



WHY *FACIAL* *CLIENTS* ARE YOUR SALON'S HIDDEN TREASURE

By Lisa Conway

What does your ideal client look like? When I ask beauty salon owners, they invariably tell me that the best ones are those “who will happily spend money”. Sounds simple. But how do you find those willing-to-pay clients, let alone attract and keep them coming back? My theory is simple too: start by looking at your facial services clients – that’s where you’ll find the true gems.