



15 WAYS TO GET

*New
Clients*

(without social media!)

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without social media!

01

Refer-a-Friend Schemes

If you've got a few loyal regulars, these schemes tend to work well. They keep coming to you because they love you & your skills, so why not offer them an incentive to refer you? You could offer a % off when they refer a new client, or give them a free treatment for referring 5 clients, for example.

02

Loyalty Schemes

These work in a similar way to referral schemes, but are based on the client coming for multiple treatments. Usually, they work by offering a free or discounted treatment when the client has 5 or more treatments. For example, have 5 manicures and get the 6th free/discounted.

03

Local Media Outlets

Local magazines and newspapers are a good way to get some free or low cost local advertising. They often do features on new businesses in the area, particularly if you have something unique to offer. Contact them directly to get the best deals, and make sure you show your business in its best light!

04

Local Businesses

If you're on or near a high street, local business marketing can work really well. You have a few options - have them display your price lists or business cards, offer them a trade discount when they come to you themselves, an incentive for referring their customers or a skill swap (they do your hair in return for nails or similar).

05

Events

Find local events such as for charity, wedding fayres, Christmas markets, or trade events where you can offer a mini version of your services for a reduced price, with incentives for booking in on the day such as a % off. Hand out plenty of business cards and pricelists, and make sure you're really selling yourself to those potential clients!

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06

Professional Brands

If you use a particular pro brand for certain treatments, why not entice your clients in by becoming an approved salon? Brands will promote your business on their website, and you can usually use their branding tools to sell your services to clients! Clients tend to also seek out professional brands and the pros that use them.

07

Host An Event

If you have a large enough space, invite your current clients to bring a friend to an event! Whether it's a treatment or product launch, an open day for them to see your new salon or just a pamper event, clients (and their friends) love the idea of getting a bonus product, treatment or even just a glass of champers!

08

Collect Reviews

If you've already done a few clients, even if they are just family and friends or models from a training course, ask them to provide you a review! Ask them to review your business on Google or Trust Pilot, then use the review to create social media posts or put them on your website as testimonials.

09

Use Online Services

Services such as Google For Business (to boost your website views), Trust Pilot (to get potential clients to trust your business) or Yell (a directory for businesses to be found) are a great way to get yourself in front of lots of potential clients! You can also use private beauty specific directory services too.

10

Gift Certificates

Not only are gift vouchers a great way to increase your revenue, particularly around big holidays such as Christmas or Valentines Day, but they are amazing if your clients buy them for someone who hasn't been to you before. Hopefully, they will use their voucher, then become a regular loyal client!

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11

Offers

I'm a firm believer that we shouldn't become offer queens - don't constantly put offers on! But, a well placed, seasonal offer is a great way to promote your other services. Once those offer clients are in, upsell them a treatment or product which compliments what they are having done!

12

Email Lists

If you have a website, you can easily create an email opt-in form, so potential and current clients can opt in to receive updates, newsletters, special offers and general marketing from you. You can set up a free email marketing page using Mailchimp or Mailer Lite and set up an email campaign.

13

Simplify your Booking System

There's no need for booking to be difficult for your clients! If you have an online booking system, clients don't have to call, text or message you to book in - they can just do it at their convenience at the touch of a button. Add a booking link to your website and social media pages. You can also take booking fees and charge for cancellations.

14

Model Services

If you've not got many clients coming through the door yet, don't panic! Offer model services for a reduced rate! You can either do family and friends to get some pictures for socials, or you can grow your profile and reputation by offering reduced rate treatments to disadvantaged or appreciated groups (e.g. NHS, care staff etc).

15

Perfect your Brand Identity

Knowing who you are and who you are targeting with your marketing will really help you to speak to the right person, who is going to be desperate for your treatments! Think about your niche, your ideal client and your personal and professional goals, focusing on what your brand and business stand for - who will want to buy from you?

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