

fresh approach

to business growth gets powerful results

Hardworking owner of a busy salon went from pulling out her hair in frustration to pulling in an income of \$80,000 per year. Now she enjoys the time, money, and freedom to live the life she wants.

Worked hard without pay

Cheryl Roose worked long, hard days as the owner of a busy salon, yet at times wasn't able to pay herself. "I really felt held hostage by my employees. In the salon industry, I was paying very high commissions and it felt like I was never going to get out of that cycle."

It got to the point where Cheryl did not collect a pay cheque for 19 months. Cheryl remembers, "My husband was quite surprised. He said, 'I can't believe it' . . . He was like, 'Wow, I'd never do that.' I said, 'I know' but I had faith that something would turn around."

Tried different options, but saw no long-term results

Cheryl searched diligently for a solution that would turn things around for her business. She tried a few marketing companies. Read books. Took courses available through the salon industry, including courses on strategies, human resources, and client building.

Ultimately she found them all just quick fix solutions. Cheryl knew she "needed to build the business, the foundation of the business. So that whether my employees were there or not it was going to work for me."

Approach caught her eye

Still searching for a solution, Cheryl spotted an advertisement for Miranda Webb's coaching services in The BusinessEdge. A strategic business coach and sales trainer for a decade now, Miranda helps women entrepreneurs using insightful reasoning, candid discussions and logical intellect to grow their business in harmony with their priorities.

Whether her clients are at a start up or an emerging stage Miranda supports them unconditionally in their vision as they take their business to the next level creating the wealth and freedom they want in the process. On top of that she gives them a concrete, step by step plan to carry out the work necessary to make their vision a reality.

Cheryl remembers, "She talked about how holistically she goes through the business to identify the areas that need to be reworked . . . and that appealed to me. . . I knew there was something fundamentally wrong that wasn't working."

Not looking for a marketing company

Cheryl also liked that Miranda Webb wasn't a marketing company. "I needed to find somebody to tell me what was wrong with my business, clarify what was missing and make a concrete plan to get results."

challenge

Owner of a busy hair salon was feeling defeated and discouraged from working long, hard hours in her business. Paying high commissions to her employees left her unable to pay herself for several months. She felt trapped in that cycle and needed to find a better way of running her business.



"It was a very personal venture for me, the work I did with Miranda. It was a very healing experience for me. It changed my business and it changed my life."

Cheryl Roose, CEO + Creator
SOS Salon Operating System
www.sossalonoperatingsystem.com

With candid insight Cheryl laughingly admits, "I knew it had nothing to do with a new marketing technique. I believed it was something definitely fundamental with the company. Little did I realize that it was going to be the owner."

“My intention was to grow my company, but it grew me as a person and my company and my life. And you just can’t put a price on that. I just didn’t expect that when I called her, but it happened.”

Changed her belief system

From her work with Miranda and the tools and resources she provided, Cheryl recognized she was blocking her own success. “I realized I was sabotaging a lot of my own success with my beliefs about the industry, about business, about money, and the way people get money,” Cheryl admits.

“I really had a different outlook back then. And I was really worried that when I did get money people were going to look at me differently. So there was a lot of growth I had to make personally, I was holding myself back.”

When Cheryl acknowledged those beliefs weren’t serving her, she changed her beliefs, language, and actions and began attracting better outcomes because it changed how she saw things.

Rather than seeing problems, she saw difficult situations as challenges she could do something about – she had the power to find a solution. And this change in seeing things had a profound ripple effect in all areas of her life.

“The work I did with her I used in my business, in my marriage, and with my children. You know it was really just changing how I interacted with people and how I saw things. Everything used to be quite devastating before I realized there were solutions to everything and to look for the solution.”

Implemented systems and structures for the business

As she continued working with Miranda, Cheryl took a whole new approach to running her business. “I went from a company that was flying by the seat of their pants, hoping, wishing, and praying for the best result to being 100% positive about what my company was doing.”

After working with Miranda and customizing and applying various tools and business building processes, Cheryl Roose grew her business to the next level with

- Skilled technicians
- A strong foundation of loyal clientele
- Systems to monitor employee performance
- Consistency in team members
- Higher standards of service
- Incentive programs for employees
- Systems to monitor salon operations and salon performance
- A true team environment
- Sustained revenues

Having discovered how to make her own salon business a success, Cheryl decided to share her expertise with other salon owners. This led to the launch of an exciting new venture for her– SOS Salon Operating System – selling business tools and consulting services to salon owners and salon professionals.

Cheryl’s now passing on her success to other salon owners!

Cheryl’s made the quantum leap from not paying herself to earning \$80,000 plus a year in her new business ventures and enjoying more time freedom than ever before.

solution

- 1 1-on-1 coaching with Miranda
- 2 Change beliefs
- 3 Rework business model
- 4 Innovate systems + processes
- 5 Reverse engineer goals + projects

results



A prosperous and sustainable salon business.

Went from not being able to pay herself a salary to making over \$80,000 a year from her new business opportunities.

Now enjoys great flexibility with her working hours, working full-time some months and then taking a month off when it suits her and her family.



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wealth-driven coach
for women entrepreneurs

From six-figures to seven.
From frenetic to freedom.

Explore my 1-on-1 coaching, join the Smart CEO Women List, and sink into my signature digital program: The Wealth Rewire at www.smartceowomen.com