SURVIVE & THRIVE
this silly season
A no-nonsense guide to prepare you for the holiday rush

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Maximise your time

The busy holiday period doesn’t leave salon owners with much, if any, spare time. It’s important to get organised now, so that you’re prepared for the silly season and anything else that comes your way. It’s all about managing your time as best as you can. Here’s how:
Run your business auto-magically

Online booking & payments
Set what hours you will have open for bookings, and what hours you’re going to block out. Then, open up your calendar for online bookings. Clients expect to be able to book online these days. Let them! They can do it themselves (which saves you time) while you still have full control, keeping everyone happy. It’s also worth checking that your holiday hours are listed on your Google My Business page.

Facebook & Instagram booking
Make it easier for people to book by adding the online booking button to your Facebook and Instagram accounts. It’s free and easy as pie to set up.

SMS & email reminders
No one needs no-shows. Make sure you’ve got automatic SMS appointment reminders set up. We guarantee if you start this before the busy season, you’ll keep it going all year round with the time it saves (not to mention the money). You can also set automatic SMS messages (or emails) to be sent after appointments for things like after-care instructions, rebooking reminders or special offers.
Achieving a work/life balance is important, both for your health and the health of your business. This is even more important during the silly season. Factor in that you may also have to be on top of gift shopping, family events, celebrations and other holiday arrangements as well. A bit of planning in advance means that you’ll still have your sanity in the new year!
Everyone needs a break... even you!

**Time off for your staff**
You don’t want to be dealing with staff requesting leave during the busy period. Ask them to confirm their time off now, and make it clear that they’ll have to stick with it. Note down any staff members that are looking for extra money but can’t get enough shifts. Put them on a wait list in the inevitable situation where another staff member calls in sick.

**Time off for yourself**
Remember that you’ll need time off as well. Schedule in some time for the other things in your life like spending time with family or just plain relaxing. It’s important to have boundaries. Don’t get caught in the trap of booking out every moment of your calendar with appointments. You and your business will suffer if you don’t take a break.

**Focus on the task at hand**
There’s no such thing as being a good multi-tasker. We’re constantly being pulled in a million different directions - ever heard of Rushing Woman’s Syndrome? Next time you’re trying to get something done, take a breather to focus on what you’re actually doing.

Try turning off your phone, or whatever you have to do in order to concentrate. Now get that job done before you move onto the next one. Block out time in your calendar for your tasks and set achievable goals for each day. Don’t just keep working till you burn out!
Your clients love it when they are kept in the loop of what is happening in your business. So let them know well in advance of any important info, such as when you’ll be closed. Also let them know about any extra hours that you are open and when you’re getting fully booked, so they know what to expect. A great way to do this is by sending an email out to your clients, and following up with posts on Facebook and Instagram closer to the date. You can always bring it up while you chat with them as well!
Keep in touch

Write your emails now
Thinking of sending out some special offers this festive season? Get them prepared now. That means when it’s time to send, they’ll already be scheduled to send or ready for you to push that send button. Look at what’s worked well in the past and try replicate that success. Having a daily giveaway or offer for each of the 12 days of Christmas is a fun way to draw clients in over the busy season.

Prepare your social media
Write your social media posts now, and schedule them to be posted later on. Whether you’re advertising a holiday special, or sending well wishes to your customers, if they’re organised in advance they will get done with no stress. Just don’t forget to check for comments when they do get posted!

Spread the word about gift vouchers
Gift vouchers can be the perfect pressie and are a great way to promote your business to new people. Put up some signage at the counter (and post on social media!) saying they’re available, and remind your clients when they’re visiting. It makes gift shopping easier, and they’ll love you for that.
Everyone has their strengths. Now is the perfect time to get your staff working to those strengths. You don’t want to have to shuffle people around during the busy period, so it’s best to have a plan to ensure everyone knows their responsibilities ahead of time.
Allocate & delegate

Hire an extra pair of hands
If you need an extra pair of hands for a short period of time, consider hiring a student or intern to help out. They may need the work experience, or just extra money over the holidays, and you don’t have to worry about maintaining a permanent staff member.

Allocate tasks now
Make sure that any regular tasks have an owner, and that doesn’t need to be you! If you need help with replying to messages or comments on social media, pass it on to someone in your team who has an interest in it. The same can be said for any task within your business. Don’t be afraid to delegate.

Don’t forget to have fun
Make sure the busy period is fun for yourself and your staff. Organise at least one out-of-work activity well in advance. It will give everyone something to look forward to. The mood and vibe of your staff will be evident to your customers, so make an effort to keep everyone in a good place throughout the silly season.
Remember your team will be feeling the pressure too. A few well-timed treats to thank them for all their hard work will go a long way towards keeping spirits high.

LARISSA MACLEMAN, SALON COACH
With the new year just around the corner, it’s a good time to start thinking about business goals and changes you might want to make for the new year. Make sure any strategic planning for the new year is done before you get too busy though! You can review the previous year once things are back to normal in late Jan/Feb.
Plan ahead, your future self will thank you

Apply for Afterpay

Make the silly-season easier on your clients. Timely is the first salon booking software to offer Afterpay, allowing your clients to pay for their products and services in four equal instalments every two weeks, while you get paid straight away.

Note that at the time of writing, this add-on is only available to Timely’s NZ and AU customers. You should also know that the Afterpay application process may take a few weeks, so get started now! Give your clients more options to manage their payments this silly season.

Draft new year offers

As you start planning out your holiday promo, think about what offers you’ll use in the new year. If someone takes up your offer now, they’re a great audience for your next one. Draft up your emails and don’t forget to use your social media too. When you look at running the promotion, you’ll have templates ready to go!

Plan for next year

You’ll already have an idea of what you want to achieve next year. Do you want to grow? Add other services? Further your education?

Allow yourself time to think about, research, and plan those goals and objectives now, before you get busy. That way you’ll be starting next year on the front foot, well prepared for anything it may throw at you.
Check yourself this silly season

- Set up automated SMS appointment reminders.
- Plan your opening hours & activate online booking.
- Add your online booking button to your Facebook & Instagram accounts.
- Build & schedule holiday promotion emails & social posts.
- Book your own time off.
- Hire a holiday worker if required.
- Delegate any ongoing tasks you don’t want to worry about.
- Organise staff party/activities.
- Update & start selling gift vouchers.
- Apply for Afterpay.
- Plan your activities for the upcoming year.
Timely makes it easier to run your business.

Whether you’re looking to grow your business, get back some time for yourself, or just stress less about the details, Timely can help.

We’re here whenever you’re ready.

Free Trial

NO HIDDEN FEES. NO CONTRACTS.