

HELP YOUR SALON



JOICO
the **joi** of healthy hair

We know especially small, independent salons are facing a tough time with no income during shut-down.

This is your chance to generate some revenue now and have loyal clients later !

- No Online-Shop needed
- Easy registration in less than 5 minutes
- Personalized vouchers for every voucher or donation scheme you chose to run
- Sales get directly transferred to your account – no middleman, no time-delay, no fees !

Its for free ! You are paying enough bills already now !

How to participate - FOR FREE

- 1. Register at PayPal –**
if you already have a Paypal account proceed to Step 2
- 2. Create your personal voucher link –**
you can create as many different if you like.
- 3. Tell your clients!**
Share your personalized save-your-salon campaign and voucher link via Newsletter, WhatsApp, Facebook or Instagram.

Your clients can order directly via your link

EASY 2-step shopping or donating for your clients

- 1. Client clicks on your personal voucher link**
- 2. Client clicks on Pay-Pal Purchase button and gets automated voucher email.**
You will also get an information email with the voucher sold and client information who bought it.

HELP YOUR SALON

Create digital vouchers for your salon!

- You decide which price & service your voucher contains.
- Share your voucher with your article (connecting all your friends and customers on social media - via Instagram, WhatsApp or Facebook)
- You will receive the value of each sold voucher directly onto your own PayPal account.
- Not signed up on PayPal? [Create your account!](#)
- Once a voucher has been sold, you and the customer will receive a PayPal email verification. This email serves as proof for the voucher in your salon, so please keep it!

1. Your Information

Email Address (The email address you use for PayPal)

Name of your Salon

Example: My Hair Salon

2. What sort of voucher do you want to offer?

Create vouchers for products or services

Voucher Description

Example: Hair treatment

Price

Example: \$5

www.HelpYourSalon.com

Together. A passion for hair.

Business Tipps

Vouchers are great business tools to drive your salon revenue and ensure your salon's cash flow. Vouchers will bring you sales when the salon is closed.

- **Spread the word and let all your clients know** – maybe even ignite some local PR (local press, local FB groups) .
- **You can create different personalized vouchers.**
Try out different ones to see which work best for you over time and measure their success.
- **If you integrate high rebates in your offers, you should calculate your long-term salon sales.**
- **Send your clients a beautiful, personalized PDF voucher** – contact your SR for a template.

Important: If you integrate high rebates in your offers, you should calculate your long-term salon sales. Avoid selling vouchers for full services as then you will not generate incremental revenue at the time of re-opening. Make sure to track the vouchers sold (to whom) and redeemed (Contact your SKP sales rep for a free template if interested)

Voucher Mechanic	How clients will redeem it	Pro's	Watch Out
Voucher with a certain value (not linked to a service or OTC purchase)	Redeem voucher at once	Management of voucher is easier	<ul style="list-style-type: none"> • Limit the numbers of clients with vouchers per day
Voucher for x€ per salon visit	Redeem voucher split on a few salon visits	<ul style="list-style-type: none"> • Ensures revenue when you re-open your salon • Have an attractive re-opening offer for your key clients • Ensures loyalty 	<ul style="list-style-type: none"> • Manage carefully the voucher list
Voucher for specific add-on services (Eyebrow, Nail, Blowdry, etc.)	Redeem voucher partially for each service until it is completely gone	<ul style="list-style-type: none"> • Foster additional revenue to salon base business 	<ul style="list-style-type: none"> • Manage carefully the voucher list • Make sure you have only 1 additional service per client visit – to ensure you have time for cashed services
Voucher for OTC products	Redeem voucher partially with each OTC purchase	<ul style="list-style-type: none"> • No impact on time resources when the salon will re-open 	<ul style="list-style-type: none"> • Manage carefully the voucher list • You will only pre-poned a part of the expected OTC sales
Donations (dare to install a creative, positive donation campaign, e.g. a “no-show penance”)	Clients will donate via Paypal, but no redemption later	<ul style="list-style-type: none"> • No impact on future revenues 	<ul style="list-style-type: none"> • Only if you are a small independent salon and have a loyal community, otherwise can trigger

Discuss also these options with your tax consultant to calculate tax impact (VAT, income tax, etc.)