

The Salon

BUSINESS

POWERED BY

 mangomint

The Art of Building a Premium Brand

How to create a premium brand that communicates
your value and sets you apart

Your brand is the heart of everything that you do

Your brand isn't just a logo, a tagline, or the interior design of your business.

It's your value, your purpose, your character, and so much more.

In this workbook, we'll explore these elements and help you define and communicate your brand to your target clientele.

Learn how to build a unique, memorable brand that attracts clients to your business

This workbook is part of the course material for "The Art of Building a Premium Salon or Spa Brand".

In this course, you will learn how to build a brand that attracts clients and allows you to charge the prices you deserve. Your name is just the beginning.

Apply to join our community for access to the full course:

TheSalonBusiness.com/education. Joining our community is free and it always will be.



John Hallberg

Founder of TheSalonBusiness.com

Table of Contents

Proposition	4
Target Client	5
Positioning	6
Purpose	8
Vision & Mission	9
Values	11
Story	14
Character	16
Additional Resources	17

Proposition

Your proposition should define what you do, clarify the problem you solve, and explain what's unique about you vs. other similar businesses in your area.

Keep it concise and easy to understand.

MY PROPOSITION:

Target Client

The description of your target client should include demographics (age, gender, income, status etc.) as well as psychographics (attitudes, aspirations, fears, and interests).

MY TARGET CLIENT:

Positioning

List your main competitors and how their brand is positioned (who they serve, their unique value, and their reputation).

MY COMPETITORS:

Positioning

Your positioning statement should include your target client, your proposition (your unique offer), and your "reason to believe" (evidence that you can deliver your promise).

MY POSITIONING STATEMENT:

Purpose

Your purpose statement should express how your business impacts the lives of the people you serve. It's not about your business but about what you do for other people. It should connect with both the head and the heart of those you serve.

MY PURPOSE STATEMENT:

Vision

Your vision statement should describe what you wish your business to be like in the future. It is high level and goes beyond your day-to-day operations. It should be motivational to you and your team.

MY VISION STATEMENT:

Mission

Your mission statement should describe the business you are in today and plan for in the future. It should also include the people you serve and the service you provide.

MY MISSION STATEMENT:

Values

Your values describe your desired culture and serve as a behavioral compass. They should be genuine and true to you.

Write 4-7 words that represent your culture (see examples on next page) and explain what each word really means for you.

MY VALUES:

Values

Below are ideas on value words you may use. However, don't just leave them as generic words but explain what they really mean in your business.

Accountability	Daring	Fame
Adventure	Determination	Fascination
Affection	Devotion	Fearlessness
Ambition	Dignity	Fitness
Approachability	Discipline	Flexibility
Beauty	Discretion	Focus
Belonging	Diversity	Freedom
Bravery	Dreams	Friendship
Capability	Drive	Fun
Care	Eagerness	Generosity
Change	Education	Genuineness
Cleanliness	Elegance	Goodwill
Collaboration	Empathy	Gratitude
Comfort	Empowering	Growth
Commitment	Engagement	Happiness
Communication	Enjoyment	Hard work
Compassion	Entertainment	Harmony
Confidence	Enthusiasm	Health
Connection	Entrepreneurship	Heart
Consistency	Environment	Honesty
Courage	Equality	Hope
Craftiness	Excellence	Humility
Craftsmanship	Excitement	Humor
Creativity	Expertise	Imagination
Credibility	Exploration	Impact
Curiosity	Fairness	Individuality
Customer satisfaction	Faith	Innovation
Customer-centric	Family	Insight

Values

Inspiration	Precision	Thoughtfulness
Integrity	Pride	Tolerance
Intelligence	Privacy	Trust
Intimacy	Productivity	Truth
Intuition	Professionalism	Understanding
Joy	Progress	Uniqueness
Kindness	Purity	Unity
Knowledge	Quality	Value
Leadership	Reflection	Variety
Learning	Relationships	Virtue
Liveliness	Reliability	Vision
Longevity	Resilience	Warmth
Love	Resourcefulness	Wonder
Loyalty	Respect	
Mastery	Responsibility	
Mindfulness	Safety	
Motivation	Satisfaction	
Optimism	Security	
Originality	Sharing	
Passion	Simplicity	
Patience	Sincerity	
Peace	Skill	
Perception	Speed	
Performance	Spontaneity	
Persistence	Stability	
Personal development	Strength	
Playfulness	Success	
Popularity	Support	
Positivity	Sustainability	
Potential	Talent	
Power	Teamwork	

Story

Create a first draft of your brand's story. As you write it, make note of any relevant "visual assets" in your story. This can be valuable when you later create visual material to represent your brand.

It's good if your story covers important milestones for your brand as well as some conflict and resolution.

MY BRAND STORY:

Character

Find 3-5 adjectives that describe the personality of your salon. Pair them together in a short paragraph that presents your brand's personality.

Make sure they resonate with your target client.

MY BRAND CHARACTER:

Access our education programs

Submit your application at the link below. Answering the short questionnaire will help us provide you with our most relevant and beneficial business education resources.

All the education we provide is free.

TheSalonBusiness.com/education

Try the best salon & spa software of 2024 for free

Mangomint is the highest-rated software for salons and spas. It's also the booking and management tool we recommend you use in your business. However, you can always benefit from the education we provide independently of what software you use.

Try Mangomint for free at the link below and mention that you are part of The Salon Business community to get an extra 30 days for free when you sign up.

[Try Mangomint now](#)

I hope this guide was helpful in defining your brand and communicating your value to your clientele. Thank you for being a part of The Salon Business community.

Yours sincerely,

John Hallberg

Founder | TheSalonBusiness.com

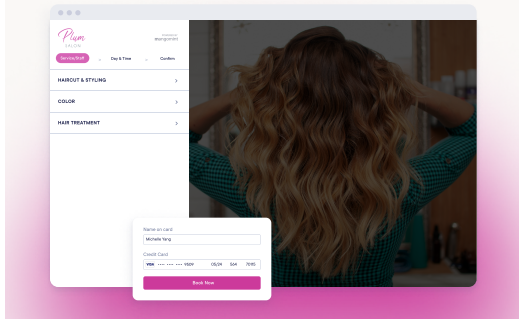


POWERED BY
 mangomint

Check out these additional educational resources from The Salon Business & Mangomint

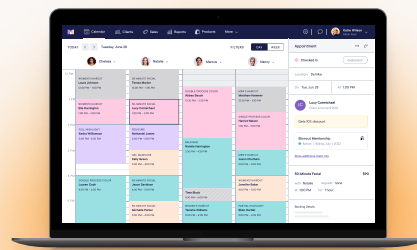
These creative resources will help you craft the perfect brand and take your marketing to the next level.

The Ultimate List of Salon Marketing Ideas



[The 42 Best Salon Marketing Ideas & Strategies](#)

The Best Salon Software 2024



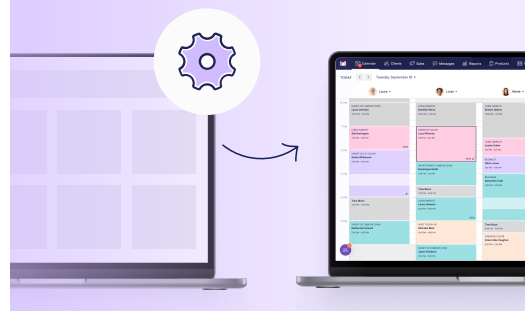
[9 Best Salon Software 2024: The Ultimate Guide](#)

3 Salon Booth Rental Agreement Templates and Examples



[3 Salon Booth Rental Agreement Templates and Examples \(PDF\)](#)

How to Switch your Salon or Spa Software



[How to Switch Your Salon or Spa Software](#)