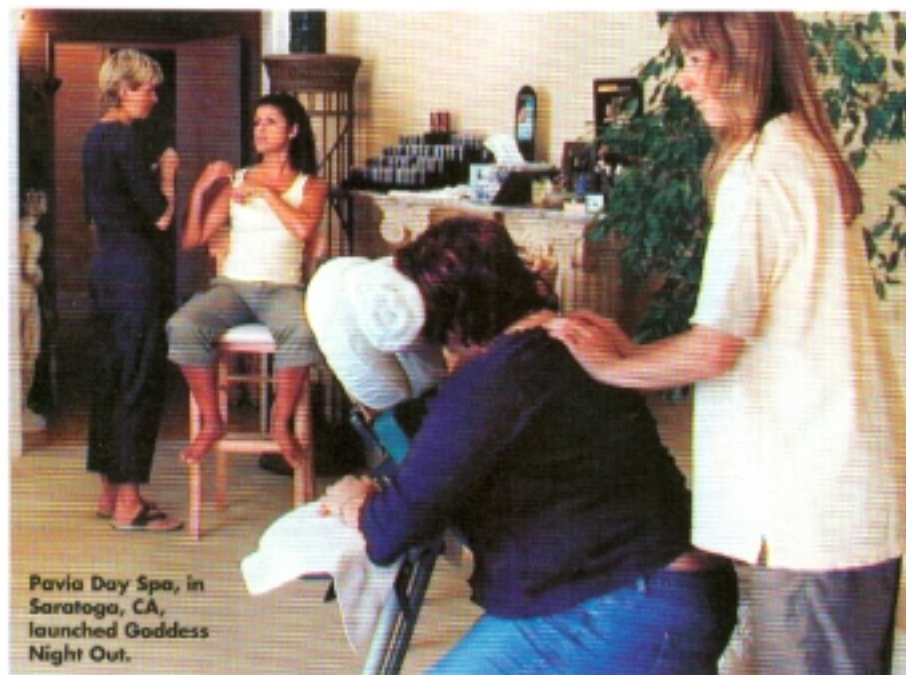


## Ladies' Night

When Maryling Yu got married, she happily bid farewell to the bar scene. But she wasn't ready to stop socializing with her girlfriends. At the same time, Yu, co-owner of Pavia Day Spa in Saratoga, CA, realized that many of her married female clients also wanted quality time with their friends sans smoky clubs and overpriced drinks.

Her solution? Goddess Night Out, where for 2½ hours, the spa belongs to one group of five women who each enjoy four mini-treatments of their choosing as well as finger foods and refreshments. The menu of 30-minute treatments comprises facials, manicures, pedicures, foot reflexology, tarot card readings, chair massages and makeovers. For logistical reasons, Pavia only offers the service on Tuesdays, Wednesdays, Thursdays and Sundays, and groups must reserve their spot at least a month in advance. But time restrictions haven't dampened interest in the service. In fact, since Goddess Night Out's launch in March, Pavia has been booking about two to three each month. So far, promoting the new service has been limited to the spa's Web site and word of mouth. At \$600 a pop, or \$120 per person, the service may be easy on women's wallets, but it yields big returns for the spa. In addition to being an effective marketing tool, Goddess Night Out also brings in potential patrons. "For every client who books [the service], she's bringing four of her friends to the spa," Yu says, adding that Pavia already has attracted several new clients thanks to the service.

—B.G.



Pavia Day Spa, in Saratoga, CA, launched Goddess Night Out.

## LOOK WHO'S TALKING

Do you consider yourself a pioneer? Maybe you should, according to Bryan Durocher, a motivational coach and creator of the CD series *The Success Circle: Four Styles to Championship Communication*. In *Success Circle*, Durocher outlines four quadrants of communication styles—Pioneer, Influencer, Diplomat and Fact Finder—and explains how they can work together in a salon setting. Here are some traits of the quadrants; see where you fit in.

- ▶ **The Pioneer** You are bold, assertive, task-focused and direct. You set goals and achieve them, and love finding new ways to do things.
- ▶ **The Influencer** You work well with people, and your enthusiasm attracts others. You are open to new possibilities and inspire others to reach their goals.
- ▶ **The Diplomat** You are approachable and consider all sides and viewpoints before making decisions. You build trust in a team environment.
- ▶ **The Fact Finder** You are organized, detail oriented and love crunching numbers. You weigh all possibilities before committing yourself.

For more information or to order the series, call (305) 667-5870 or visit [www.durocherenterprises.com](http://www.durocherenterprises.com). —B.G.

