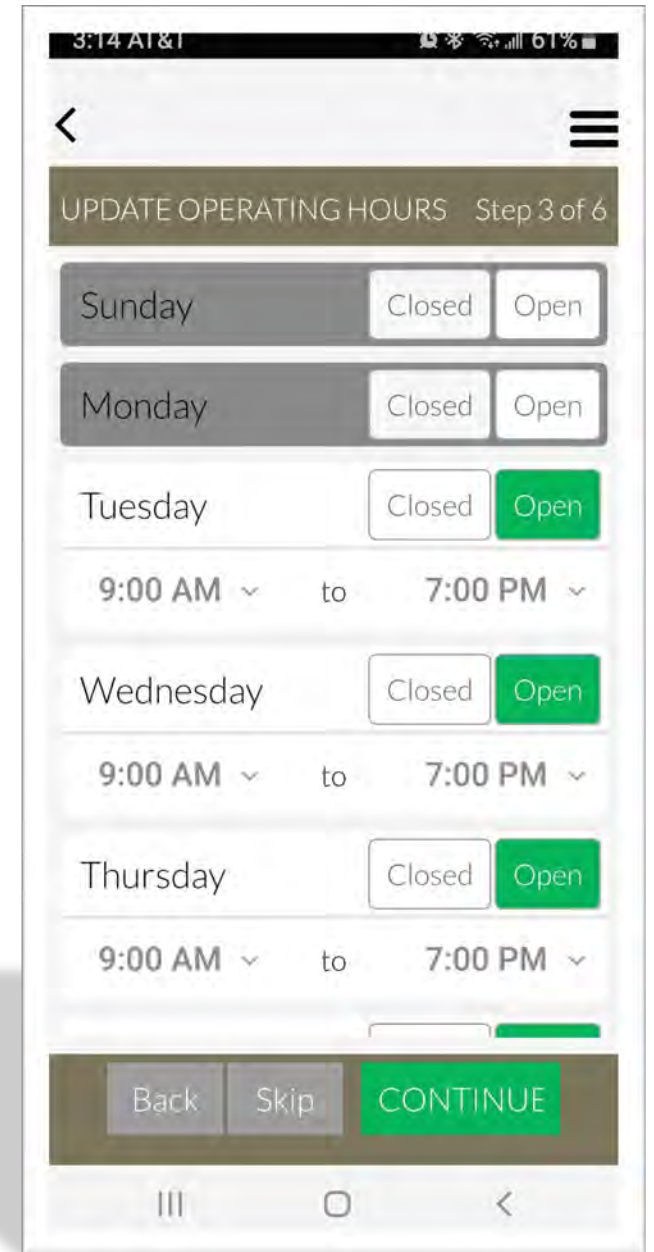
- Create a simple motto or mission/business philosophy and add in.
- Once complete, click on Continue



SALON STUDIOS BOOKING APP | GET STARTED (Continued)

STEP 3 OF 6 – Business Hours/Schedule

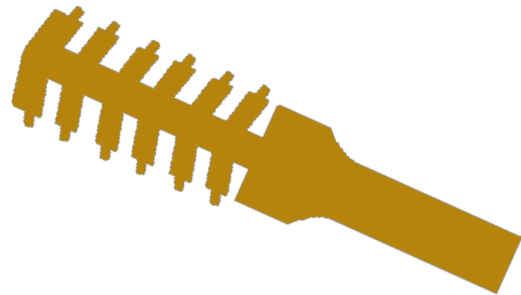
- ❑ Go through and add your normal available operating hours on a weekly basis.
 - *It doesn't mean you have to have availability all of these days or hours, however, it gives a prospective new customer an idea as to when they can expect to get an appointment with you.*
 - *Be sure you add in "Lunch Breaks" if you know there are certain times during the day you won't be available.*
 - Prospective new customers **will only be able to request appointments, not book them.**
- ❑ Once complete, click on Continue below



SALON STUDIOS BOOKING APP | GET STARTED (Continued)

STEP 4 OF 6 – Add a Footer & Cancellation Policy

- No need to add a Header or sales tax here. The important fields are the Footer and Cancellation/Late Policy.
- Add your footer and cancellation policy
 - Option: Having a new client add in their credit card prior to first appointment is not recommended because they may decide against booking with you.
- Once complete, you can click on Continue below.



3:14 AT&T 61%

< UPDATE SERVICES Step 4 of 6

Sales Tax 0.00 %

Header
We look forward to seeing you at your appointment.

Footer
We're not happy until you're happy!

Cancellation and Late Policy
Please cancel 24-48 hours in advance. If you are late to your appointment by more than 10 minutes we cannot guarantee

Select the types of services you
- cc -

Back Skip CONTINUE

SALON STUDIOS BOOKING APP | GET STARTED (Continued)

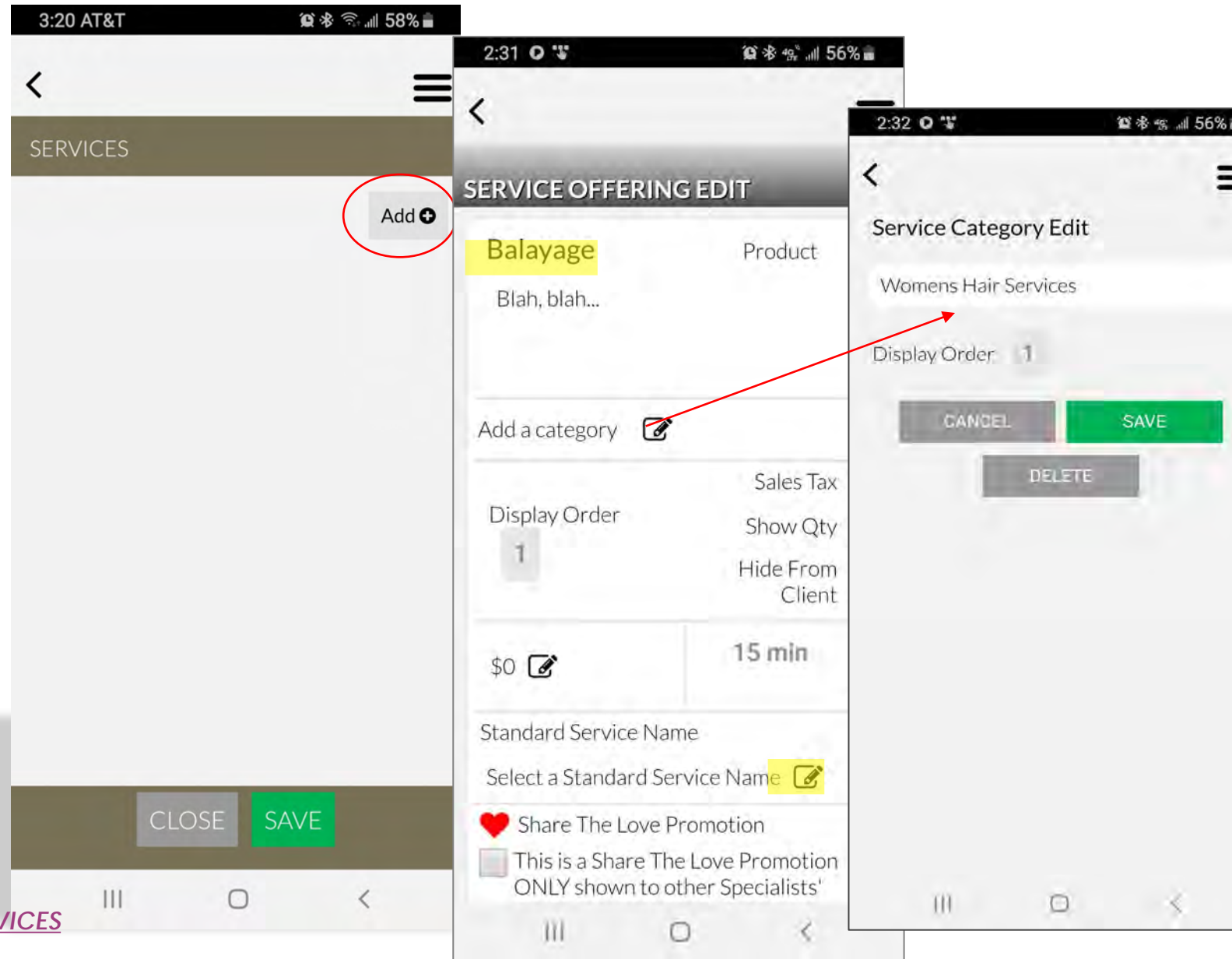
STEP 5(a) OF 6 – Add your services

- Within the Services section, click on “add”
- Name your service
- Add a Category (Cuts, Color, etc)
- Choose display order
- Add price or price range
- Specify how long the service takes
- Add a Standard Service Name
- Offer a promotion on the service if you like
- Designate the processing time
- Designate a color to associate with this service.
Example, maybe all color services are red...

*Note, neither you nor your services will show up if you don't have a Category AND a Standard Service Name for each service.

Be sure to add in ALL your services for maximum visibility. Being available on Mondays and Tuesdays also boosts your visibility since few work those days.

REPEAT THIS PROCESS UNTIL YOU'VE ADDED YOUR SERVICES



SALON STUDIOS BOOKING APP | GET STARTED (Continued)

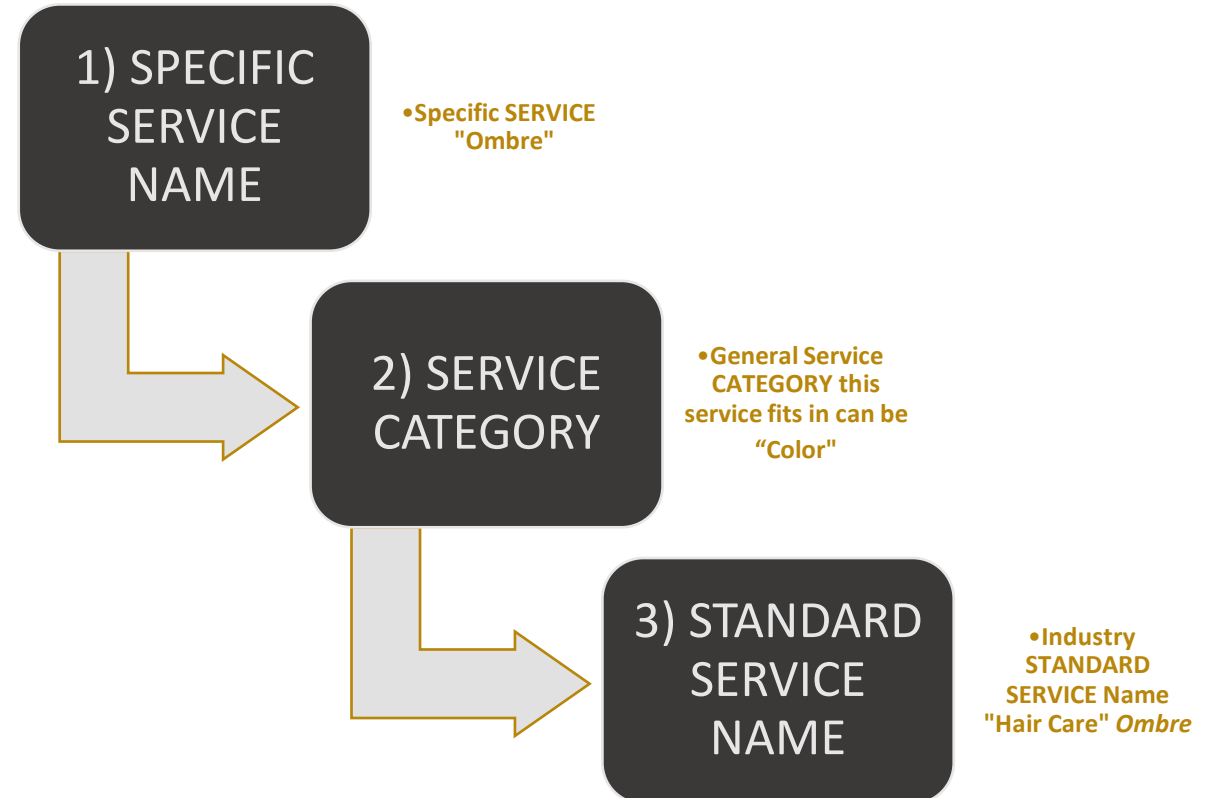
STEP 5(a) OF 6 – Add your services, *continued*

More about Categories and Standard Service Names

Its important to note, each service will:

- ❑ Have a **Specific Service Name** such as Balayage, Ombre, Hair Cut, etc., for each service. *This will be the names of all the services you offer.*
- ❑ Each service will fall within a specific **Service Category** that you can designate and create when you click on “add a category”, such as Women’s Hair Services, Kid’s Services, Color Services, etc.
- ❑ Each service category will fall within a **Standard Service Name** such as “Hair Care “Braiding/Twisting” or “Lashes Eyelash Lift”, etc. *The Standard Service name is what is used on the Booking App Website Interface and it’s the first thing prospective new customers will see. This allows prospective new clients to easily find what they are looking for.*

HOW YOUR SERVICE FITS INTO CATEGORY AND STANDARD SERVICE NAME

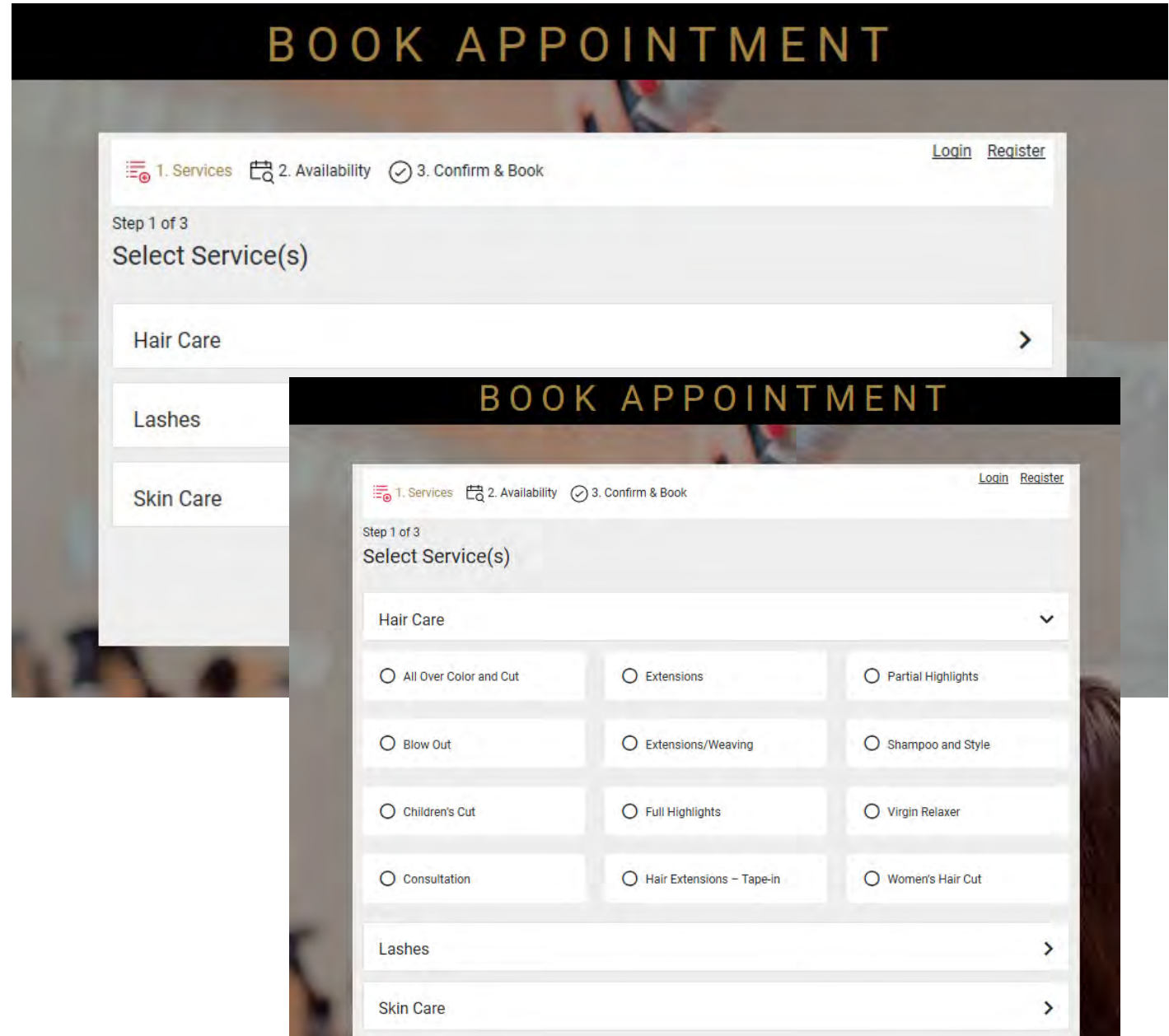


SALON STUDIOS BOOKING APP | GET STARTED (Continued)

STEP 5(a) OF 6 – Add your services *continued*

Once you've completed adding all of your services, you can...

- ❑ Click on Continue below.

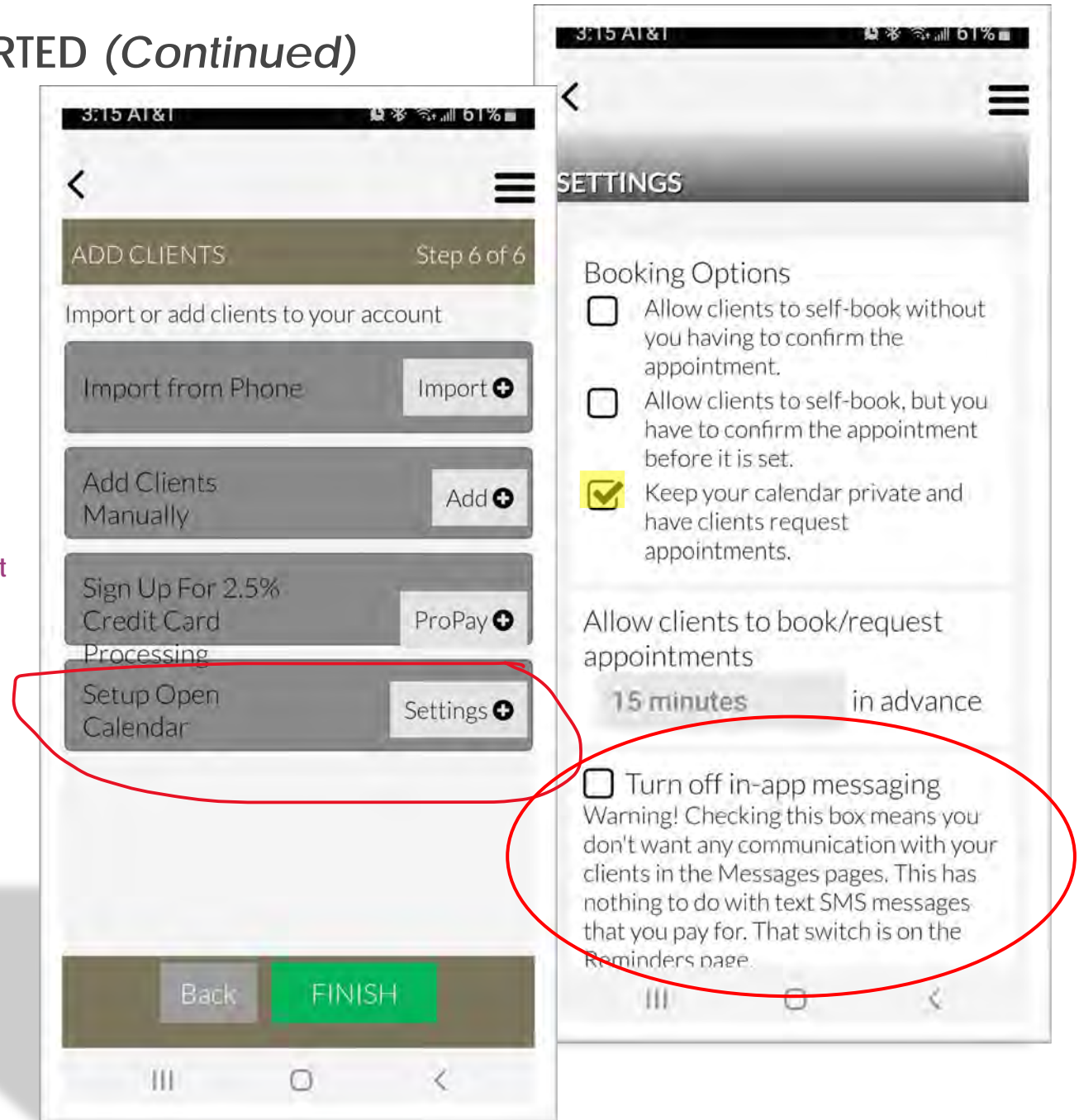


SALON STUDIOS BOOKING APP | GET STARTED (Continued)

STEP 5(b) OF 6 – Set Up Type of Calendar (continuation of Adding Services)

You can skip importing clients, adding clients, signing up for Propay credit card processing *unless you wish to use the booking app as your actual booking program. Otherwise, you only need to click on "Setup Open Calendar" on Step 6 for now.*

- Click on Setup Open Calendar
- Then, click on **Keep your calendar private and have clients request appointments. Highly recommended.**
- Leave "Turn off in-app messaging" **unchecked**
- Once complete, you can **click Finish.**

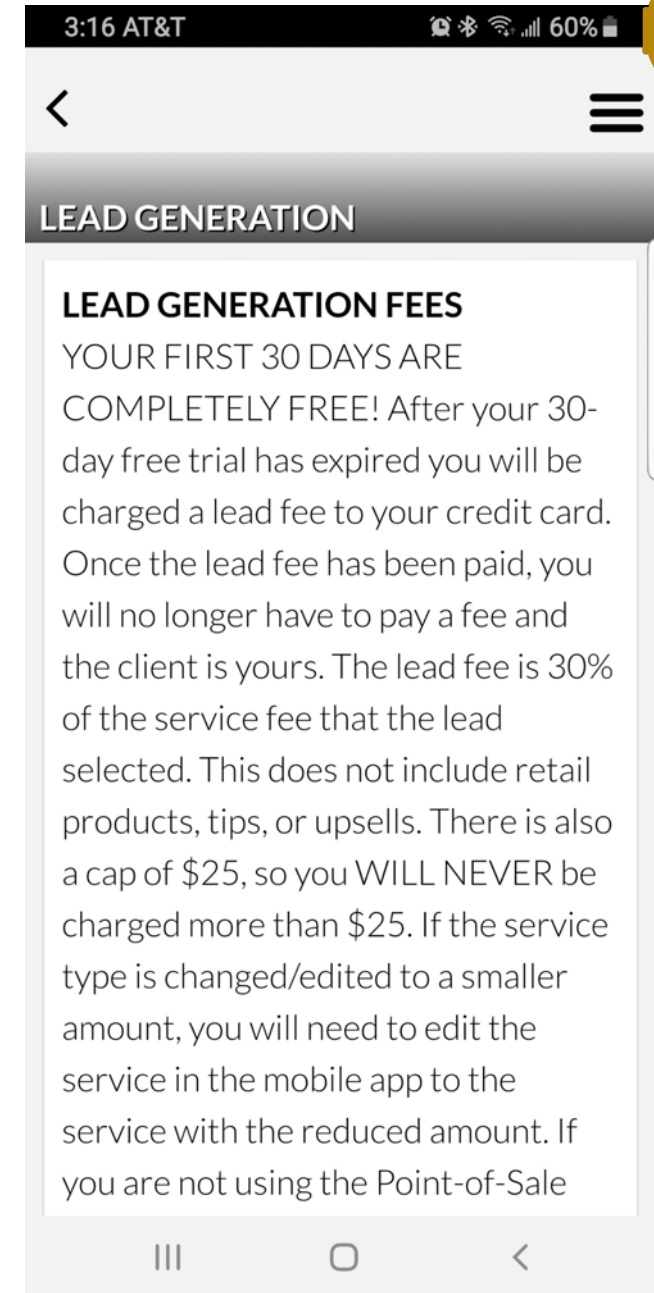


SALON STUDIOS BOOKING APP | LEAD GENERATION

STEP 6 OF 6 - LEAD GENERATION: Learn more

Now that you've set up all the basics, its time to complete the final, most important step to get you set up to gain new customers! But first, be sure you read and understand the marketing fee. Its a one-time, new client acquisition fee and you can look at it like "boosting" a post in Facebook or Instagram, *except you will have guaranteed results with a new client and revenue!*

- You will **ONLY** incur a marketing fee if you have a new first-time customer and its **ONLY** for the first appointment with you.
- The marketing fee is billed the next business day after you close out the service(s) and get paid with this first-time new customer.
- Fees are \$25 or 30% of the completed services - whichever is lowest! EXAMPLE – you've completed services of \$200 on your new client; your marketing fee is only \$25. You've completed services of \$175 on your new client; your marketing fee is only \$25. You've completed services of \$50 on your new client; your marketing fee is only \$15 (30% of \$50).
- The marketing fee is a **one-time fee**. You will never pay another fee for this new client again, even when they become a returning customer.
- You'll **never** be assessed a marketing fee for existing Clients, Walk-in Clients or Referred clients.

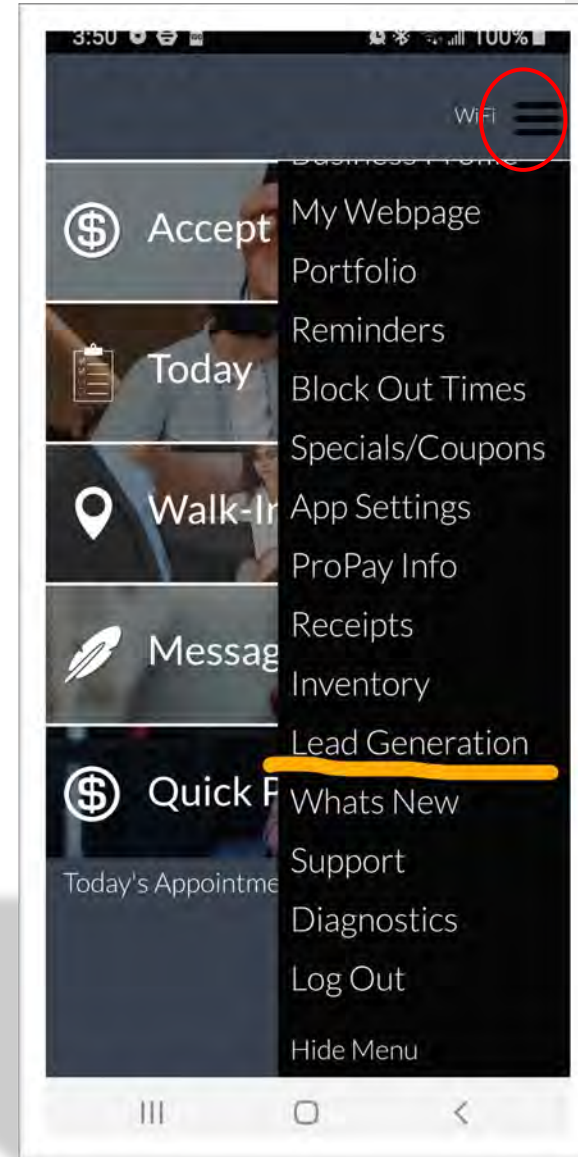


SALON STUDIOS BOOKING APP | LEAD GENERATION SET UP

STEP 6 OF 6 - Setting Up Lead Generation

As mentioned previously, the app refers to gaining new customers “Lead Generation” or “Lead Gen”.

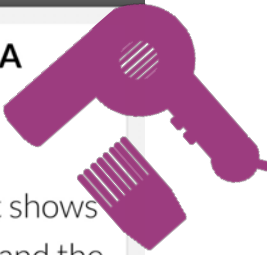
- ❑ Click on the main menu by clicking on the top right menu lines. You'll see Lead Generation by scrolling down a little on the menu.
- ❑ Click on Lead Generation
- ❑ Read about the Lead Generation program. You'll also see info on the Lead Generation Marketing Fees. **NOTE: Your first 30 days are completely FREE!**
- ❑ Read how you'll receive new leads; check your calendar in the app daily for a while to be sure it's working correctly so you don't miss a lead
- ❑ Accept terms and add your credit card info in this section – the card you designate will be the one billed for the marketing fee 24 hours after you have completed services and received payment for the new customer that came from the app on the website.
- ❑ **Check the box if you want to have a new customer who books with you for the first time add their credit card on file if they're a no-show. This is tricky and may deter people from choosing you, however, it may be something you do on a one-on-one basis for certain more expensive services.*
- ❑ Once complete, you can **click Save**.



LEAD GENERATION

HOW WILL I KNOW I HAVE A LEAD?

When the client books their appointment, the appointment shows up in your calendar in this app and the client is automatically added to your client list. You are also sent a text message and email to alert you.

A screenshot of the 'LEAD GENERATION' setup screen. The screen shows a form with the following elements: a title bar 'LEAD GENERATION', a checkbox 'I accept these terms.', a checkbox 'Save new client credit card on file in case they are a no-show.', a text input field for 'Enter card to be billed for lead (when applicable):', a text input field for 'Enter your credit card number here', and two dropdown menus for 'Exp:' with 'Month' and 'Year' selected. At the bottom, there are two buttons: 'Close' and 'Save'.

SALON STUDIOS BOOKING APP | RECAP

YOU DON'T HAVE TO STOP USING YOUR CURRENT BOOKING APP NOR DO YOU HAVE TO USE THE PROPAY CREDIT CARD PROCESSING OPTION.

If you have a current booking app that you love and want to continue using it, no worries. *You still want to complete the steps listed in these instructions if you want to gain new customers that come to our website to continue to grow your business.* It's the easiest, most cost-effective "marketing" you will do!

- ❑ New customers will only be able to *request* an appointment. You'll be notified and have the ability to respond and confirm as best suits you or you can try to book them another day/time. *Highly recommended that you respond as quickly as possible and confirm if you can help them on the day and time they requested OR if you have an alternate day and time to offer them.*
- ❑ Using the Propay processing option will save you money! 2.5% processing fee vs. 2.75% from Square and all others. If you book \$1000 a week through Square, you'd pay \$27.50 in fees. If you use Propay you'd only pay \$25 in fees. To use Propay, request the free swiper through the app asap so you can avoid entering credit cards manually = manual input equals higher fees.
- ❑ ONLY sign up for Propay through the App; otherwise, you won't get the lower rates.
- ❑ Do ignore the Rent Payment Option in the App. We *DO NOT take rent payments through the app* and have no plans to ever do so.

Let us know if you have any questions and how we can be of assistance. Thank you.

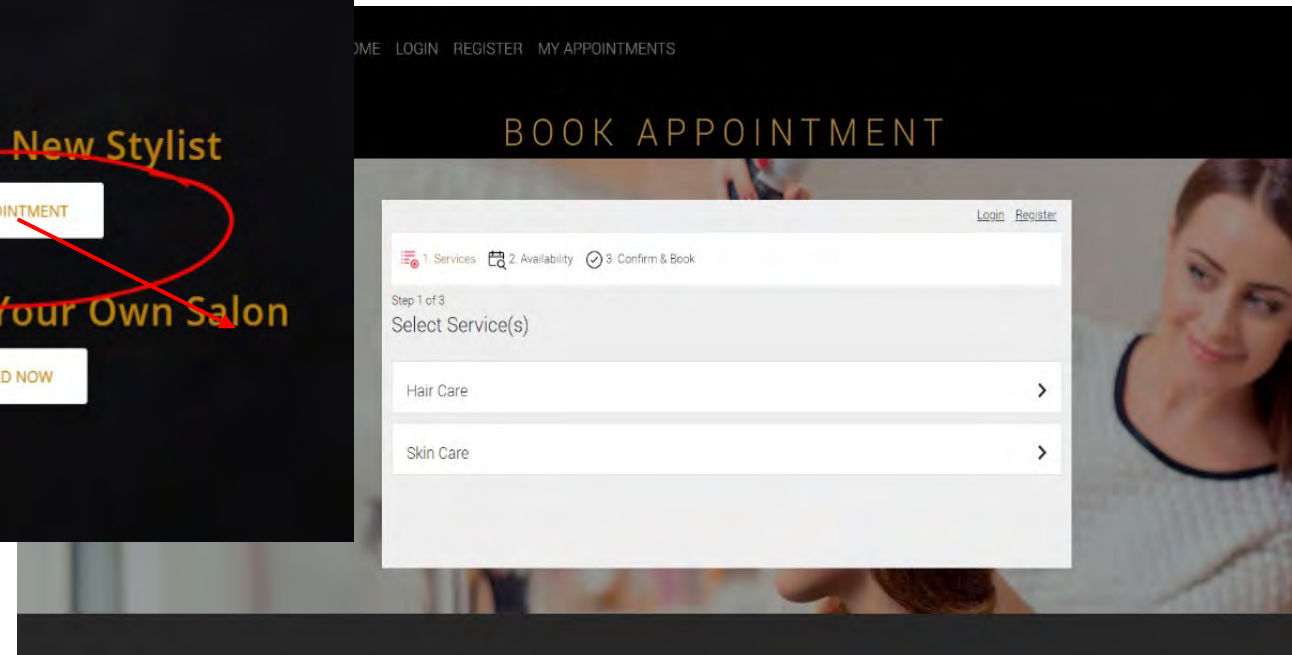
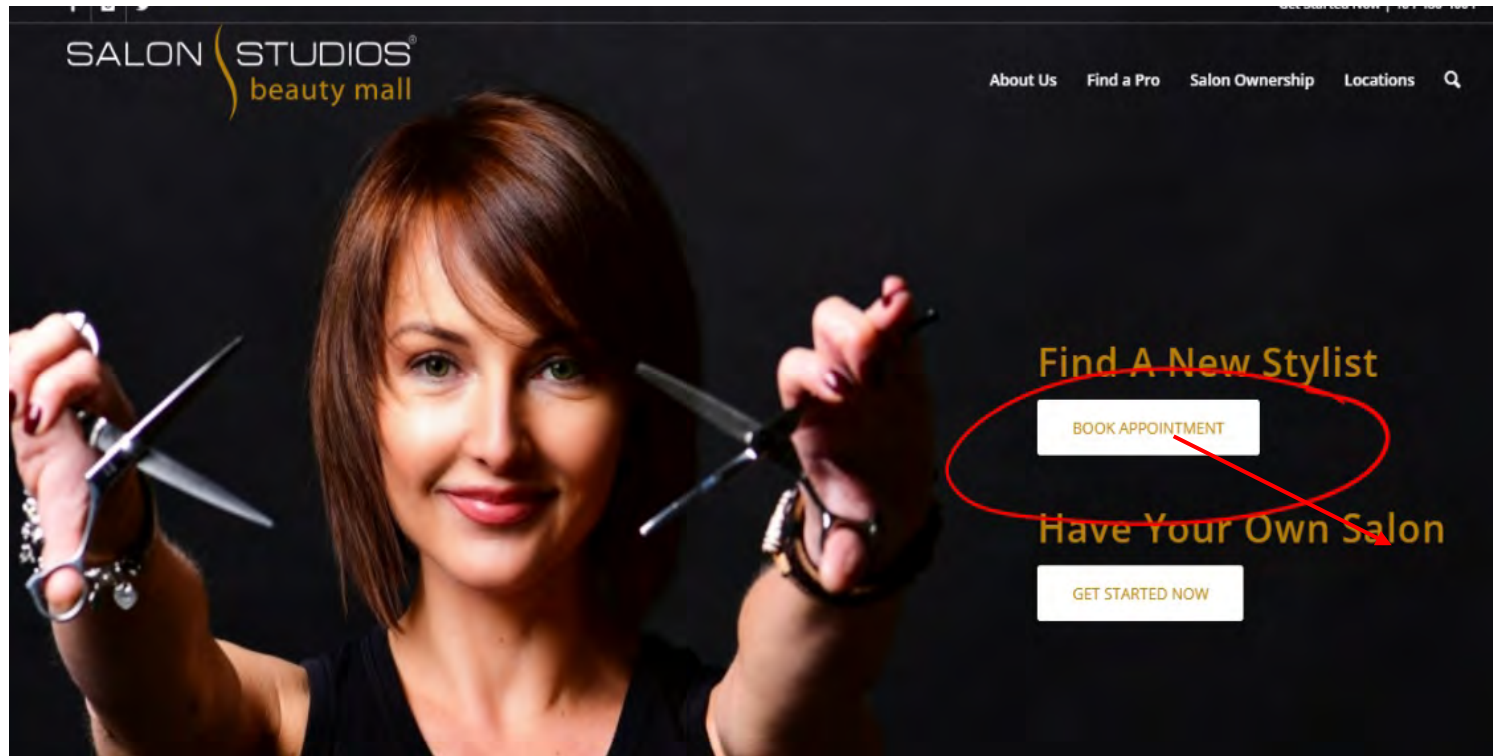


SALON STUDIOS BOOKING APP | YOU'RE SET!

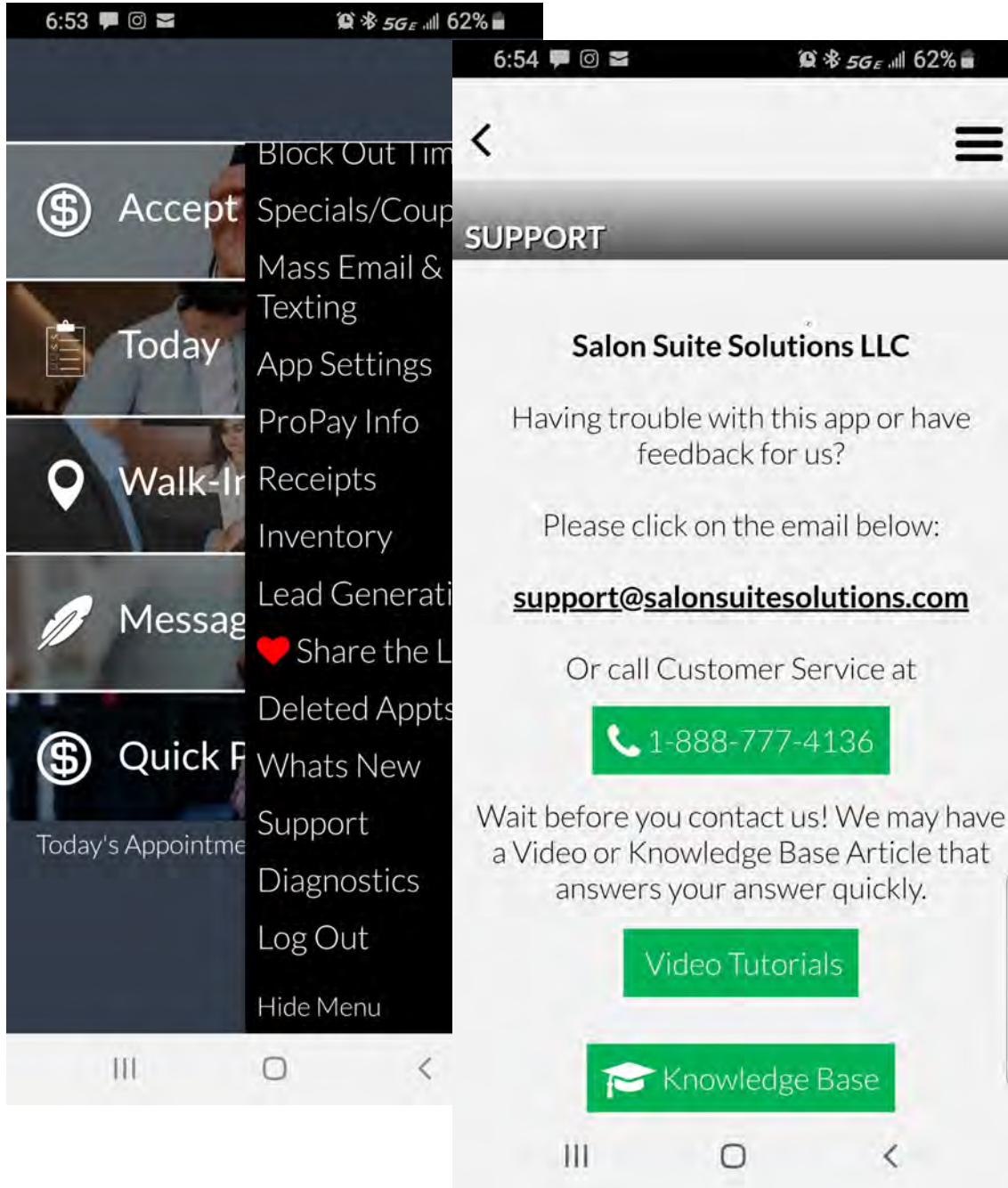


Once you've completed the set up and services, you are ready for prime time!

The Booking App Interface is already on our website, however, we only have one beauty professional using it for lead generation, so far! People coming to our website will click on the "Book An Appointment" button (see below) to find our stylists and other beauty pros who offer services they seek and who have their availability listed. New customers can then request an appointment with you directly and you'll receive notification of their request so you can respond.



SALON STUDIOS BOOKING APP | SUPPORT



- The App provider has set up a Support Process for any questions or concerns. This support information can be requested through "Help" or Support in the main menu of the App.
- Please reach out to them directly if the issue is technical, you wish to add categories, you wish to upload your clients but need help, etc.
- Note, there are video tutorials on the app, look to find one that may address your issue.
- For set up assistance, please reach out to myself or Carmen.

Thank you, we are thrilled you've taken this step towards generating new customers through the app. The best invested marketing money, ever!

SALON  STUDIOS[®]
beauty mall

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