

"Rollercoaster Ride Effect"

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When you can eliminate the "Rollercoaster Ride Effect" you will have the time and energy to take advantage of more opportunities to build your business.

When you have 1 "great" busy week, then 1 bad "slow" week, or 1 bad "slow month", then 1 "great busy month", and so on... this is what I call the "Rollercoaster Ride Effect".

This Rollercoaster Ride makes you tired, stressed and worried about whether you will be able to cover your bills; since you are not sure if you are going to have a high "busy" week or a low "slow" week.

This is especially the case in the Salon Business; Nail Technicians book clients every 2 weeks, so what ends up happening; 1 week is jam-packed with clients (there isn't even an appt. available for a New Client, a Walk-in or a repair) then the next week is so slow it is like a ghost town.

This cycle is not only tiring and self-defeating for you, but... it is also discouraging for clients who want to get an appointment to see you. How often on these busy weeks have you had to turn down new clients... and you think, where were they last week when my business was slow...

Quote:

Luck is what happens when preparation meets opportunity.

Author: Coach Darrell Royal

2-week standing Clients need to be spread out; HALF of the 2-week Clients need to be scheduled on ONE week and the other HALF of the 2-week Clients need to be scheduled on the NEXT week.

By spreading out Clients, you will know what your guaranteed income is every week (which gets you off the Rollercoaster), and it gives you the extra time availability in your schedule every day, so you can fit in "New" Clients, Walk-ins and repairs, which is crucial in order to keep your business healthy and growing.

Quote:

I am a great believer in luck, and I find the harder I work the more I have of it.

Author: Thomas Jefferson

When we stay consistently busy, working every day, and there is energy and excitement going on, it will create more energy and more excitement; which attracts "more" business and "new" customers.

**With love,
Tammy Taylor**

Hebrew 11:1 What is faith? It is the confident assurance that what we hope for is going to happen. It is the evidence of things we cannot yet see.



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