

WELCOME TO

## **Part 7**

The final part of your  
'Double Your Turnover' 14  
Day Challenge

beauty  
**DIRECTORS**  
club

# 90 Day Achievable Plan

We are now going to turn this into a 90 day achievable plan, in the simplest and most effective way I have ever found. By completing my Business Orbit, you will be able to visually see what, where and how you can improve your business with moveable targets and tasks, taking you forwards into a far more productive and planned 2021.

I am so excited that you have made it this far.

You now have done what more than 80% of salons never do... and that is to get a firm plan in place. Today is where all of your ideas are going to start to come together and all on one chart. We have given you the opportunity to print off and create your own business orbit.

## Intro to Your Business Orbit

The business orbit is something I created for salon owners 4 years ago, and it was given to everyone attending our first ever Salon Owners Business Bootcamp, and then again at our third bootcamp.

Those salon owners still use their Orbits today to plan their 90-day, 1 year and 3 year business plan. It is so simple, so visual... and it really, really works to get you focused!!

The Orbit consists of sections for each area of your business. You then have a total overview of your business as a whole. Each area has an impact on another.

The way we are going to initially use the orbit is to assess the last trading month (September) and the next 3 months ahead. You can then produce another orbit and use the 4 sections from the inner core outwards to reflect on the 4 quarters of the year for 2021, with what needs to happen in each section within that quarter to then achieve the turnover target.

Areas you will want to look at for the 90 day Business Orbit... and beyond are on the next page.

# Intro to Your Business Orbit

- 1) Firstly put all of your Double Your Turnover Salon Targets for the next 3 months, breaking it down into treatments, courses, retail and vouchers
- 2) Outside of the orbit chart are the areas you want to look at. I usually use Post-it notes but you can use pen or pencil directly onto your chart.
- 3) Start at the inner section with details of what has happened last month. Then start working outwards.
- 4) You now have free reign to chart what you need to make those figures a reality. I have added a list earlier and blow here, but you can add other things to make it most relevant to your business needs.

## **Ideas for topics to focus on are:**

Clients  
Marketing  
Team  
Strategic alliances  
Systems  
Treatments  
Products  
New Markets  
Awards

You may want to change or add others.

- 5) You now need to chart how you will achieve your goals for each month:

How many new clients do you need?  
What marketing are you going to plan?  
Will you need more or less staff to accommodate the rise in turnover?  
Will you need new equipment?  
Is there another business or organisation you need to start working with?

This is a workable chart and gives a total overview of how you need to plan and what needs to happen at each point. Have your chart displayed on a wall, so that it stays in the forefront of your mind. You may also wish to get ideas from your team too.

Watch the video through again so that you get a real feel for how you can make your Business Orbit exactly what you need to plan to Double Your Turnover

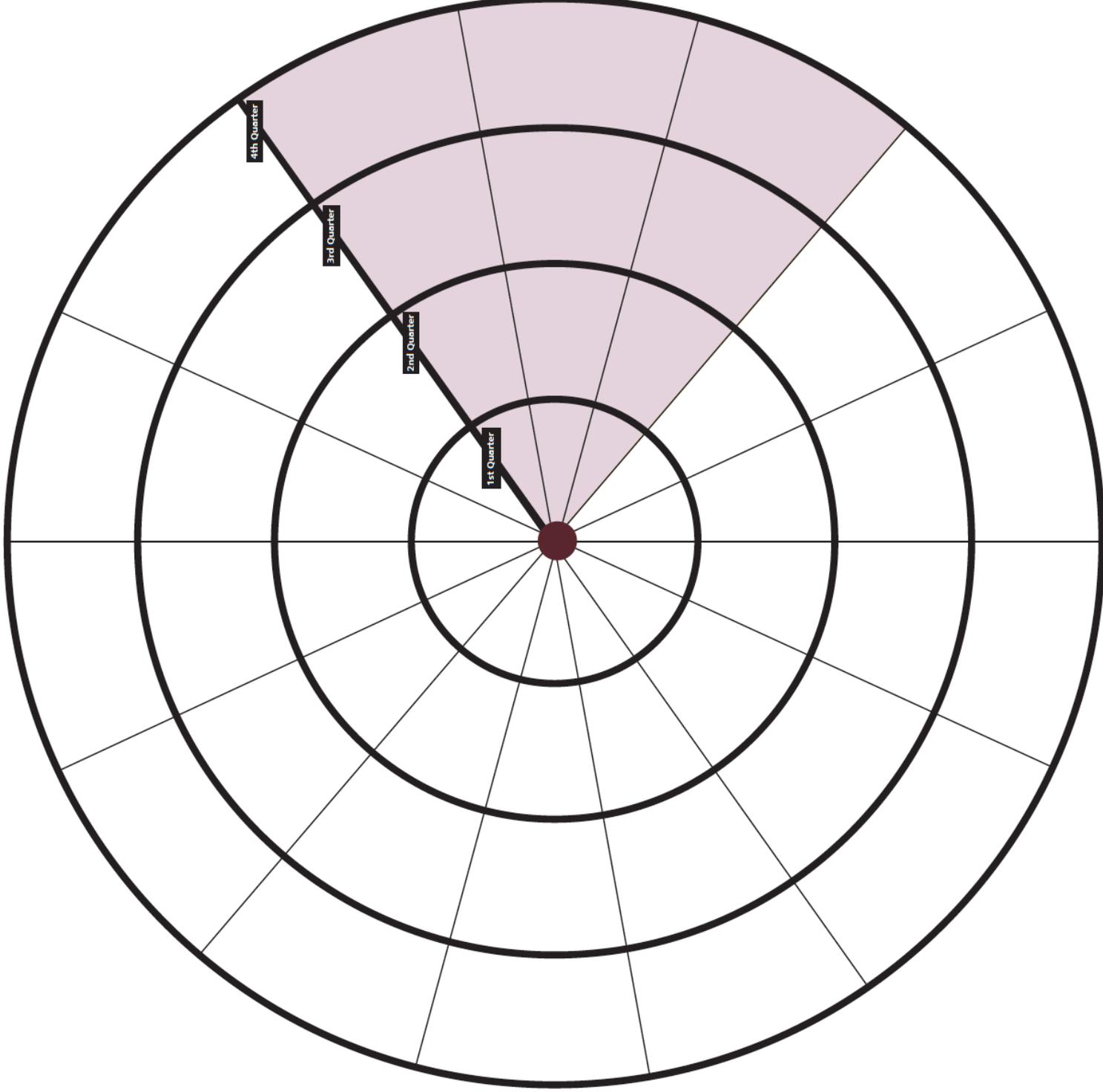
Congratulations on completing your 14 day Challenge, and to a successful next 90 days, leading into a fantastic 2021 and beyond  
Susan x

# 1 Year Business Orbit

Axes might include:-

Turnover (Total) & Profit Margin  
Treatment Sales  
Retail Sales  
Other Sales (vouchers, etc.)

- Clients
- Marketing
- Team
- Strategic Alliances
- Systems
- Treatments
- Products
- New Markets
- Awards



# 1 Year Business Orbit

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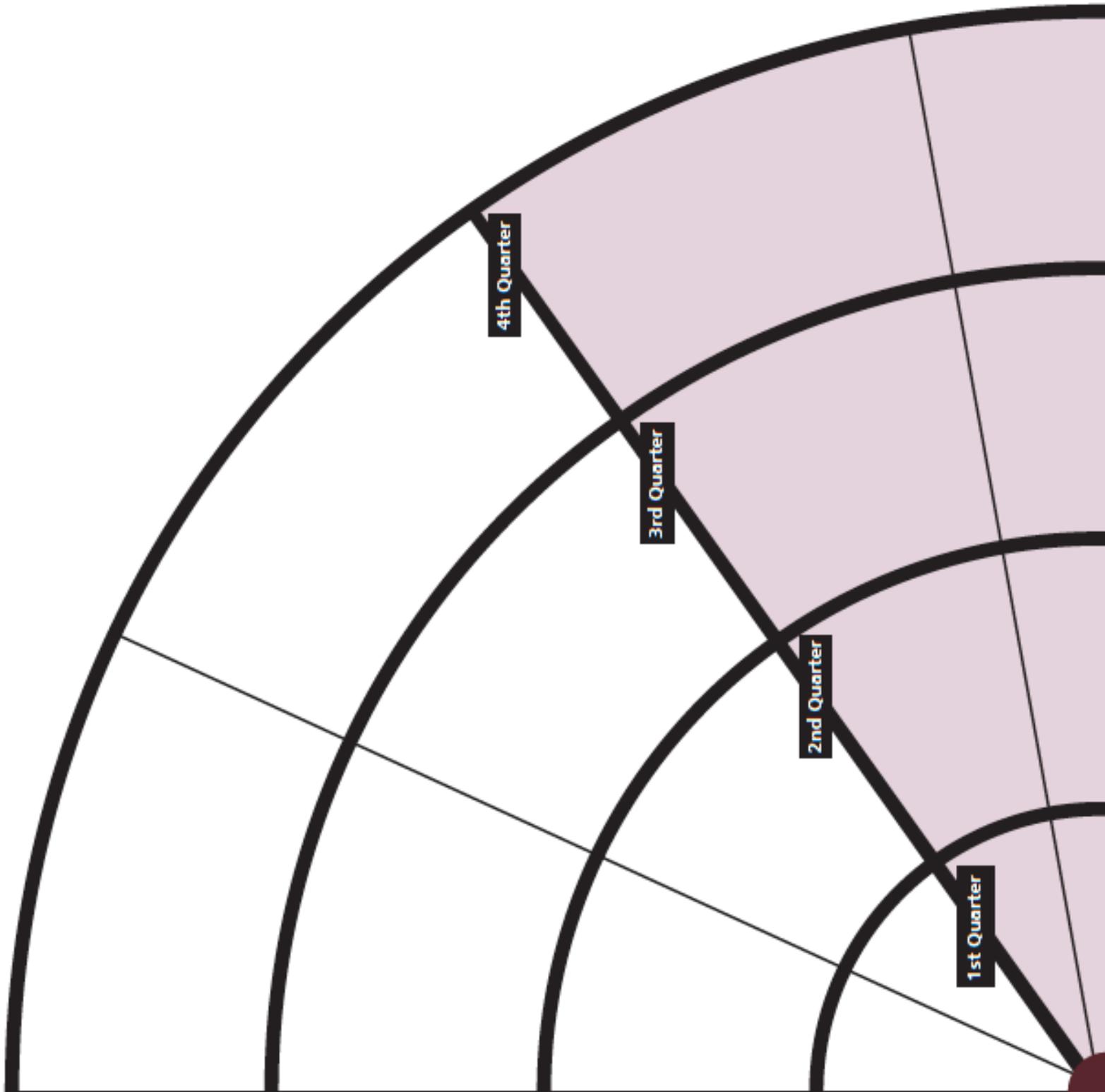
Turnover (Total) & Profit Margin

Treatment Sales

Retail Sales

Other Sales (vouchers, etc.)

- Clients
- Marketing
- Team
- Strategic Alliances
- Systems
- Treatments
- Products
- New Markets
- Awards



4th Quarter

3rd Quarter

2nd Quarter

1st Quarter

