

NAIL EXPERTS UNIVERSITY

GET CLIENTS ON DEMAND

without spending a \$1

WORKBOOK

nail experts
UNIVERSITY
by Ela Loszczyk

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GET CLIENTS ON DEMAND

"How do I get more clients?"

The No. 1 question asked by so many stylists.

Get Clients on Demand Without spending a \$1 training is the answer.

Here, you'll learn the strategy that I've been successfully using myself and, what more important, my students have and they're having absolutely incredible results.

The strategy that I'm about to teach is made of a few elements. All of them must be implemented in the exact order that I'm presenting here. You cannot skip anything if you want to see incredible results.

Just to be clear and safe here, I cannot promise you any results because it really depends on many circumstances, your own willpower, and determination. However, I know for sure that this works. So trust me with the process and just do it.

Some of the things may make you feel a bit uncomfortable if you've never done it before. That's ok. Just trust the process, breathe through it, and learn to be OK with being uncomfortable until you stretch your comfort zone.

So now, let's dive in and grow your beautiful business :)

Love, Ela



PERSONAL PROFILE

TICK WHEN COMPLETED

- ✓ Update your profile photo
- ✓ Update your banner
- ✓ Update your description (the text below your photo MUST have info about your business/ being a stylist/ beautician, etc. plus something personal/fun)
- Update your links:
 - ✓ - get rid of any unnecessary links (schools, past workplaces, etc.); leave the links that are important
 - ✓ - add your Facebook Business Page link
 - ✓ - add your Business Instagram
 - ✓ - add any groups that you are the admin and are important to your Ideal Clients
- ✓ Remove any posts that could trigger some negative responses. Stay away from drama and "sensitive" topics
- ✓ Make your profile public OR hide everything private (visible for friends only) except the posts showing your work and business activities.
- ✓ Make room for "new friends" who are your ideal clients. You don't have "friend" people, if you don't want to but it's an option



THE INTRO FORMULA

The reason why this formula is so successful is that it's different, very few people do it, speaks to people you want as your clients, AND instantly positions you as a go-to stylist. YOU have to tell people how do you want them to see you. So, let's create your powerful introduction message.

THE FORMULA

**HI! MY NAME'S ... (FULL NAME). I'M A ... (WHAT DO YOU DO)
OWNER OF ... (NAME OF YOUR BUSINESS) HERE IN ...
(CITY/LOCATION). I SPECIALIZE IN ... (2-3 UNIQUE SELLING
POINTS). I WORK WITH/HELP ... (YOUR TARGET MARKET) TO ...
(2-3 BENEFITS)**

EXAMPLE 1

"Hi! My name's Ela Loszczyk founder of the Nail Experts University - an online school for driven techs. I'm a multi-award-winning stylist, International Educator, Judge, and Author. I teach stylists how to create beautiful and consistent nails in any shape on any type of nail. I also help them build successful careers and businesses so that they can become the go-to experts and enjoy a wealthy lifestyle doing what they love".

EXAMPLE 2

"Hi! My name's Ela Loszczyk. I'm a certified nail stylist, owner of the Nail Experts University here in Edinburgh I specialize in creating short to medium sculpted acrylic and gel nails, as well as feminine handpainted nail art. I help professional women look and feel amazing and enjoy long-lasting nails done to the highest standards.





CRAFT YOUR INTRO

Can you tell right away what do I do, whom do I work with, what type of help/services do I offer, and why am I qualified to do so?

USE THE FORMULA AND EXAMPLES TO CRAFT YOUR INTRO

This is the into that you'll be using and sharing on your website, social media, business cards, local Facebook groups, etc.



FACEBOOK GROUPS ACTIVITIES

Find and join LOCAL FACEBOOK GROUPS based on your Ideal Client Avatar.

Where do people you want as your clients hang out?

Do your research and then add yourself to those groups as YOU (your personal profile) or YOUR BUSINESS PAGE (test out which one gets more engagement).

In those groups use THE SEARCH icon and look for keywords such as: nails; nail tech, acrylic nails, nail tech wanted, etc. Women often ask for recommendations.

Copy and paste your INTRO under every related post you can find PLUS include the link to your business profile or website (recommended!) Most stylists only add their links - it's "boring" and doesn't stand out.

The idea is to be the first or one of the first people to comment. However, even if you're not the first one, people still will pay attention to your answer and it may result in more engagement, inquiries and page likes.

Take it a step further and create your own post in the new group. Use the INTRO and add "If you need your nails done, or have any questions related to this topic, I'm happy to help". OR ask them a question to start the conversation and engagement.

Whoever interacts with your post or comment - engage with them, invite them to like your page, or to become "friends", and send them a DIRECT MESSAGE.



THE POWER OF DM

Direct Message

Yes, you guessed it - I want you to send direct messages to your potential clients.

Yes, you CAN do it. Yes, it will feel a bit awkward at the beginning. BUT that's OK! FEEL the fear and do it anyway!

This method works and you too can have a lot of success using it. It's been tested, proven, and works wonders!

To build a truly successful business you MUST create awareness, interest, and desire in potential customers. People need to know that you actually exist, what you offer and do.

Posting on social media is great, but it's a passive form of marketing. It's time to get active and THIS is how you do it :)

By direct messaging your target audience (people that you want as your clients) you're taking control and your business into your own hands. It will result in a higher productivity rate, more success, more practice, faster growth, and more money.

So trust me on this one, because it works.

Let's craft your message :)



7 KEY ELEMENTS OF DM

1. A list of people who are your potential clients.

- Anyone who interacted with your page, post, photo, sent DM before, etc.
- People from Facebook groups interested in beauty services - if they ask any questions related to your services - they're on your list.
- Their friends - check out their profile and add their friends to your list.
- Check out your competition - business pages of other salons and people interacting with their content.

The more people you have the better, and the faster the growth. You need a lot of people to send the message to because not all of them will book in with you - usually 1-2% of them all. Remember it's a number game.

2. A personal touch. Remember - it's another human being on the other end. People don't like to be sold to but they love to buy. Connect with them and be you :)

3. A creative design demonstrating your work. The collage of your best work should only include photos that are of good quality, branded and professional (no towels in the background).

4. Great copy - message. Below you'll find more info about the message structure itself.

5. A clear Call to action. Always let people know what to do next if they want to contact you and/or book in.

6. An integrated approach. DM is a great way to attract new clients BUT it's not a full marketing strategy on its own. You still need to integrate with your whole marketing plan, including pre- during and after service strategies to keep those clients.

7. Keep tracking and analyze the process and results. Learn what works, change what doesn't and keep going.



CRAFT YOUR DM

Here are some things to include:

1. **Greeting.** Make it friendly, none specific, e.g., "Hey, Hey hope you don't mind me messaging.
2. Use your own "voice" and let the personality shine through, don't sound like a robot. Remember that you message another person, not an embassy. Try to include emojis to help break the message up and sound more friendly.
3. Use your INTRO or a shorter version of it. Make sure to include your location though so they can see where you are based and if it's convenient for them.
4. Craft and include a value-added offer or a first-time-visit discount to encourage new clients to try your services.
5. Remember to include photographs as they help to convert people into clients. Create a grid of your most popular treatments/nail types that you can attach to every message you send.
6. Include a CTA (call to action). Always let people know how to contact you - and/or book in with you. E.g - reply 'yes' to book in/ Call (insert number) to book/ website address.
7. Don't be afraid to be a bit personal/vulnerable with people. NO drama though. You never know what they will relate to and you want to build the know/ like/ trust factor.



EXAMPLES OF DM

"Hey :) I hope you don't mind me messaging you. My name's ... and I'm a ... working at (business name) in... (location). Thanks for liking one of my nail photos recently :)

Having just completed (the advanced sculpting/ advanced manicure training) and I'm working on expanding my portfolio. This means \$15 off the nail extensions appointment you book with me throughout (month/period of time).

Nails and hands have been through a lot with all those sanitizers and gloves and it's time to show them a bit of love again :)

I've sent you some recent pics of my nails so you can take a look and know that you'll be getting top-quality service.

If you'd like to book in with me, just reply YES and I'll get back to you.
Thank you for reading and have a great day :)
Ela xx"

"Hey :) I hope you don't mind me messaging you. My name's ... and I run my own nail business at home in... (location).

I'm currently expanding my clientele and have some availability coming up.

I specialize in ... and I absolutely love seeing smiles on my clients' faces when their nails are done and look gorgeous.

Every set that I do is customized and unique, and I have a huge variety of colours and nail art to choose from.

I've sent you some recent pics of my nails so you can take a look and know that you'll be getting top-quality service.

If you fancy treating yourself to a beautiful set just pop me a message. I'm offering £5 off for new customers this month.

Speak soon,
Ela x"





CRAFT YOUR DM

USE THIS SPACE TO DRAFT YOUR OWN MESSAGE HERE



A FEW MORE TIPS

Send your direct messages to people who have interacted with your page, liked/commented, or followed your posts, etc. These people already have an interest in your services and are aware of what you offer.

Go onto your local competitors' accounts and direct message people who have interacted with their posts. You are not doing anything wrong by doing this, you are simply reaching out to people who are interested in these types of services, and it's their decision to book in with you or not.

Add girls on Facebook who live around your area, you could go through friends of friends or join local groups in your area. Remember, these people want your services they just don't know it yet.

The time you send your direct message can have an impact on your conversion rate. Try to aim for first thing in the morning, or late evening when people have finished work.

Include photos of your work! Create a grid that showcases your most popular treatments so your potential client can see your skill.

Send at least 20 messages every day. The more you send the easier it becomes and the faster your business will grow. It's worth it!

Remember not everyone is going to book in, or even respond. Some people may be even weird about it BUT that's ok. Move on to the next person and keep going.



SOCIAL MEDIA TO-DO

- ✓ Post on social media consistently and at the right time (try 7.30am/7.30pm)
- ✓ Post only good quality photos - clean background, good lighting and hand pose
- ✓ Update your social media stories daily, a few times per day if possible
- ✓ Include your logo on all photos, graphics, memes, etc.
- ✓ Include a call to action on posts about your work (contact details/how to book)
- ✓ Direct message 20 potential new clients every day in the morning and evening
- ✓ Post photos of yourself - clients want to know the face behind the brand!
- ✓ Include Story futures (polls/ questions, etc.)
- ✓ Follow new accounts daily and interact before posting (Followers=followers)
- ✓ Interact with similar accounts (this will help your account be shown to more people)
- ✓ Always reply to direct messages and comments as soon as possible
- ✓ Tracking insights weekly to see progress on accounts
- ✓ Mix up your posts, photos and videos to keep clients engaged
- ✓ Make sure your Bio and Profile description is up to date and tells people what you do
- ✓ Keep up to date with beauty trends and incorporate these into your posts