

Salon Recruiting Masterclass

Salon Recruiting

AVEDA OWNERS SERIES
RECRUITMENT TOOLKIT



SALON GROWTH

OLD VS NEW

Sustainable salon growth requires:

- an "always on" recruiting strategy
- a clear growth goal defined by the growth goal in service revenue dollars
- a focus divided between recruiting new team & growing the current team

THE OLD WAY



COACH
EXISTING
TEAM
until

get too busy



someone quits



HUSTLE
TO
HIRE

THE NEW WAY



DEFINE A
GROWTH
GOAL
and then

recruit new team



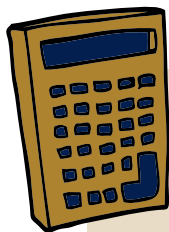
coach existing team



PLAN
TO
HIRE

SALON GROWTH

Discover how many hires you need to reach your growth goal.



THE AVERAGE 1 YEAR STYLIST = \$50K-\$75K IN ANNUAL SERVICE REVENUE

÷

=

YOUR ANNUAL SALES
DOLLAR GOAL

ANNUAL
SERVICE REVENUE OF
A 1 YEAR STYLIST

OF SERVICE PROVIDER
HIRES NEEDED

BRAINSTORM

What other roles are you hiring for in your salon right now?

ROLE TITLE	ANNUAL PAYROLL COST
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Sustainable growth means you must understand your cost to hire.



2023 beauty workforce

PRIORITIES



GROWTH

#1 reason a stylist picks a salon is their belief in the growth opportunity they have there.

TEAM

#2 reason a stylist picks a salon is their belief that they will really like the team they will work with.

FLEXIBILITY

#3 reason a stylist picks a salon is the flexibility they will have in their schedule.

EDUCATION

#4 reason a stylist picks a salon is the value they perceive comes with the training program offered.

LEADERSHIP

#5 reason a stylist picks a salon is the confidence in the leadership's ability to help them grow.

NOTES





SALON SOCIAL AUDIT

RECRUITMENT STRENGTH

DIRECTIONS: Take 5-10 minutes to explore your salon's Instagram account. Give yourself a rating of 1-5 stars depending on how much information you can find about each talent priority area.

1= no information shared- 5 means a lot of information shared. Make notes of anything that stands out about strengths or opportunities.

GROWTH



TEAM



FLEXIBILITY



EDUCATION



LEADERSHIP



notes

[illegible]

STORY ELEMENTS

READ THE PROMPTS BELOW AND THINK ABOUT THE STUFF WORTH
TELLING THE WORLD. WHAT DO YOU WANT TO SHOWCASE?

EARN TRUST, ENGAGE FUTURE TEAM, AND SOAR ABOVE
THE COMPETITION. WHAT IS YOUR MAGIC? ✨

SALON VALUES	
VIBE	
ACTIONS	
BRAGABLE THINGS	
TEAM VALUES	
LOCATION	



STORY

ELEMENTS

READ THE PROMPTS BELOW AND THINK ABOUT THE STUFF WORTH
TELLING THE WORLD. WHAT DO YOU WANT TO SHOWCASE?

EARN TRUST, ENGAGE FUTURE TEAM, AND SOAR ABOVE
THE COMPETITION. WHAT IS YOUR MAGIC? ✨

THE SPACE	
GROWTH	
TEAM	
FLEXIBILITY	
EDUCATION	
LEADERSHIP	



Your Brag Statement

Imagine you are talking to someone about your team and how awesome they are. What words would you use to describe them?

Ask yourself these questions to help get you thinking:

- **Why would someone want to meet my team?**

EXP: They are so fun and really welcoming. They make everyone feel good.

- **Why would they want to work with them?**

EXP: They are helpful and they are all team players.

- **Why do I love them?** *EXP: They care a lot, and I'm really proud of them.*

Take these ideas, and put them into a few sentences. This is your brag statement!

Exp: My team is fun and friendly, and they make complete strangers feel like old friends. I'm proud of how hard much they care.

Exp: My team is reliable and empowered. We can discuss anything and because we all feel respected, we figure it out.

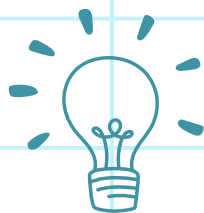
What is awesome about your team?

- **Why would someone want to meet my team?**
- **Why would they want to work with them?**
- **Why do I love them?** EXP: *They care a lot, and I'm really proud of them.*

Your Brag statement:

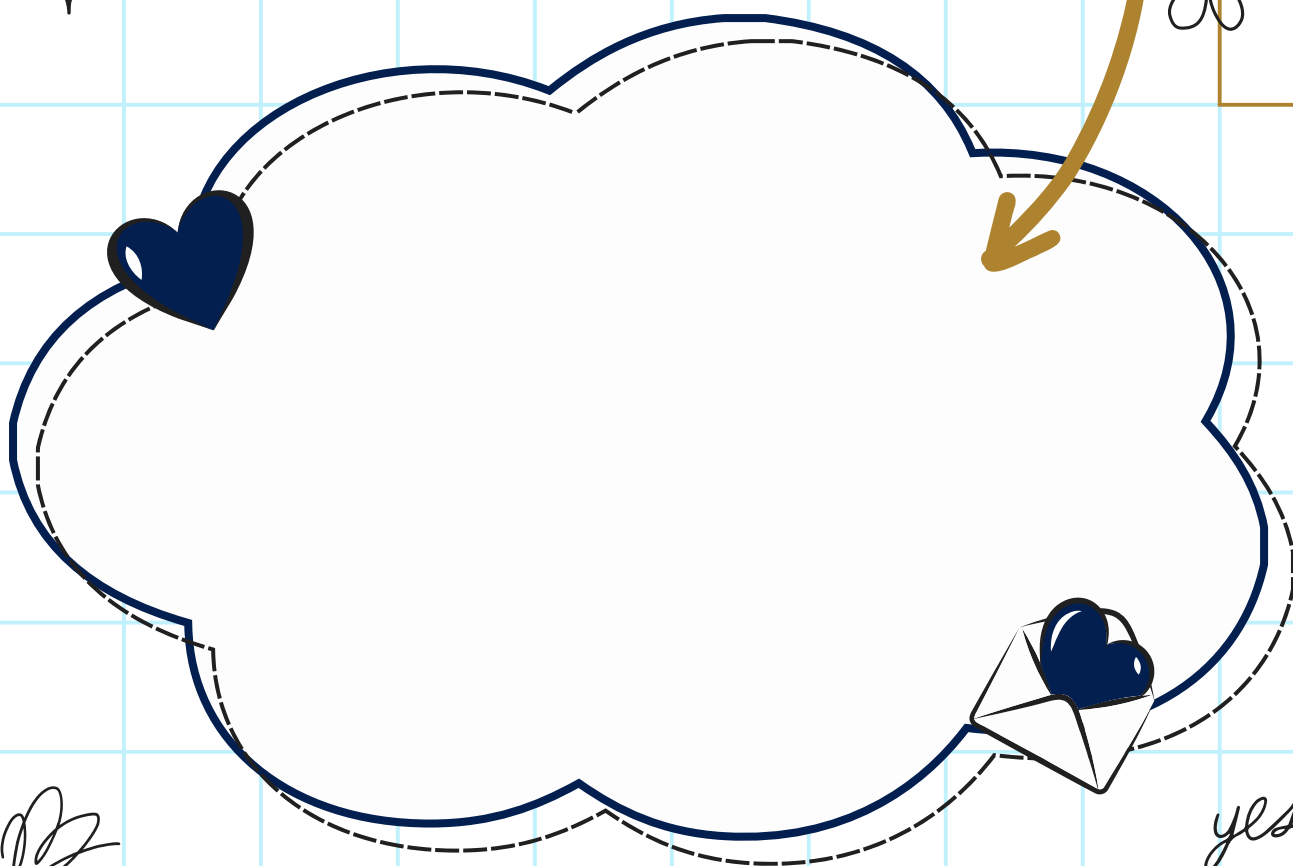
Salon Recruitment Mastermind by Talent Match

powered by Aveda



learning moment

.....
Write down your biggest learn or ah-ha.



BB

yes!

Take a picture and tag



@salonrecruiting & stef_fox

SPECIAL OFFER



Only available to Recruitment
Mastermind salon participants.

CLICK HERE



GROWTH COUPON

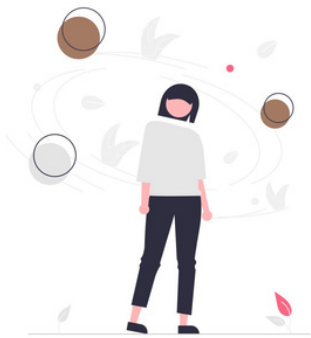
Salon Recruiting Masterclass Session 2

Salon Recruiting

AVEDA OWNERS SERIES
RECRUITMENT TOOLKIT



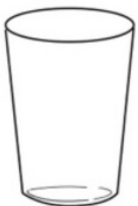
Reels Brainstorm



Remember:
Consistency is
key.

TODAY

IN 100 DAYS



1

Reel Topic Area:(exp: growth, flexibility, etc)

2

Main Idea Notes: what do you want people to know after watching it?

3

Photo or Video ideas: list image and video ideas



4

Written Content: list key statements to share



5

Music ideas: what song would fit the reel?

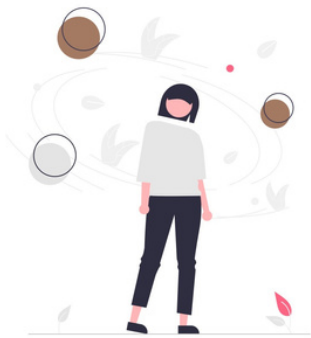
Top 5 Priority areas
for salon talent
attraction.

1. Growth Potential
2. The team
3. Flexibility
4. Education
5. Leadership

6

What else? Add to your brainstorm

Reels Brainstorm



Remember:
Consistency is
key.

TODAY

IN 100 DAYS



Top 5 Priority areas
for salon talent
attraction.

1. Growth Potential
2. The team
3. Flexibility
4. Education
5. Leadership

1

Reel Topic Area:(exp: growth, flexibility, etc)

2

Main Idea Notes: what do you want people to know after watching it?

3

Photo or Video ideas: list image and video ideas



4

Written Content: list key statements to share



5

Music ideas: what song would fit the reel?

6

What else? Add to your brainstorm

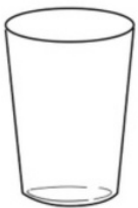
Reels Brainstorm



Remember:
Consistency is
key.

TODAY

IN 100 DAYS



Top 5 Priority areas
for salon talent
attraction.

1. Growth Potential
2. The team
3. Flexibility
4. Education
5. Leadership

1

Reel Topic Area:(exp: growth, flexibility, etc)

2

Main Idea Notes: what do you want people to know after watching it?

3

Photo or Video ideas: list image and video ideas



4

Written Content: list key statements to share



5

Music ideas: what song would fit the reel?

6

What else? Add to your brainstorm



SALON SCHOOL CONTENT AUDIT

RECRUITMENT STRENGTH

DIRECTIONS: Review any tools you use during school presentations or career fairs. EXP: This would include any power points, handouts, or leave-behinds. Give yourself a rating of 1-5 stars depending on how much information you can find about each talent priority area. 1= no information shared- 5 means a lot of information shared. Make notes of anything that stands out about strengths or opportunities.

GROWTH



TEAM



FLEXIBILITY



EDUCATION



LEADERSHIP



notes

SCHOOLS *instructors*

DIRECTIONS: REVIEW THE IDEAS & CREATE YOUR OWN LIST BELOW

CONNECT

- INSTRUCTOR VIDEO MEET & GREET
- INSTRUCTOR SALON TOUR
- INSTRUCTOR INVITE TO EDUCATION
- SEND IN LUNCH WITH A NOTE
- TAKE IN COFFEE
- INFORMAL STOP BY

CONNECT

SHARE

- ONE PAGE OVERVIEW
- INSTAGRAM REEL TAGGING SCHOOL STAFF
- WEBSITE BACKLINK
- POWERPOINT PRESENTATION
- SHORT VIDEO

SHARE

SCHOOLS *instructors*

DIRECTIONS: REVIEW THE IDEAS & CREATE YOUR OWN LIST BELOW

FOLLOW UP

- INSTAGRAM DM
- SCHEDULE A FUTURE SCHOOL VISIT
- INVITATION TO VISIT THE SALON
- TAG THEM IN HIRING POSTS

FOLLOW UP

scribble pad

WHAT OTHER IDEAS DO YOU HAVE? LIST OR DRAW THEM BELOW.

SCHOOLS *students*

DIRECTIONS: REVIEW THE IDEAS & CREATE YOUR OWN LIST BELOW

CONNECT

- CLINIC FLOOR SHADOWING
- STUDENT 1X 1
- SEND IN LUNCH WITH A NOTE
- TAKE IN COFFEE
- INFORMAL STOP BY
- CAREER FAIR
- PRIVATE SALON CLASS AT THE SCHOOL

CONNECT

SHARE

- ONE-PAGE PDF OVERVIEW OF THE SALON
- INSTAGRAM PAGE
- WEBSITE TEAM PAGE
- POWERPOINT PRESENTATION
- TECHNICAL DEMO'S
- CAREER BUILDING TIPS

SHARE

SCHOOLS *students*

DIRECTIONS: REVIEW THE IDEAS & CREATE YOUR OWN LIST BELOW

FOLLOW UP

- INSTAGRAM DM
- SCHEDULE A FUTURE VISIT TO THE SALON
- INVITATION TO ATTEND SALON EDUCATION
- TAG THEM IN HIRING POSTS
- ADD TO A STAFFING EMAIL CAMPAIGN

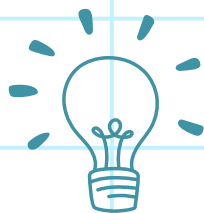
FOLLOW UP

scribble pad

WHAT OTHER IDEAS DO YOU HAVE? LIST OR DRAW THEM BELOW.

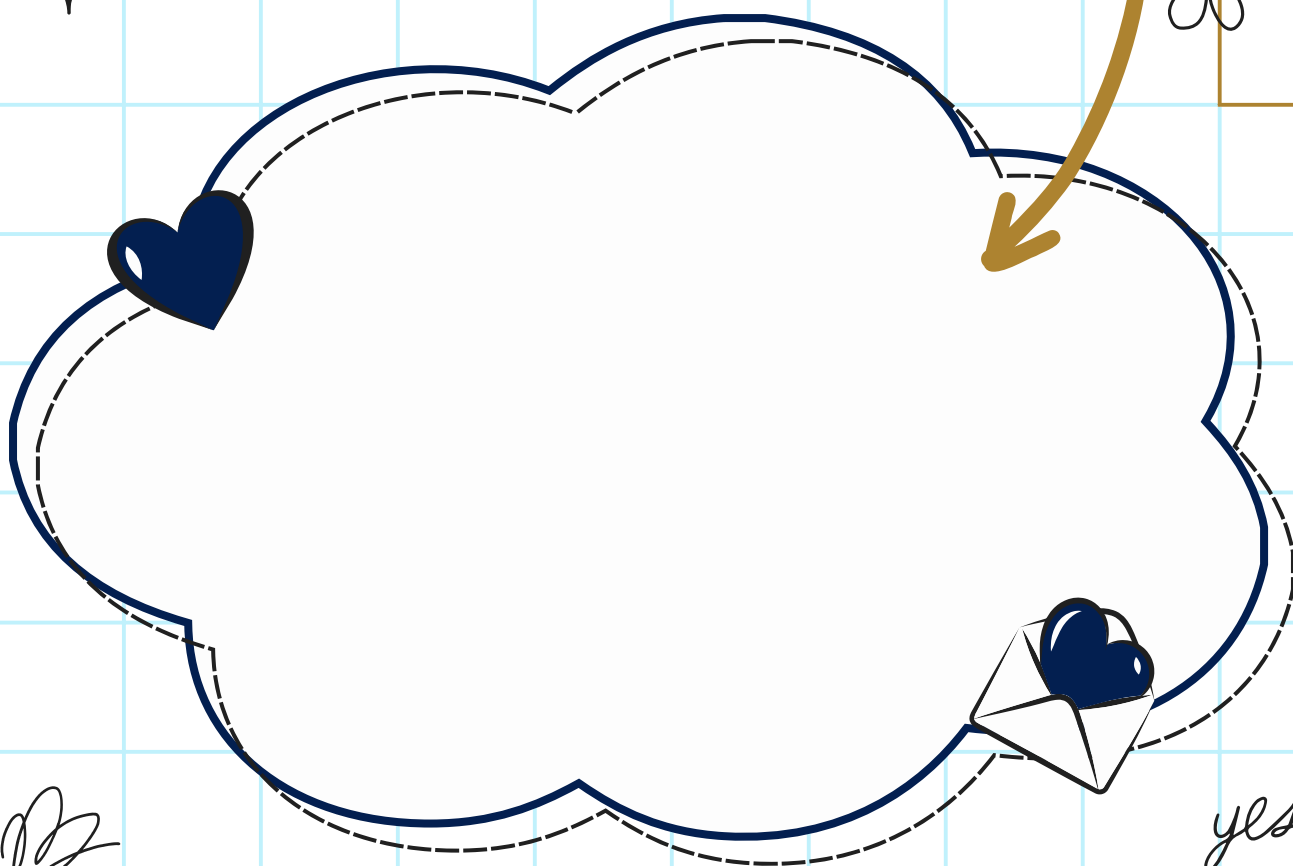
Salon Recruitment Mastermind by Talent Match

powered by Aveda



learning moment

.....
Write down your biggest learn or ah-ha.



BB

yes!

Take a picture and tag



@salonrecruiting & stef_fox

Salon Recruiting Masterclass Session 3

Salon Recruiting

AVEDA OWNERS SERIES
RECRUITMENT TOOLKIT





SALON WEBSITE AUDIT

RECRUITMENT STRENGTH



DIRECTIONS: Take 5-10 minutes to explore your salon's website. Look at your home page, team pages, and career pages. Give yourself a rating of 1-5 stars depending on how much information you can find about each talent priority area. 1= no information shared- 5 means a lot of information shared. Make notes of anything that stands out about strengths or opportunities.

GROWTH



TEAM



FLEXIBILITY



EDUCATION



LEADERSHIP



notes

Salon Recruitment Masterclass Action Log

<input checked="" type="checkbox"/>	ACTION	WHO	DUE DATE
<input type="checkbox"/>	CREATE A BRAG STATEMENT		
<input type="checkbox"/>	CREATE A REEL		
<input type="checkbox"/>	POST A REEL + TAG @SALONRECRUITING & STEF_FOX		
<input type="checkbox"/>	SIGN UP TO GET A SPECIAL OFFER FROM TALENT MATCH		
<input type="checkbox"/>	WRITE DOWN YOUR LEARNING MOMENTS & TAG @SALONRECRUITING & STEF_FOX		
<input type="checkbox"/>	WEBSITE AUDIT		
<input type="checkbox"/>	CREATE AN ACTION PLAN		
<input type="checkbox"/>	DEFINE ACCOUNTABILITIES		
<input type="checkbox"/>	MAKE A TEAM COMMITMENT TO CONSISTENCY		

NOTES

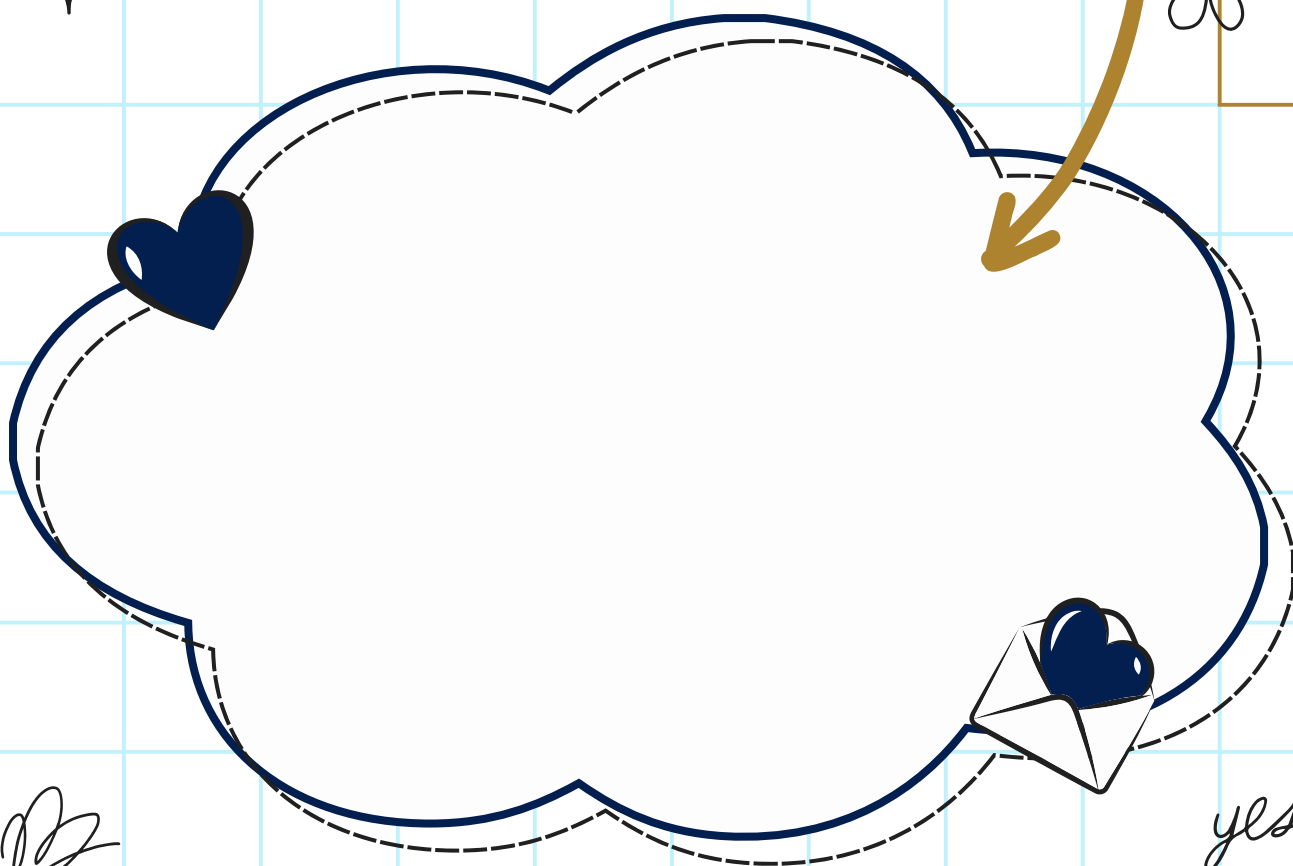
Salon Recruitment Mastermind by Talent Match

powered by Aveda



learning moment

.....
Write down your biggest learn or ah-ha.



BB

yes!

Take a picture and tag



@salonrecruiting & stef_fox