

SOUTH ORANGE, NJ, October 04, 2013 **/24-7PressRelease/** -- Running a successful salon business requires focus on your vision and a determination to continue to set new goals, according to A-List salon owner Jeniffer Hepler of Salon Vox (www.salonvox.com). Hepler shared some of her success secrets after seven years of ownership of her Ann Arbor, Michigan-based salon with the A-List Salon Radio Show on BlogTalkRadio.com last Wednesday.

"It is a challenge for many professionals who think of themselves as hair technicians first to switch gears to think like an entrepreneur," said Woods, the author of *The A-List Salon: Insider Secrets of How Profitable Salons Wow Their Clients Every Day* (www.alistsalonbook.com) and CEO of My Salon Scoop Consulting.

In the interview, Hepler cites her previous experience wearing several salon hats before opening her salon as instrumental in her leap to ownership. Before becoming an owner, Hepler served as an assistant, stylist, front desk clerk, and salon manager.

Undeterred by the need to show local bankers ambitious financial projections to document her vision, Hepler and her husband wrote a business plan to secure a loan to open the salon. "You can't be afraid if you have that much passion inside," Hepler reflected.

Fostering a family environment within her team, which includes 21 stylists, has been a key to success, Hepler discussed. Still working alongside her team as a stylist, she sets aside one-on-one time with each stylist to coach on business and personal goals (including first condo purchase). "It is important to make sure everyone understands your vision and where you are going," Hepler commented.

She also spoke about how she paints a realistic picture with job applicants early in the hiring process of "hard work with rewards." Those attracted at first by the impressive salon decor get a quick awakening. Hepler provides an honest view of working in a fast-paced environment where everyone is accountable for weekly performance goals. "I will mentor, educate, and help with all of that but you need to make sure that you are ready," Hepler.

More of Hepler's stories and success tips have been featured in the book, *The A-List Salon*.

Written by Australian Business

To listen to the full recorded show and other archived shows go to <http://www.blogtalkradio.com/veronicawoods>. To listen live to an upcoming show, you can call in at (347) 945-5061 or listen from the show link.

About Veronica Woods
Veronica Woods of My Salon Scoop Consulting (<http://bookyourchairsolid.com>) provides consulting, coaching and training services that enable salon professionals to attract and retain more happy clients-and earn greater profits. In addition, she consults with business owners and sales executives, with a focus on the beauty industry, who have hit a wall in their efforts to grow. She helps them jumpstart sales by implementing new strategies based on the data they collect on their best clients. A former product manager for a Fortune 500 company, she is also an MBA graduate of The Wharton School.