



BEST PRACTICES TOOLKIT
COVID-19

**NAIL
&
HAIR
SALON
BUSINESS**

This toolkit will provide guidance on how to safely reopen and boost business in the 'new normal' economy, protecting your staff and customers.

ABOUT THE TOOLKIT

The Women's Venture Fund is sharing five easy and practical tips and tools you can use during these challenging times. Get started today and keep your business thriving.



5 EASY TIPS TO KEEP CLIENTS AND PREPARE EMPLOYEES IN THE 'NEW NORMAL' ECONOMY

- 1** Let your clients know what you are doing to keep them safe.
- 2** Prepare your staff with training and new safety tools.
- 3** Use appointment calendars for pre-booking. Have a clear cancellation policy.
- 4** Consider new revenue streams and forecast profitability, especially if additional costs are incurred.
- 5** Stay connected to your clients.

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LET YOUR CLIENTS KNOW WHAT YOU ARE DOING TO KEEP THEM SAFE

You are diligently following your city's health and safety protocols. Tell your clients what you are doing makes them feel safe and secure.

When making appointments, let clients know you are following your region's health and safety protocols.

- "All team members and clients are wearing masks to protect you and each other."
- "We are minimizing contact by eliminating waiting areas, encouraging contactless payment, and requiring social distancing by scheduling appointments with time in between for extra cleaning."

Tell clients how you are requiring services for social distancing and how you are handling cleaning.

Be positive in all your communications with clients and employees and update them when necessary.

- You can be proactive and send client "grand re-opening" emails or texts, letting them know you are open for business with a summary of what is in place.
- If you have changed your services, let clients know this and why.
- Update your website. Point clients to more detailed information.



EXAMPLE REOPENING EMAIL ANNOUNCEMENT

Hello [Client Name],

We are excited to announce the re-opening of our services. Our team is ready to provide services including [list your primary or limited services here].

Please contact us at [phone number or email] to make an appointment or visit our website to book your appointment now.

Here's how we're keeping open and safe:

- Pre-book your appointment.
- Wear a mask - we want you and our team to stay healthy.
- We will check everyone's temperature (including our staff) before entering.
- Practice social distancing.
- We are allowing extra time between appointments for deep cleaning and disinfecting.
- Hand sanitizer and masks are available.

There will be no cancellation fees if you are sick.

We cannot wait to see you!

Best,

[Your Name]

[Business Name]

EXAMPLE SOCIAL MEDIA ANNOUNCEMENT



POST THE LATEST PICTURE

Option #1:

We are excited to let you know we have safely re-opened! Make an appointment now by [calling ###-###-#### OR visiting our web site]. We cannot wait to see you!

Option #2:

Make your appointment now by [calling or texting ###-###-#### or emailing]. We're following all health and safety steps to make sure you are safe. We hope to see you soon!



We have re-opened! Make your appointment at ###-###-#### or visit our site at (URL). We are following ALL health and safety steps to keep you and our team safe. See you soon!

EXAMPLE WEBSITE ANNOUNCEMENT

- Update your home page with “We’re Open”.
- Update your services page with your current services. Include a sentence if you are offering limited services: “Due to health and safety restrictions, we are offering only these services at this time.”
- Update your cancellation policy as needed.
- Update your pricing page. If rates are increasing temporarily due to COVID-19-related expenses, indicate this.



PREPARE YOUR STAFF WITH TRAINING AND NEW SAFETY TOOLS.

Train your employees in the new protocols before re-opening day. Ensure and articulate your concerns for their safety. When employees are trained well, they can effectively handle demanding clients.

Conduct a virtual or in-store training session. The training should include:

- Relate how to greet clients in the 'new normal' environment.
- Stress being polite, cheerful, and comforting.
- Tell employees what to do if they are feeling sick or have a household member who is sick. For example, they should stay at home and quarantine themselves for 14 days (or whatever the latest CDC requirement states.)

Have extra masks available at the front desk for clients who need them.

Signage: Prominently post signs on the front door regarding mandatory mask-wearing and social distancing.

If a **difficult client refuses** to follow the protocols, support your team member's request. Sometimes risking the lost of a client is the right solution for you, your employee, and ultimately, your business.



EXAMPLE MASK WEARING SIGNAGE

Protect Yourself and Others –
Please Wear Your Mask
Don't Have One? We'll Provide One
For You

Keep Our Business Open and Safe for YOU –
Please Wear a Mask
Don't Have One?
We'll Provide One For You



EXAMPLE

SAFETY PROTOCOL SIGNAGE

We want to keep you and our team safe while you are here with us. Please follow our health and safety protocol.

Thanks very much – we appreciate your business.

- 1- Wear masks at all times.
- 2- Follow social distance protocols and signs.
- 3- Wash hands frequently and for at least 20 seconds.
- 4- Keep hands away from your face.
- 5- Cover your nose and mouth when sneezing or coughing.



USE APPOINTMENT CALENDARS FOR PRE-BOOKING. HAVE A CLEAR CANCELLATION POLICY.

Pre-booking clients before they leave your store is a great way to get them to come back. Pre-booking can also help you manage social distancing, especially if your space is small.

- Review your cancellation policy. Update it with no-fee cancellations for illness.
- Let clients know your updated cancellation policy with in-store signage, appointment emails, or text reminders.
- Update your web site. Include the policy in each member's service area and on your business cards.
- Update your appointment emails with "what to expect" information about masks and social distancing.



EXAMPLE APPOINTMENT CONFIRMATION EMAIL

Hello [Client Name],

We are looking forward to seeing you on [appointment date and time] for [service type]. We are allowing plenty of time between appointments to allow for social distancing and extra cleaning.

- We will meet you [describe this – e.g. at the front door and escort you into our business].
- Only a guest with an appointment can be present in the salon.
- Guests and stylists must wear a mask at all times. If you do not have a mask, we will provide one. There will be a temperature check upon your arrival. [Mention what services are not currently available such as blow drying or refreshments.

You will be required to sign a waiver prior to your appointment.

Upon arrival you will be given [mention what you will provide clients such as hand sanitizer, a bag with a clean robe, and a face mask with surgical tape].

You will follow the [mention your protocol such as go to the bathroom to change, wash hands, and place all of your belongings in the plastic bag]

If you are sick, DO NOT COME IN. We will cancel your appointment without any charge. We will put you on a 14-day wait list as a precaution.

You can see our updated Cancellation Policy and terms here [link to your web site] OR summarize, for example:

- There is a three-hour minimum notice cancellation policy to mitigate continuing financial losses due to last minute cancellations and no-shows.
- We require 24-hr cancellation notice and there will be a non-refundable deposit for services that require 1 hour or more.

We cannot wait to see you!

Thanks,

[Your Name] [Business Name]

CONSIDER NEW REVENUE STREAMS AND FORECAST PROFITABILITY, ESPECIALLY IF ADDITIONAL COSTS ARE INCURRED.

Implementing safety changes and following health protocols cost money. Finding other revenue streams could help bridge revenue losses due to increased expenses or fewer clients.

Consider offering virtual services:

- Show people how to properly color or trim their hair.
- Sell your beauty products, nail designs, or hair accessories online.

It is okay to let clients know that you have to raise prices to cover the new safety requirements.

- Update your web site with any adjusted pricing.
- Each service station should have a detailing the new pricing schedule. Indicate if the new pricing is temporary.



STAY CONNECTED TO YOUR CLIENTS; IT IS OKAY TO ASK FOR THEIR SUPPORT.

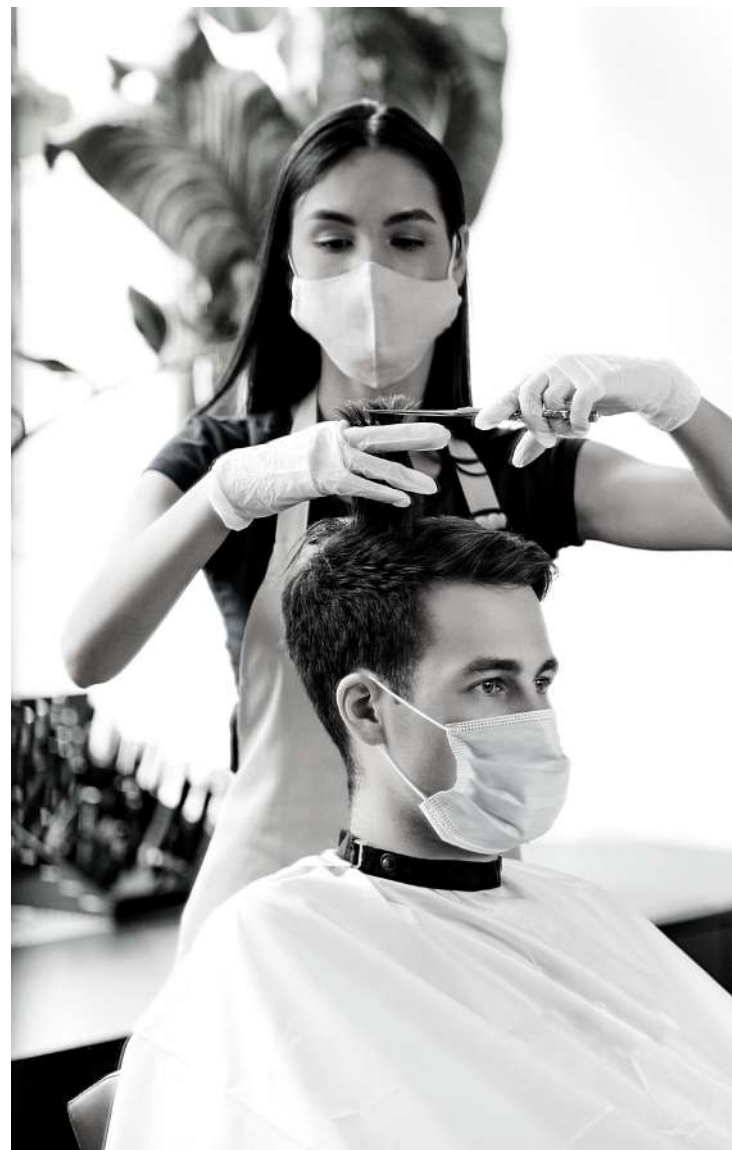
Those clients who loved and supported you with positive reviews on social media platforms are still around for you.

One thing most businesses would benefit from is positive customer interactions. This includes tagging and reviews. Stay connected with your loyal clients and ask them if they are willing to show their support by:

- Updating their reviews online.
- Letting friends and family know that your business is still great and safely open.
- Posting about your service on their social media.

Encourage your clients to tag your business on social media, telling their families and friends they are using your services and enjoying them.

Communicating with and engaging clients and employees with positive messages will make everyone confident about doing business with you.



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