


# darren fowler

## Business Forum



@darrenfowlerhair

fowlerhairacademy.com



What is the one thing that is  
most difficult in your  
business at the moment?



# What's our purpose here ?

Survive or thrive?

PMA positive mental attitude

# What will we covering over the next 3 weeks ?

- Clear vision on the business for the team and you, what are your financials driving right now ?
- Truly know where your new business USP or positioning is and why?
- Know your brand story and what makes you different / your elevator pitch!
- Have a community to share and bounce ideas off of
- Safety and your client journey
- Create Client loyalty create community
- Know the strengths of your business
- Stronger team values, learn how to motivate them and have them take ownership of their roles
- More peaceful leadership
- Work on your business not in it
- what do your 'new" clients want?
- What qualities do your team need to serve your business?
- How do you attract the right people to your business?
- Marketing and promotion in this new era
- Reenergise your creative business



# R.P.M.

**Result/Ultimate Vision- Specific and measurable.**  
**Purpose -The why, this gives you the reason to do it.**  
**MAP-Massive Action Plan, your could dos/actions.**

Activity doesn't mean accomplishment.

# Salon Support Business Forum.

stop - refocus - plan - act

day1

financial forecasting

USP and branding

Ask good questions and get good answers

Planning and development



# Have you ever felt stuck?

Lost belief in yourself or skill set?

Simply not had the drive or knowhow to get  
where you want?

Maybe you achieved what you set out to achieve or circumstance  
has taken you on another path you weren't ready for... then what ?

# What are we facing in business today?

Post “lockdown” business - up to 40% business decrease

Brexit the economy and uncertainty

“ Death of the high street”

Increase in minimum wage in April and Taxation to self employed businesses and contractors.

Increase in fixed costs , Team loyalty, Mental health issues, social media..

And the list goes on..





# Uncertainty or Adventure?

Exciting times ahead?

New starts and new beginnings ?

Let's get excited !!!!!!!



# Good Financials = A Great Business!

Know your breakeven

How often do you get your P&L, and how detailed is it?

What stats do you monitor, and how often?

Have a clear business forecast and initiative?



# What are your statistics?

Income per client.....	43.58
Weekly guests per stylist.....	24
Care factor.....	8.1
Rebooking.....	46
Retail.....	5.2
New Clients.. ..	14
Frequency of visit.....	11.2

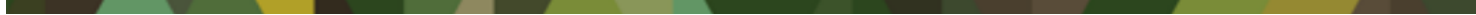
# Stylist Forecast



## Stylist Income Forecast

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Enter each	Enter	Enter	Enter	C X D	E X 4 Weeks	Enter	F ÷ 100 X G	Greater of B or H	See Companion	I + J	K ÷ F X 100	K ÷ Total F X 100

	STYLIST NAME	GUARANTEED MINIMUM WAGE	Avg. BILL	GUESTS per Week	SALES per week	SALES per PERIOD	COMMISSION VALUE %	COMMISSION VALUE £	GUARANTEED OR COMMISSION	NIC	TOTAL COST TO SALON	% of PERSONAL INCOME	& of TOTAL SALON INCOME
		Per 4 Weeks											
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31	Totals												



# Salon Forecast



## Salon Income Forecast

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Enter each	Enter	Enter	Enter	C X D	E X 4 Weeks	Enter	$F \div 100 \times G$	Greater of B or H	See Companion	I + J	$K \div F \times 100$	$K \div \text{Total F} \times 100$

	SALON NAME	WAGES	Avg. BILL	GUESTS per Week	SALES per week	SALES per PERIOD	COMMISSION VALUE %	COMMISSION VALUE £	GUARANTEED OR COMMISSION	NIC	TOTAL COST TO SALON	% of PERSONAL INCOME	% of TOTAL SALON INCOME
		Per 4 Weeks											
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	Totals												



# Breakeven

Weekly Takings	A	£6166.40		
Weekly Takings excluding VAT	B	£5248.00		
Average Number of Guests per Week	C	£164.00		
<b>Average Bill net of VAT ( B ÷ C )</b>	<b>D</b>	<b>£32.00</b>		

Wage cost per Week	E	£2886.00		
Laundry cost per Week	F	£105.00		
Professional cost per Week	G	£525.00		
<b>Total Direct Cost ( E + F + G )</b>	<b>H</b>	<b>£3516.00</b>		

<b>% Direct Cost of Takings ( (H ÷ B) x 100 )</b>	<b>I</b>	<b>67%</b>		
<b>£ Direct Cost of Average Bill ( D x I )</b>	<b>J</b>	<b>£21.44</b>		
<b>Gross Profit per Guest ( D - J )</b>	<b>K</b>	<b>£10.56</b>		

Rent and Rates	L	£450.00		
Gas, Electricity and Water	M	£150.00		
Equipment and Depreciation	N	£90.00		
Maintenance	O	£40.00		
Repairs and Cleaning	P	£50.00		
General Salon Expenses	Q	£40.00		
Insurance	R	£55.00		
Interest on Loan, Bank Charges	S	£60.00		
Other	T	£40.00		
Accounts and Audit Fees	U	£40.00		
Telephone and Postage	V	£30.00		
Professional Fees	W	£45.00		
Office Supplies / Printing	X	£30.00		
Motor Expenses and Depreciation	Y	£205.00		
Publicity and Advertising	Z	£40.00		
Education	AA	£50.00		
<b>Total Fixed Costs</b>	<b>BB</b>	<b>£1425.00</b>		

<b>Number of Guests to Breakeven ( BB ÷ K )</b>	<b>CC</b>	<b>£134.00</b>		
<b>Average No of Guests Served (Box C)</b>	<b>DD</b>	<b>£164.00</b>		
<b>Net Profit ( (Box DD - Box CC) x Box K )</b>	<b>EE</b>	<b>£316.80</b>		

# Profit & Loss

[Company Name]

## Profit and Loss Report

Address: fowler35, 35 Windmill Street, W11 2JS, London

Date Created:	Date Issued:			
11 Jan, 2020	11 Jan, 2020			

### Profit and Loss Report

Revenue	Year 1	Year 2	Year 3
Sales	\$78,000.00	\$78,000.00	\$78,000.00
Less: Sales Return	\$3,000.00	\$3,000.00	\$3,000.00
Less: Discounts and Allowances	\$1,000.00	\$1,000.00	\$1,000.00
<b>Net Sales</b>	<b>\$74,000.00</b>	<b>\$74,000.00</b>	<b>\$74,000.00</b>
<b>Cost of Goods Sold</b>			
Materials	\$8,000.00	\$8,000.00	\$8,000.00
Labor	\$9,000.00	\$9,000.00	\$9,000.00
Overhead	\$2,000.00	\$2,000.00	\$2,000.00
<b>Total Cost of Goods Sold</b>	<b>\$19,000.00</b>	<b>\$19,000.00</b>	<b>\$19,000.00</b>
<b>Gross Profit</b>	<b>\$55,000.00</b>	<b>\$55,000.00</b>	<b>\$55,000.00</b>
<b>Operating Expenses</b>			
Wages	\$10,000.00	\$10,000.00	\$10,000.00
Advertising	\$500.00	\$500.00	\$500.00
Repairs & Maintenance	\$100.00	\$100.00	\$100.00
Travel	\$50.00	\$50.00	\$50.00
Rent/Lease	\$5,000.00	\$5,000.00	\$5,000.00
Delivery/Freight Expense	\$1,000.00	\$1,000.00	\$1,000.00
Utilities/Telephone Expenses	\$1,000.00	\$1,000.00	\$1,000.00
Insurance	\$500.00	\$500.00	\$500.00
Mileage	\$1,500.00	\$1,500.00	\$1,500.00
Office Supplies	\$1,000.00	\$1,000.00	\$1,000.00
Depreciation	\$8,000.00	\$8,000.00	\$8,000.00
Interest	\$2,000.00	\$2,000.00	\$2,000.00
Other Expenses	\$100.00	\$100.00	\$100.00
<b>Total Operating Expenses</b>	<b>\$30,750.00</b>	<b>\$30,750.00</b>	<b>\$30,750.00</b>
<b>Operating Profit (Loss)</b>	<b>\$24,250.00</b>	<b>\$24,250.00</b>	<b>\$24,250.00</b>
<i>Add: Other Income</i>			
Interest Income	\$2,000.00	\$2,000.00	\$2,000.00
Other Income	\$1,000.00	\$1,000.00	\$1,000.00
<b>Profit (Loss) Before Taxes</b>	<b>\$27,250.00</b>	<b>\$27,250.00</b>	<b>\$27,250.00</b>
Less: Tax Expense	\$4,000.00	\$4,000.00	\$4,000.00
<b>Net Profit (Loss)</b>	<b>\$23,250.00</b>	<b>\$23,250.00</b>	<b>\$23,250.00</b>

# What are your statistics?

Breakeven ( all figures are excluding VAT)

2019/20. Average bill 100 pounds

2019/20 no of guest visits 7000

Breakeven is 10,000 per week

$10,000 / 100 \text{ pounds} = 100 \text{ guests per week}$

Yearly breakeven  $520,000 / 100 = 5200$

(Break even guests)  $5200 - \text{Last year } 6000 = +800$

Last year we took 600,000 pa

last year profit 80,000 +

THIS YEAR WE NEED TO MAKE OUR BREAKEVEN IN 36 WEEKS INSTEAD OF 52

$520,000 / 36 \text{ WEEKS} = 14,444.44$

$14,444.44 / 100 \text{ AVERAGE BILL} = 144.4 \text{ CLIENTS PER WEEK}$   
AN INCREASE OF 44.4 CLIENT VISITS PER WEEK

4,440 POUNDS EXTRA PER WEEK





# What scenarios can we think of to make the numbers work?

Fixed and Variable costs, control the controllable?

New team members, promotion or new employees?

More clients?

## Personal Goals

What are the 3 things you want? If you had them right now, you'd be achieving your dreams. In fact, if you have them nothing else is important as already achieved. Put emotion behind these and realise and write down the part behind not achieving them!

1

2

3



# Creating a culture

Why is it important? Where do we start? Who is your business?





# What makes you so special?

What's unique about you ?

What's unique about your business?

## What is unique about you? Know it, sell it, own it!

Now it's time for your business unique selling points.

Write down 5 things in 5 minutes, that you think sets you apart. Why do people come to your business? Be honest and true - Write from the heart!

### Your Personal Unique Selling Points

1

2

3

4

5



# Safety is the new luxury!

Make a client feel safe and they will spend longer with you

Make their trip easy from start to finish and they will spread the word

# Darren Fowler



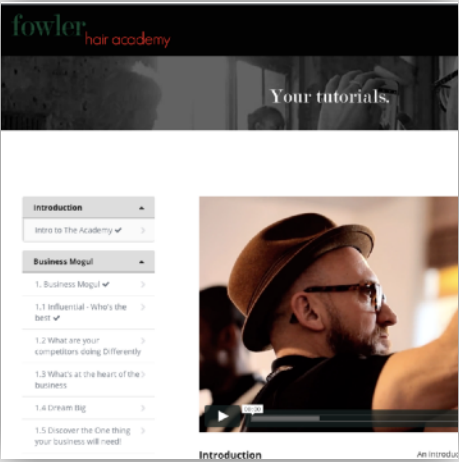
Darren Fowler - International Educator for L'Oréal Professionnel & Kérastase

fowler35



Fowler35 Hair Salon - Home to the fowler35 team and tribe35

fowler hair academy



Fowler Hair Academy - Online education for professional hairdressers



# fowler.35

- Voted Best UK Salon 2020 by Woman & Home Magazine
- Voted London Salon of The year by Hair Magazine Hair Awards
- Voted Best Male Grooming Specialists (Darren Fowler) by Creative Head Magazine
- Finalist Salon Business awards 2020 in two categories: Salon Team & Customer service salon
- Finalist British Hairdressing business awards 2020 in two categories: Salon of the year & Salon team of the year
- L'Oréal colour trophy winner
- Fowler Hair Academy
- Session stylist lead-London, Paris, Milan
- Celebrity styling - BAFTAS, Oscars, Emmys, MTV Awards
- Character creation for Film, TV, Advertising
- Global ambassador L'Oréal, Kérastase, Shu Uemura



@fowler35ldn



# Creating Characters

from your business to your client and team





# darren fowler



@darrenfowlerhair



# What's your story?

“A Manifesto is your story, the one that makes you unique and gives you a true direction for your business. It's your elevator pitch!”

# Brand Manifesto

“There’s no greater feeling than making someone feel wonderful in a safe and comfortable environment.

How we look plays a big part in how we feel, which is why we believe great hair matters. We are here to transform beauty inside and out by developing a natural understanding. It creates something bespoke and that anything is possible attitude.

My hair looks amazing - and so do I!  
It’s a huge privilege to empower and befriend our clients, which is why we continue furthering our artistry, staying ahead of the latest trends and are always looking for new ways to innovate.”





# 5 Year Business or Career Plan

What is your 5 year vision plan ?

How would achieving it make you feel?



Educator

Artistic Director

Business Director

Senior Stylist

Manager

Editorial Stylist

Hair Designer

Red Carpet

What will you need  
to master?

Coach

Influencer

Salon Owner

Brand Ambassador

Number cruncher

Franchisee

Stage Artist

Head Colourist

Colour Degree Specialist

# fowler hair academy

My purpose - to build a platform to coach and mentor forward thinking individuals all over the world !

- Building A Brand
- Become A Team Of Successful Stylists
- Knowing A Visionary Business
- Become A Master In Hair Design
- Increasing Income

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## 7. What is unique about you? Know it, sell it, own it!

Now it's time for your business unique selling points.

Write down 5 things in 5 minutes, that you think sets you apart. Why do people come to your business? Be honest and true - Write from the heart!

**Your Personal Unique Selling Points**

1

2

3

4

5

## 5. Discover The One Thing Your Business Will Need

What is your purpose? What is your ultimate goal? What is your driver? Make sure this excites you and inspires you above anything else!

**Your Purpose**

What is your business unique selling point? What is it that sets your business apart? What is it that is going to make you achieve your purpose?

**Your Business | Unique Selling Point**



*Who is the most important  
person in your team ?*



# What will knowing your purpose bring?

- Create a clear, strong successful brand
- Have Vision and direction - know what's important to you in life
  - Create a community - Improve the lives of your clients, team, your family and friends.
  - Earn more money - Live the life you deserve!

## Create your brands blueprint

Look at the Fowler35 beliefs and values and compare them to yours.

### fowler35 Belief

Bespoke styling that transforms beauty from the inside out, to not only give our clients beautiful hair, but empower them with an 'anything is possible' attitude. Because great hair matters.

### fowler35 Values

**The GB Cut** British hairdressers are masters in cutting design and this is something we're dedicated to continuing. Because we believe that a great cut lies at the heart of every great style.

**Global Trends** We're one step ahead of creative trends, influenced by the world's Fashion Weeks. We love to share our knowledge with clients by always offering something new, exciting and personal to them.

**Democratic Discipline** We believe that great hair should last longer than just a couple of hours after the salon. Which is why we take time to show clients how to recreate their new look - every time. This is our Democratic Discipline.

**Personal Results** Understanding our clients' individual needs is key to unlocking beautiful bespoke hair to suit their lifestyle, their personality and their style - to make them look and feel great. We help them discover, unlock and create their very own character - that can change like the seasons.

**Informally Intimate** We believe that every style consultation should be a wonderful moment, in a comfortable and friendly environment. It's a chance for our clients to have some well-deserved 'me time'. This moment is treated with the reverence it deserves

**Your Belief:**

**Your Values:**



This is the next chapter



# Who are your mentors ?

And more to the point why do you need them ?



# Recruitment

Why does having a brand make it easier ?  
Identity, marketing, clarity = results





# Team

Do they fit your new business?

Are they ambassadors ?

Do they have the right attitude and skill set?




# Why do we want our team to take responsibility?

More peaceful management



# Client journey

What is yours?



What are the three things you can action  
today to make your vision a reality?

Set your Intentions and know your why

Be specific about your outcomes and measure them

Be consistent

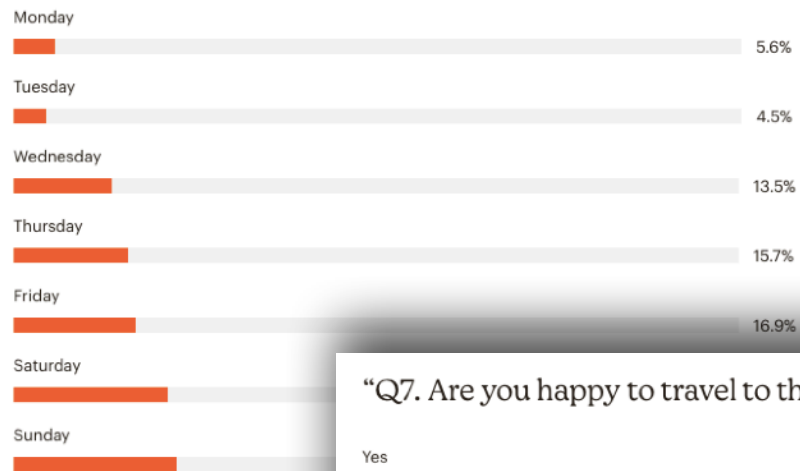


# What's your action plan going forward from today ?

Don't forget your WHY, and make sure you have a  
completion date.

# What are your clients saying about you?

“Q1. What is the best day for you to visit the salon? FYI, we are now open on Sundays and, while congestion and emission charges may apply, you can park outside the salon for free.”



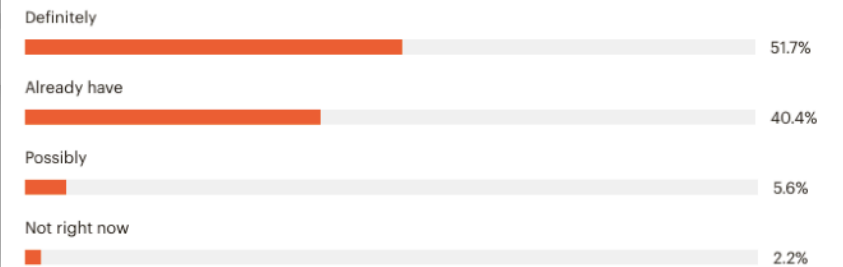
“Q2. What would be the best time for you to visit?”



“Q7. Are you happy to travel to the salon at the moment?”



“Q6. Would you recommend us to your friends and family?”



# Find the right coaches and education ...

## Fowler Fundamentals

- Earn more money working more efficiently
- Become more marketable as a salon stylist or freelancer
- supercharge your skills to exceed client expectations
- Gain skill in cutting and colour techniques
- Become a pro in personal branding
- Create characters for fashion, tv and film
- Create characters in your salon chair
- Conquer your fears of creative hair design
- Learn how to collaborate on a photo shoot
- How to get started in the industry
- How to grow a celebrity clientele

## Business Coaching

Bespoke coaching depending on your business needs!

- Business Intelligence
- Start a profitable salon/business
- Learn how to generate more money from your salon business
- Learn how to hire and create purpose for your team
- Learn about profit and loss
- Learn how define your USP(s)

# Homework

Plan Ahead

Client Survey - Survey Monkey | Mail Chimp

Break Even

Up-to-date P&L

Stylist Forecast

Salon Forecast

Brand Identity

You Can download the following documents Here:

[FowlerHairacademy.com/businessforum](https://www.fowlerhairacademy.com/businessforum)

If you need any help or coaching with these exercises, please contact [sebastian@fowler35.com](mailto:sebastian@fowler35.com)



# Next time

What are your key business initiatives for this year?

Setting out your marketing and social media marketing plan... Attract new team members, clients and set the tone of the business.

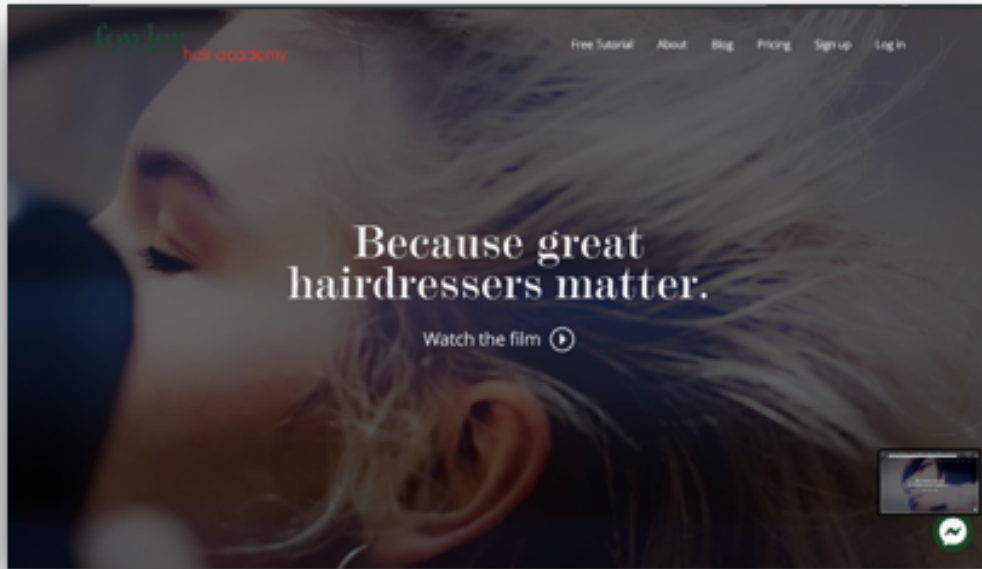
Look at your financials, have your business plan in order and increase profit = good cash flow

Who are your new your client characters and how do we service them?

who are the experts that can help you thrive?

Techniques for team responsibility

# Thank you!



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**Kerastase Business  
1H Private Coaching  
Session  
NOW £100**

SAVE £50 - Available at [fowlerhairacademy.com](http://fowlerhairacademy.com)

OR

Get 1 years membership for only £100 - Save  
an incredible £395 - Contact  
[sebastian@fowler5.com](mailto:sebastian@fowler5.com)



# Team

What are their drivers?

How do we get them to take responsibility?

How can we motivate them?

Answer = Ask them!