

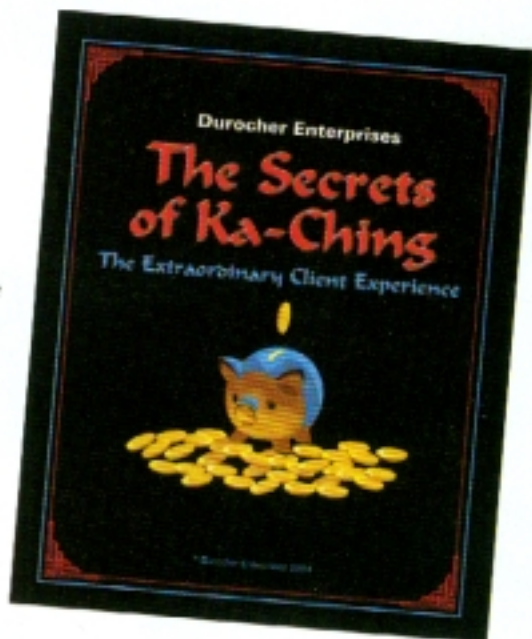
## Learn the Secrets of Ka-Ching

You might think you can't have too many clients. But the truth is some beauty pros have too many of the wrong kind, says Bryan Durocher, a salon coach and president of Durocher Enterprises. "Most technicians have not defined their ideal and best clients. Nor do they believe they can choose whom they want to sit in their chairs or lie in their treatment rooms," he says. In his new CD program, "The Secrets of Ka-Ching: The Extraordinary Client Experience," Durocher outlines five essential principles to aid in targeting your ideal clients, taking them through an extraordinary client experience, and tracking their numbers daily to have a clear idea of your financial picture.

Here are the five principles, in brief:

- 1 Know Your Generations.** There are four distinct generations in America: veterans, baby boomers, generation X, and generation Y. It is important to understand the backgrounds of the clients sitting at your station so you can take the first step in deciding what type of clientele you really want to service.
- 2 My Favorite Client Statement.** Develop your business and services around your target client. Take the time to look at the clients you enjoy working with and who get the services you like to perform.
- 3 The Extraordinary Client Experience.** Clients will pay top dollar for a service and experience that pays attention to quality and detail. How do you treat your clients from the moment they walk in to the moment they leave? Do you ask them questions about themselves, their lives, and their needs? Do you provide a thorough consultation to each client every time they see you? Do you offer new product and service suggestions to keep their visits interesting and fresh?
- 4 Networking.** You have to let people know how great you are and that means getting out into your community. The more relationships you build, the more you increase your referral network, bolster your reputation, and improve the quality of your client base. Research the groups in your community and chose groups that meet at times that are realistic with your time schedule.
- 5 Dollars and Sense — Know Your Numbers.** You need to know your vital business numbers at all times. Take just 10 minutes a day to track your service sales, retail sales, percentage of your business derived from key services, how many clients you pre-booked for their next visit, and how many new clients you saw.

"The Secrets of Ka-Ching," a set of CDs and a workbook, is priced at \$149.99. For more information, call (877) 596-0243 or visit [www.durocherenterprises.com](http://www.durocherenterprises.com).



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