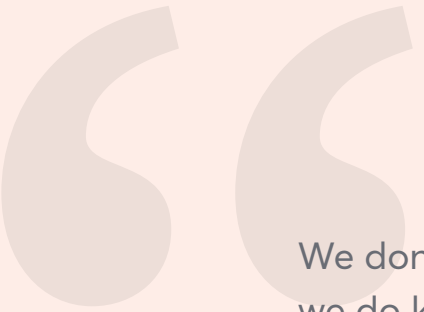




# Reboot Kit: How to Reopen Your Salon, Spa, or Wellness Business Post COVID-19




We don't know exactly when you'll be able to reopen your business, but we do know you will—and we hope it's sooner rather than later.

When you can reopen, you'll likely have to adjust to a new normal for a while or indefinitely. There will be updates to make, processes to refresh, and most importantly, clients to reengage.

New normal aside, there's no reason why your reopening shouldn't be a GRAND reopening. Treat your reopening like the special event it is. The more care and planning you demonstrate in preparing for it, the more comfortable your clients will feel returning. Make it memorable and fun! We've all been cooped up for too long to not celebrate together.

There's a lot to get done—but it's well worth the effort. Plus, this guide will help you every step of the way. It outlines everything you need to consider as you open your doors again. From supporting your front desk to communicating your new cleaning protocols, we'll break down exactly what you can be doing today and over the coming weeks to prepare for your business's comeback.

**It's time to look ahead and strategize for this new phase of your business. It's time to come back stronger than ever.**



# Reboot Checklist:

Ready to dive in? We'll cover each section in detail on the following pages.

## Right now:

Strategize how to bring your clients back.

Review and update your service menu.

Consider your pricing (potentially have a COVID-19 tax).

Prep your front desk.

Optimize your Mindbody listing.

Build out email and text campaigns.

Update your staff handbook.

Pull your KPIs and review your annual goals.

Rethink retail.

Accommodate any local, state, or federal requirements for social distancing.

Deep clean—and make updates to your space.

## One week before:

Have a staff meeting.

Send a welcome back email.

Reevaluate your check-in process to eliminate physical contact.

Stock up on the essentials.

## The day before:

Update your auto emails.

Post on social media.

Send an email.

Clean your business—again.

## Two weeks before:

Update your website.

Update your online profiles.

Plan (and schedule out) your social media posts.

Reengage your staff.

## The week of:

Welcome your clientele back.

## One to two weeks after—and moving forward:

Check in with clients you haven't seen back.

Prepare for another possible closure.

# Right now

It's hard to know how much notice you'll have before reopening. Do as much as you can now so you'll feel ready at a moment's notice.

## Strategize how to bring your clients back.

You're likely to see increased demand when you reopen, but you won't be able to rebook everyone who missed an appointment during the shelter-in-place right away. Many businesses are already starting waitlists to help them book out appointments when they're able to reopen. If you do have a waitlist, make sure all your clients are aware of it and know how to sign up (through email, social media posts, and on your website).

You can only have so many people at your business at once so it's important you make the most of each booking. Do you have a segment of clients that are big spenders—both on services and product? Think about reaching out to this group and inviting them to book with you first. It's a great way to boost your revenue while making your VIP clients feel special.

If your business doesn't have a membership model yet, this is a great opportunity to start. Membership models are a great way to have customers self-segment. Plus, it's easy to tell your whole client base that members get the first booking opportunities. Promote on social and share in an email with all of your clients that they can become members and get the same exclusive access, too. More recurring revenue never hurt anyone.

[Learn more about memberships.](#)



## Review and update your service menu.

As you prepare to reopen, it's the perfect time to review your service menu. Though your salon, spa, or wellness business may be reopening, it's hardly business as usual. There will likely be restrictions on how many people can be in your business at once. Gone are the days of back-to-back clients all Saturday. You'll need to account for extra time to clean and disinfect between clients as well.

With this in mind, it's wise to prioritize the services that you'll offer when you first reopen. There are a couple of considerations you should make: which are safest and which have the highest margins for your business? Evaluate your business's services based on protections needed for staff and clients.

For example: Do you make only a small percentage in profit on express facials? Either adjust the price or stop offering this service for the time being. There are going to be a lot of people who have eagerly awaited your business reopening—make sure they're booking services that make the biggest impact on your bottom line.

If you have consultations on your menu, consider requiring those be done virtually. This allows you to free up more time on your schedule for services that have to be done in person. [See how salons, spas and wellness services can leverage video to drive additional revenue.](#)



## Consider your pricing.

There's a lot of work that goes into preparing your business for reopening and keeping your clients as safe as possible. Barbicide® and other necessary cleaners aren't free, and you're just not going to be able to see as many clients as before. That said, demand for your services will be higher than usual when you reopen. While you don't want to price gouge, it's fair for you to raise prices here and there. Your business's revenue has already taken a hit from your temporary closure, and your clients know this.

You could also consider having a "COVID-19 tax" of around 5% on all of your services. It's important to communicate to customers that this tax helps to keep them safe at your business. They'll be happy to pay a little bit extra to have more care taken.

Head to our [Business Metrics & Financial Planning Learning Path](#) for best practices to strategize a pricing plan that best fits your business and your service offering.

## Prep your front desk.

Your front desk needs to be ready for a rush of clients looking to book appointments. With [Bowtie](#), you can connect with clients efficiently—and without having your front-desk staff work overtime.

As you prepare to reopen, use Bowtie to broadcast important updates (i.e., your grand reopening date) to your customers in real-time in just one click. Then, use Bowtie to help answer incoming calls and schedule, or reschedule, appointments via text.

If you've been using Bowtie during your closure, make sure you update your business's Frequently Asked Questions to address updated hours, safety and cleaning protocols, memberships, and rescheduling as you reopen.



Bowtie

Hi! It's Bo with Joli Beauty Bar. Thanks for calling!

We're reopening on June 1st! Were you hoping to get on the schedule?

Hi! Yes, I want to reschedule my appointment. Is there a waitlist?



Maggie

Yes, we have a waitlist that I can add you to. Which stylist would you like to see for your appointment?

1. Any Staff
2. Christina Boatman
3. Gabby Fishman



Bowtie

## Optimize your Mindbody listing.

Before you reopen, update your business information, add high-quality photos, and include keyword-rich descriptions to your Mindbody app listing. Incentivize people to try your business, too— with [Promoted Intro Offers](#), you'll get the attention of new clients in your area.

[Download our checklist to fully optimize your listing today.](#)

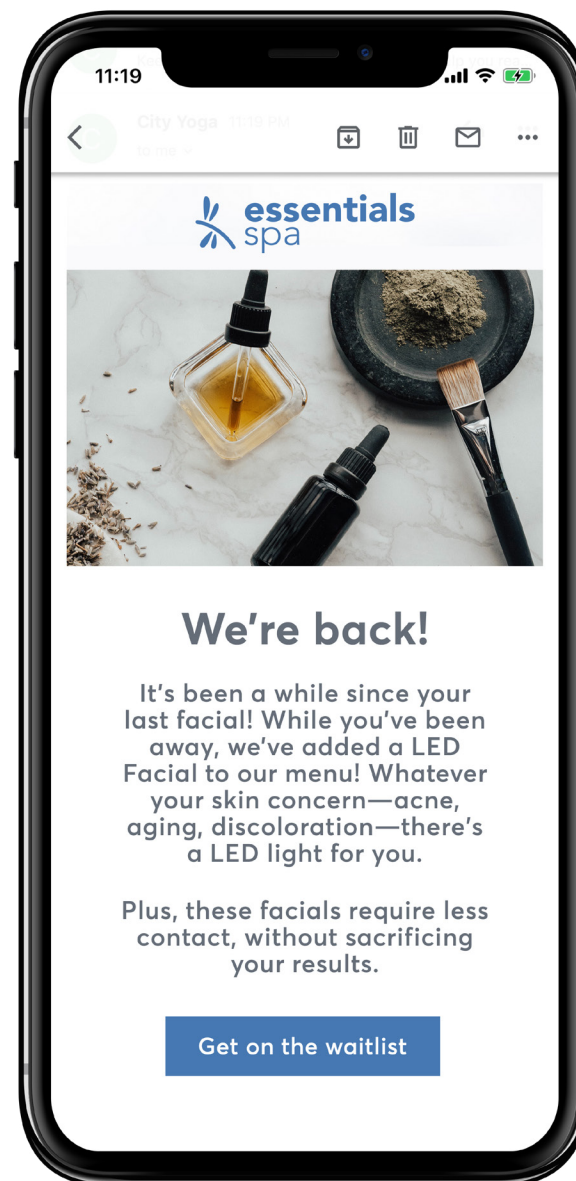
## Build out email and text campaigns.

Perhaps your sales process has changed a bit, or you've been putting off building email and text campaigns. Now's the time to prioritize email and text marketing.

### Leverage smart contact lists and templates in Marketing Suite to send emails and/or texts that:

- Share what you've been up to during your closure
- Share any upgrades you've made to your business and what cleaning processes you've put in place to keep everyone as safe as possible
- Share any updates to your service menu
- Reengage those who haven't visited in a while, and more

If you don't already, make sure you have [our five most popular automations](#) customized with your branding and ready to send before your reopening.



## Update your staff handbook.

While you're preparing to reopen, freshen up your employee policies and expectations—especially as it relates to new policies and cleaning procedures.

### For example, reiterate how important it is for each employee to:

- Remember that their safety (and the safety of your clients) is of the utmost importance
- Monitor themselves for signs and symptoms of COVID-19
- Complete a [COVID-19 risk-self assessment](#) regularly
- Wear a face mask/covering and gloves, depending on federal and state mandates
- Wash their hands upon arrival and before and after each appointment
- Cough and sneeze into their arms, rather than out in the open
- Disinfect every product and/or equipment used during an appointment, taking care to make sure that the proper time elapses to ensure efficacy

If you don't already have a staff handbook, download our [Ultimate Guide to Staffing](#) and corresponding templates to draft yours:

- [A Staffing Template for Your Salon](#)
- [A Staffing Template for Your Spa](#)
- [A Staffing Template for Your Wellness Business](#)





## Pull your KPIs and review your annual goals.

You may have started the year off strong, with a plan in place and goals outlined. Now, things look a lot different. Take time to pull and review your key performance indicators (KPIs) like revenue, retention, and new clients. Reset expectations and revise your goals if need be. If you feel confident you can still reach your original goals, outline how you plan to get there.

You'll specifically want to create goals for your team around add-on services and product sales. With fewer appointments each day after your reopening, it's important you increase the average ticket for each. Now's your chance to make up for lost time.

## Rethink retail.

What's the new normal for retail going to be? The fewer points of contact, the better. Rather than focusing your efforts on making sure your retail space is overflowing with product, offer direct shipping of products to your clients.

For retail products you do continue to sell in-person, place them behind a glass window or in a locked case or keep them in the back to minimize how many hands touch them. Have your staff use disposable gloves to reach for each product, upon request.

Also, consider adding new inventory to your retail section. Clients will be excited to stock up on items to help you get back on your feet.

### For example:

- Branded stickers and patches
- Branded products with positive messages (e.g., "We're in it together" or "Stronger than ever")
- Brand-new beauty or wellness products



## Accommodate any local, state, or federal requirements for social distancing.

As we come back, it's likely there will be restrictions on some services still. Perhaps you'll have to make changes to your appointment schedule or reduce capacity in your salon, spa, or wellness business to allow for adequate social distance. You may need to cap the number of appointments per hour and/or increase the time between appointments so there's minimal overlap between your clients coming and going from your business. You don't want large numbers of people crowding your waiting area before their appointments begin.

If some services aren't possible just yet, make sure clients are aware and not able to book them. It's possible that you'll no longer be able to welcome any guests of clients at your business for a while.

Make sure that you're allowing adequate times between appointments to completely disinfect and clean. Consider placing a card reading something like "Feeling clean" or "This station has been disinfected" at each clean station to indicate once cleaning has occurred. Your clients will appreciate the gesture, and it's just another reminder of the care you're taking.



## Deep clean—and make updates to your space.

While your clients are still away, use the time to deep clean and organize your space. If you have any magazines in your waiting area, toss them. Dirty baseboards? Wipe them. Dusty retail shelves? Dust them. Messy office? Organize it.

Get your clients excited about returning to your space with a little renovation, too. Nothing feels cleaner than fresh paint, and let's be honest—it's an inexpensive way to change the feel of your space. Pick bright, fresh colors to further convey how clean your space is. Space feeling a bit dingy? Swap out light bulbs and clean any shades to make lighting as bright and welcoming as possible.

Update your signage, redo your front window, or even redecorate your bathroom for an additional wow factor. If need be, now's a good time to also rearrange your space to allow for proper social distance between clients.

Bring in carts and trays to stay organized and keep everything clean (and minimize time required between clients). Each station or room can have a cart that's ready and sanitized.

Make your space more welcoming than ever in anticipation of your grand reopening. Share each step of the transformation with your community on social media. Get them excited to see the new space in person.



# Two weeks before

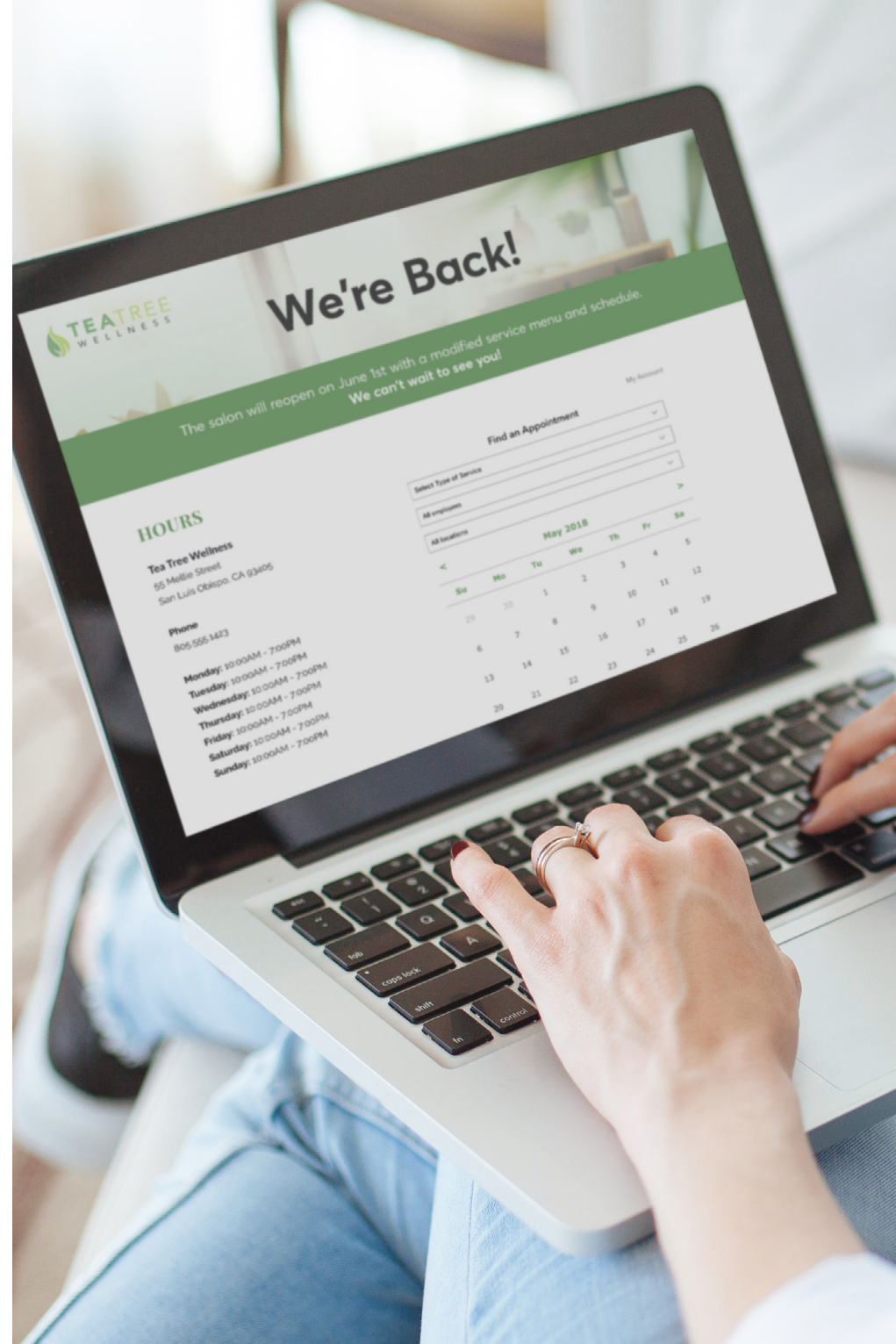
A couple of weeks before reopening, focus on getting your staff and marketing efforts back in action. Make sure your clients know when and how you'll be reopening—and reiterate that you can't wait to welcome them back.

## Update your website.

You've likely made changes to your website to highlight your closure, any COVID-19 specials you're offering, and/or your virtual services. Don't take these pages down. Instead, update them with new information.

### For example:

- **Homepage banner:** Announce your reopening date at the top of the page
- **Pop-ups:** If you've enabled them, update them to include your reopening and/or your welcome back promotions
- **Pricing:** If you increase prices or opt for a COVID-19 tax, make sure your pricing page reflects this
- **Online booking page:** Make sure announcements are up to date and clients can book all the correct services
- **Additional pages:** If you've been offering virtual services during this time, make sure these pages reflect any new details
- **FAQs:** Share what steps you'll take to ensure the safety of your clients and staff (e.g., reduced appointment capacity, heightened cleaning, etc.) Also share the offerings you plan to continue—and how clients can take advantage



## Update your online profiles.

Just like on your website, you've probably [made updates to other online profiles like Yelp and Google My Business related to your closure](#), revised hours, and/or online offerings. Before you open again, update each profile with the date of your reopening and any changes made to your schedule and services.

[Here's how to update your Google My Business profile.](#)

[Here's how to update your Yelp profile.](#)

## Plan (and schedule out) your social media posts.

Knowing that you may experience a rush once you reopen, take the time now to plan your [social media strategy](#), and schedule out a few weeks of posts. Get creative and remember you may have brand-new clients who are excited to check your business out for the first time, in-person.

### For example:

- Record a welcome (or welcome back) video
- Tour your space on camera
- Showcase any new and improved offerings you've added
- Share how you're keeping the space as safe and healthy as possible
- Create or update any existing Facebook and/or Instagram ads to promote your reopening and any specials you're running.



## Reengage your staff.

A couple of weeks before your reopening, consider your staffing needs moving forward. Perhaps you've furloughed or laid off employees. Will you bring them back before you reopen? If so, in what capacity?

It's a good time to check in with your staff to confirm they'll be available for reopening and what hours they'll be available to work. You may want to consider having your staff work in rotating shifts to minimize the number of people in your business at any given time.

Remember, many of your staff may have children at home because of school cancellations, some may have gone out of town, some may have found new work, and others may not be comfortable returning to the workplace. It's good to find out now so you can plan accordingly.

Work out a clear plan of action for staff to take if a fellow employee or a client exhibits symptoms. Share positive language that your team can use to help remind clients who aren't following social distancing guidelines.

Your team is likely as anxious as you are. Connect with your employees one-on-one. Let them know what new processes and cleaning standards you're putting in place. Suggest any cleaning certifications ([like those offered by Barbicide®](#)) or training that might be relevant for them. If you're a Mindbody customer, use our software certifications to help your team come back stronger and more efficient than ever.

[Check out the Mindbody certifications.](#)



# One week before

As you inch closer to reopening, get your staff on board and think creatively about how you'll get your clients excited to schedule services again.

## Have a staff meeting.

You've kept in touch with your team throughout your closure via text, email, and virtual meetings. You'll want to connect with them altogether, again, to plan what your new "normal" looks like as a team.

If you're a salon or spa, chances are that your employees are as desperate for your business's services as your clients are. A couple of days before, have your team take care of each other and make sure everyone's skin, nails, or hair are in tip-top shape before your customers walk through the door again. This is also a great time for your team to practice any new cleaning and distancing regimens and adjust accordingly.

Have your staff share photos of themselves getting services in the revamped space or photos showcasing their new looks. It's another way you can let your community know you're getting ready for them!

Go over any scheduling or pricing changes and reworks to your staff handbook, too. Also, remind your staff of your sick policies. Reiterate that if they feel sick, they need to stay home.

It's likely that your clients will ask your team what precautions your business is taking. Give your team a list of frequently asked questions and answers so they're best able to assuage any fears.

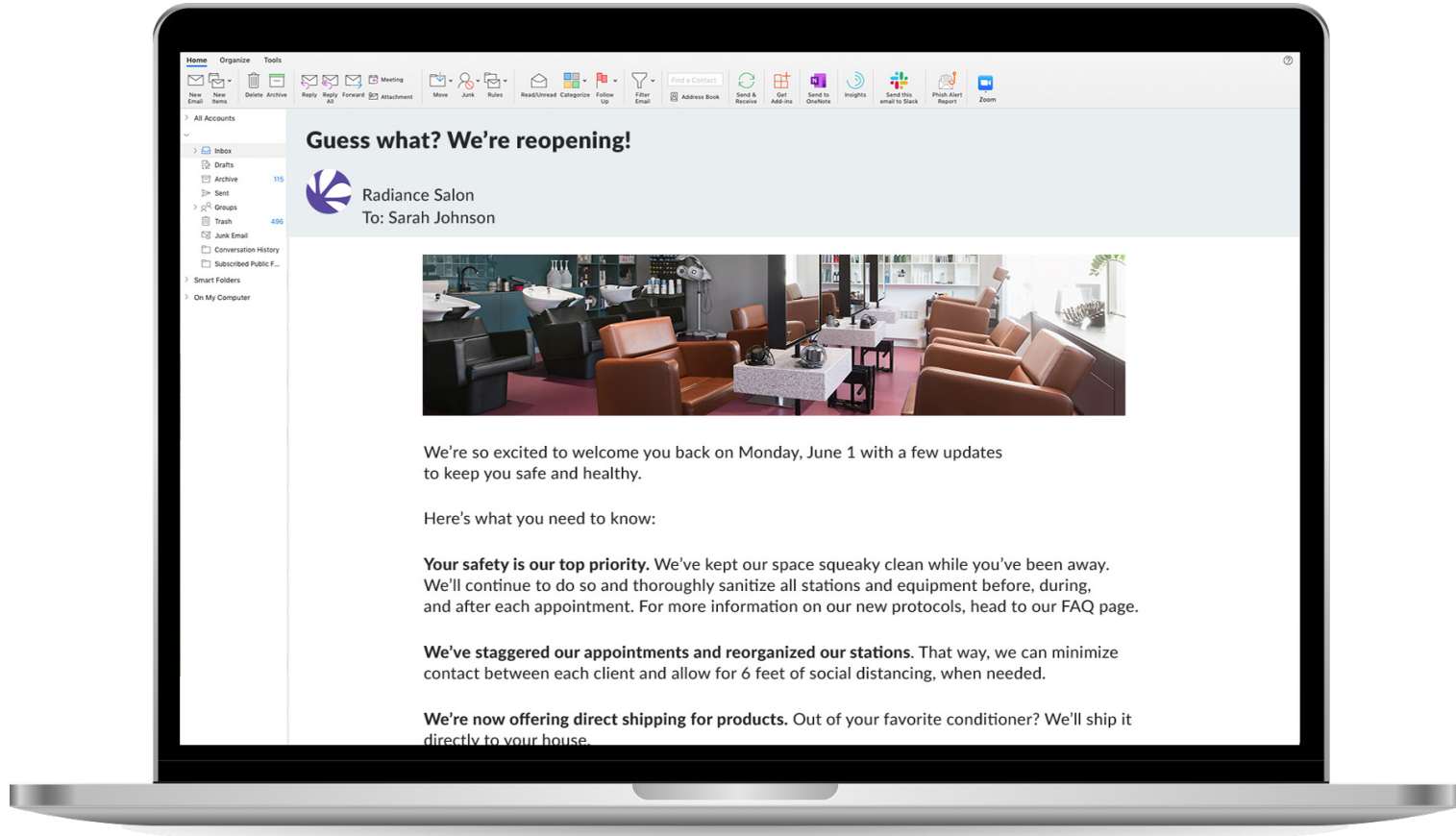


## Send a welcome back email.

Don't wait to send an email announcement the day or so before you reopen. Give your clients something to look forward to and the chance to plan their schedules accordingly. Let them know that they can start looking forward to a "Post Quarantine Rejuvenation Facial," or that they can book a "Reboot My Nails" mani/pedi.

Using Marketing Suite, you can send a branded email to your entire client list with the following details:

- When you're reopening
- Safety and cleaning measures
- If and how you're modifying your appointment schedule
- Any updates to pricing and services
- Promotions or specials
- New products you're selling





## Reevaluate your check-in process to eliminate physical contact.

Evaluate your front desk, check-in process to eliminate all possible physical touch points, including paper forms.

Client Forms are a paperless way to collect important client information (e.g., preferences, medical conditions, etc.) and share your business policies before an appointment. Plus, you can automatically include the form in your appointment notifications and confirmations by email or text.

[Here's how to set up Client Forms in Mindbody.](#)

You may also want to communicate to your clients that you will not be accepting walk-ins, and that pre-booking of appointments and providing a credit card at the time of booking will be required to limit contact at your front desk. This will also allow for a contact-free [payment process](#).

Let clients know they can wait outside, and you'll text them when you're ready for them. That way you don't risk having a crowded waiting room.





## Stock up on the essentials.

Knowing that you'll be up and running soon, try to stock up on the supplies you need on hand in your salon, spa, bathroom, and/or lobby.

### These include:

- Toilet paper
- Paper towels/tissues
- Hand soap
- Hand sanitizer
- Disinfectant wipes
- Cleaning supplies
- Face masks
- Gloves

# The day before

The big day's tomorrow! These last-minute to do's will remind clients to book their first appointments and get your space ready to welcome them again, safely.

## Update your auto emails.

If you've made any changes to your auto emails in your software or Marketing Suite specific to COVID-19, update them now to reflect your updated offerings. Include any new details about new front-desk processes and pertinent info.

## Post on social media.

If you haven't scheduled a post (or few) already, make another announcement to welcome your clients on Facebook, Instagram, and any other social media platforms you're active on. Share live updates of clients back in your space and post them to spread the good news.

## Send an email.

Make another email announcement letting your clients know that tomorrow's the day they've all been waiting for—and you can't wait to see them. If you've already scheduled the email, confirm it's successfully distributed to your subscriber list(s).

## Clean your business—again.

You've deep cleaned and organized already, but you'll need to do one last clean sweep before you reopen. Make sure your products and equipment are sanitized and organized, your floors sparkle, and you have plenty of tissues and hand sanitizer readily available. Put up signs across your facility to remind your staff of the protocols and to share, with clients, your plan to keep the space cleaner than ever.



# The week of

Your first week back is an opportunity to show how much you appreciate your clients and their ongoing support. Make it special for them, even if things are different than they used to be, with small gestures that mean a lot.

## Welcome your clientele back.

You might not be able to host a celebratory get together just yet, but you can make your first appointments back special. Even a small gesture will show your clients you care. For example:

- Place “welcome back” signs around your facility
- Put up a collage of social media posts shared during your closure (e.g., a client tagging you in their haircut fail, wearing an at-home face mask, etc.)
- Put together “welcome back” gift bags with a note, branded stickers, and/or a coupon for a discount on retail

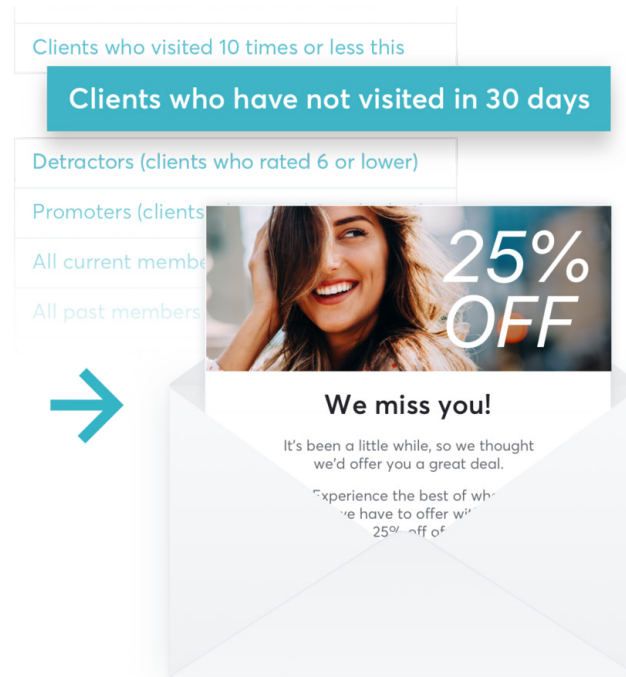


# One to two weeks after—and moving forward

Hopefully you're getting back into a groove—but what about the clients who are hesitant to return or those you simply haven't heard from? It's time to reconnect.

## Check in with clients you haven't seen back.

Maybe they missed the emails and social posts, or perhaps they're wary to jump back into their previous routines—whatever the reason, it's likely you'll have clients who've dropped off once you reopen. Use Smart Lists in Marketing Suite to check back in. Use your updated sales training manual and scripts as your guide.



## Prepare for another possible closure.

The reality is, we don't know how COVID-19 will play out over the coming months or years. That said, you now know what works and what doesn't when temporarily closing and reopening your business. Just in case you must do it again, have a plan in place as it relates to finances, staffing, and virtual services. You might not need it, but it's always better to be safe than sorry.



We're in this together—and we'll come back stronger than ever.

To learn first-hand how Mindbody can support your business, [schedule a guided tour today](#).