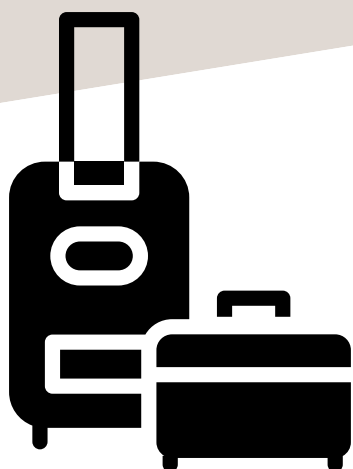


What To Do

WHEN YOUR LASH BIZ IS SLOW



1. Take a vacation.

Take a rest. Recharge. Prepare yourself for the peak season.

2. Create a referral program.

It's a great way to attract the right clientele.

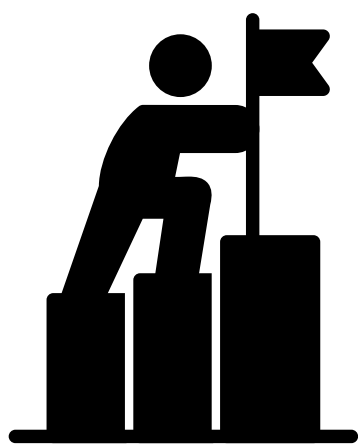


3. Offer aftercare products.

Find products that would work best for your services. You can offer them as aftercare kits to your clients.

4. Revisit your policies.

Find what's working & which ones are not. Realign it based on what's best for your biz.

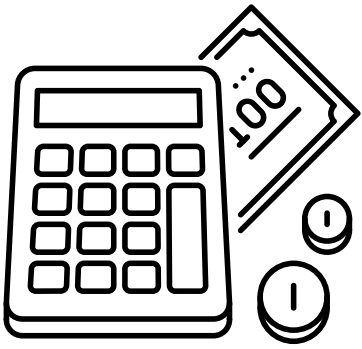


5. Reevaluate your goals/plans.

Think about your career plans. Do you want to offer more services? Do you want to own a studio? Do you want to launch your own products?

What To Do

WHEN YOUR LASH BIZ IS SLOW

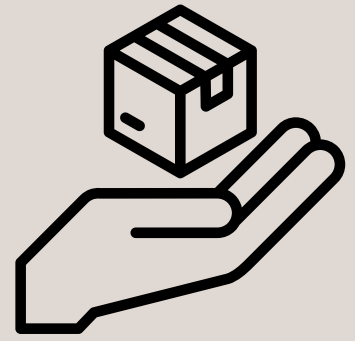


6. Monitor your finances.

It's best to make sure that you have enough savings so that you are prepared for the slow times.

7. Check your inventory.

Make sure you are prepared for the busiest season of your biz.

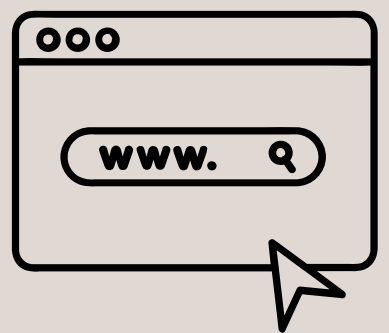


8. Offer promotions or bundles

Create bundles or promotions that will be valuable for your clients.

9. Create a website or make website changes.

Does your website shows what your clients need? Is it easy to navigate?



10 Educate yourself.

Continuously learning, investing in yourself & improving yourself will make you provide the best service for your clients.