



MODULE ONE
VISION

LESSON ONE

LESSON ONE



LET'S
CREATE
YOUR
VISION



LET'S CREATE YOUR VISION

THIS IS YOUR STARTING POINT

It is crucial that your business model is aligned with all the little things that make up your vision, your purpose.

Every business has its own culture, and it creates an environment that you cannot fake. It will attract the right team and the right clients.

Embrace it and magnify it.

- Your customers will be attracted to your vision subconsciously.
- Your vision is your long-term goals, maybe 10-20 years.
- Your mission is mid-term, maybe 1-5 years.
- Your culture is a daily plan.

What makes someone buy an Apple phone over an Android one?

What makes someone only buy Starbucks coffee over a Costa one?

What makes someone support Manchester United even if they don't live in Manchester?

What makes someone follow a certain influencer on IG?

The answer to these questions lies in what the customer or fan or follower feels alignment with.

There are many Salon Professionals in your home town.

What makes a 1st time customer go to the big, impressive salon on the high street?

What makes a 1st time customer go to someone's home salon?

What makes a 1st time customer travel an hour to a salon?

Word of mouth? Advertising? Social media?

When you consider that there are hundreds of choices in a 20-mile radius of you, there must be something that attracts someone to your business over someone else's.

These customers feel aligned with what you show them, your prices, what you say to them, the colours and language you use.

This module will take you deeper into what is your Vision, your Mission, and your Culture

Liza Smith
Founder of The Business of Salons

CHECKLIST

MODULE ONE - LESSON ONE

INSTRUCTIONS: After you have watched the video for Lesson one, work methodically through the exercises in order.

- WATCH VIDEO OF MODULE ONE LESSON ONE
- READ THE INTRODUCTION TO THIS MODULE
- COMPLETE WORKSHEET ONE
- COMPLETE WORKSHEET TWO
- COMPLETE WORKSHEET THREE
- REVIEW YOUR ANSWERS IN EXERCISES ONE & TWO
- WRITE DOWN THE DETAILS OF 2-3 GOALS
- BLOCK THEM INTO 90 DAY PROJECTS
- DIVIDE EACH PROJECTS INTO MONTHLY TASKS
- DECIDE YOUR 3 THINGS TO DO TOMORROW

INTRODUCTION

LETS CREATE YOUR VISION

SECTION INTRODUCTION

Where are you now and where do you want to be?

Starting with a simple Business plan is better than lots of detail. Detailed plans can quickly become outdated, as 2020 showed us!

It is more productive to create a simple and concise business plan that encapsulates all the areas of your business on one page.

To make it simple I want you to concentrate on six core areas when creating your overall vision.

Your Vision and Purpose:

- Why does your business exist?
eg. for you to have financial independence, or to fulfill your creativity; security for your family or to make your clients feel amazing.
- Who do you solve problems for?
- What is the main purpose behind your business?
(More detailed answer of above).
- What is driving you?
eg. passion, financial need, serving others?
- How will your business look in 1, 3, 5 and 10 years' time?

INTRODUCTION

LETS CREATE YOUR VISION

SECTION INTRODUCTION

Your Mission and Values:

- How will you achieve your vision?
eg. expand your services, more training, take on a coach?
- What are your values and what do you and your business stand for?
eg. politics, environment, sustainability, inclusivity, value for money, customer experience, qualifications?

Your Objectives and Goals:

- What will you actually achieve through your business?
eg. financial stability, industry recognition, local recognition, respect?
- What are your targets?
eg. more money, award winning, to teach others, to build a team, to have a better work/life balance?
- What are you going to be best at?
eg. a certain service, leading a team, managing people, keeping customers happy?

Your Strategy and Operations:

- How do you plan to achieve your goals and deliver any new products and services?
- What is your strategy for executing your plans?
- Include your plans for marketing and customer service

INTRODUCTION

LETS CREATE YOUR VISION

SECTION INTRODUCTION

Your Team:

- Who are the key players in your plans?
- Include people in your support network.
- Who do you need to work with to execute your strategy?
eg. bookkeeper, social media manager, or do you have more time than money right now? So, learning the basics and keeping on track with these things yourself.

Your USP and Services:

Your unique selling point defines what sets you apart from your competition. What services are going to set you apart and will be unique to your business?

We will go into this in more detail in the next few lessons, but it is a good idea to have some thoughts about it in your vision.

Of course, there is more you can add, but we want to keep your plan concise. Cut through the noise and get to the heart of why your business exists, who your business serves and how you intend to execute your plan to serve these clients.



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #1: What is the set up of your business? eg salon, renting, home?

QUESTION #2: Who is in your team? eg colleagues, paid contractors, coach, mentors?

QUESTION #3: What type of clients do you like to work with?



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #4 Where and who with, do you live?

QUESTION #5 What is your personal wage after tax?

QUESTION #6 What hours do you work?

QUESTION #7 What does success look like to you?



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #8 What services do you offer?

QUESTION #9 What is your role in the business, list the jobs you do.

QUESTION #10 Would your business run smoothly without you there?



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #11 How many hours a week do you work with clients?

QUESTION #12 How many hours a week do you work ON the business?

QUESTION #13 Do you have a tag line or mission statement for your business?



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #14 What drives you to continue?

QUESTION #15 How much engagement does your social media get?

QUESTION #16 What is important to you regarding the industry?



WORKSHEET 1

WHERE ARE YOU NOW?

QUESTION #17 Do you pay anyone to do any work for you at work or home?
eg. bookkeeper, cleaner?

QUESTION #18 How would your best friend describe your business?

QUESTION #19 Does your business have any debt?

QUESTION #20 Does your current business impact your family in a positive or
negative way?



WORKSHEET 2

WHERE DO YOU WANT TO BE?

QUESTION #1 What is your dream business set up?

QUESTION #2 Do you want to build a team?

QUESTION #3 What does your team look like? eg. receptionist, apprentices, social media manager?



WORKSHEET 2

WHERE DO YOU WANT TO BE?

QUESTION #4 What is your dream income?

QUESTION #5 What services do you offer? Are you specialising?

QUESTION #6 What hours are you working with clients?



WORKSHEET 2

WHERE DO YOU WANT TO BE?

QUESTION #7 What is your role in the business?

QUESTION #8 Can you take time off and the business runs smoothly?

QUESTION #9 What does your social media look like? Are you running it?



WORKSHEET 2

WHERE DO YOU WANT TO BE?

QUESTION #10 Where do you live?

QUESTION #11 What car do you drive?

QUESTION #12 How many holidays do you take and where to?



WORKSHEET 2

WHERE DO YOU WANT TO BE?

QUESTION #13 Are you and the business fully booked?

QUESTION #14 Do you work elsewhere in the industry? eg. session work, teaching

Now look back at both sets of answers.

Looking at where you are now and where you want to be, you can write down your vision here.

It can be in sentences or, if you are a visual person, you can also make a vision board by printing off pictures of your vision and make a visual collage.

WORKSHEET THREE

GOAL SETTING

Let's start with looking how to set **SMART** goals.

SMART is an acronym that stands for:

Specific – General goals are just a wish. The goal must be specific so everyone involved is clear and focused on the end result.

Measurable – The outcome of the goal must be measurable, either an amount or a date.

Achievable – Many people fail with achieving goals because they are too far out of reach. Your 10 year VISION is meant to be huge, but your goals need to be set out in achievable chunks.

Realistic – This follows on from achievable, it must be realistic and not an impossible dream.

Timely – There must be a specific deadline attached to your SMART goals. It can be 7 days or a month, but 90 days works well.

WORKSHEET THREE

GOAL SETTING

The Power of Writing Down Your Goals

Writing down your goals helps create a vision in your mind of how you want your business to look in the future.

Goals will keep you focused on your vision

You can visually see the goal and understand the difference it will make in your life. When you see something you want to achieve, it creates change in how you act as you have clarity and direction.

It will provide motivation and help you to be clear on which tasks are important each day.

You will be intentional, and pro-active, rather than reactive.

Remember your vision is long term, it gives you your purpose

Your mission and values will give you guidance on how to achieve your vision.

Throughout module one we will identify your values, your ideal client, your niche and how to put together a complete strategy for listing your quarterly projects that take you closer to your long term vision.

- To finish this lesson, write down 2 or 3 goals that will take 12 months to achieve.
- Break them down into 90 days and what you need to do 1st.
- It is crucial that you work on your vision 1st, to make sure you are setting goals that are taking you in the correct direction.
- In the downloads section of the website, you will find the Your Vision and Goal Tracker
- This can be filled out as you work your way through module one.



WORKSHEET 3

GETTING CLEAR ON YOUR GOALS

GOAL ONE

A large, empty light gray rectangular box is provided for writing the first goal.

GOAL TWO

A large, empty light gray rectangular box is provided for writing the second goal.



WORKSHEET 3

GETTING CLEAR ON YOUR GOALS

QUARTER ONE

QUARTER TWO

QUARTER THREE

QUARTER FOUR



WORKSHEET 3

GETTING CLEAR ON YOUR GOALS

NUMBER ONE THING TO DO TOMORROW

NUMBER TWO THING TO DO TOMORROW

NUMBER THREE THING TO DO TOMORROW



Learning new strategies such as goal setting and putting them in a timeline is tough.

It has taken me many years to get disciplined enough to stay focused on my goals.

Breaking things down into bite sized chunks is crucial.

We will go deeper into this in future modules.

Start with your vision and some goals, break them into 90 day projects, and then decide what you need to do tomorrow.

“A goal without a timeline is just a dream”

ROBERT HERJAVEC

HAVE QUESTIONS?

**ASK IN THE FACEBOOK GROUP,
AND DON'T FORGET TO BE ON
THE LIVE Q&A**

Liza xx



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**"THE FUTURE
BELONGS TO THOSE
WHO BELIEVE IN THE
BEAUTY OF THEIR
DREAMS"**

ELEANOR ROOSEVELT