



THE TOP 7 SECRETS TO OPENING A SUCCESSFUL BARBERSHOP

CAD MEN




INTRODUCTION

Congratulations on taking the first step towards growing your barbershop. By downloading this guide, you are already ahead of 90% of other new barbershop owners.

We understand the challenges of starting and running a successful barbershop. As experienced business owners, we've made mistakes, but we've also achieved great success - from winning multiple business awards to being recognized as the #1 barbershop in Canada. And now, we're excited to share our knowledge and experience with you.

Our barbershop has been featured in the media and has received over 1000+ 5-star Google reviews. We've also created an academy to help other barbers and business owners like yourself on their journey. We have experience taking a great barber and turning them into a multiple 6-figure business owner with a full growing team.





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**HERE ARE TOP
7 SECRETS
WE LEARNED**



1

CHANGE YOUR MINDSET.

When you decide to open a barbershop, it is important to shift your mindset from being just a barber to being a business owner. The skills that made you successful as a barber may not automatically make you successful as a barbershop owner. As a business owner, your priorities shift from solely taking care of clients to also taking care of your team.

One key aspect of being a successful barbershop owner is developing leadership skills. As a leader, you will be responsible for setting the direction of the business, making decisions, and guiding your team towards achieving goals. It is also important to have effective communication with your team, as this helps to ensure that everyone is on the same page and working towards the same objectives.

Another important aspect of being a successful barbershop owner is training and development for your team. This can include providing ongoing education and training opportunities for your barbers to improve their skills and knowledge. It can also include investing in tools and equipment that will help your team to provide the best possible service to clients.

Ultimately, one of the most important things you can do as a barbershop owner is to ensure that your team is happy. A happy team leads to happy clients, and this is crucial for the long-term success of your business. This can include creating a positive and supportive work environment, recognizing and rewarding hard work, and fostering a sense of camaraderie among team members.

If you had to choose how to spend 1 day of your time, either training your new barber or booking a clients for yourself, which one would you choose? The answer should be train someone. While it may seem more appealing to take clients and get paid right away, the long-term benefits of investing in your team far outweigh the immediate gain.

If you take the time to train a new barber, you are not only equipping them with the skills they need to provide excellent service to clients, but you are also creating an asset for your business. That barber will use the skills you taught them to make thousands of clients happy over the course of their career with your barbershop. This, in turn, will make your business better, generating profits you did not have to cut hair for. This is the mindset of a business owner, thinking of the long-term benefits rather than short-term gain.

By reading this and understanding the importance of investing in your team, you are already ahead of the majority of barbershop owners. Most barbershop owners choose to focus on immediate cash and servicing clients, rather than investing in their team. By making this one important decision, you are already in the top 10% of barbershop owners.

In conclusion, being a barbershop owner requires a different mindset than being a barber. You must shift your focus from just taking care of clients to also taking care of your team. By developing leadership skills, communication, training, and ensuring team happiness, you will be able to create a successful and thriving barbershop.



2

GET A MENTOR.



Getting a mentor is one of the most valuable things you can do for your business, especially when starting out. This is your fast track strategy. A mentor is someone who has already achieved what you want to achieve and is in the position you aspire to be in. It is important to seek advice from someone who has the knowledge and experience that aligns with your goals and aspirations.

When starting a business, it is crucial to have guidance from someone who has been through the process before and can provide valuable insights and advice. A mentor can help you navigate the challenges and obstacles that come with starting and growing a business, and help you avoid costly mistakes. They can also provide you with a sense of direction and motivation, helping you stay focused on your goals.

It is important to note that not everyone is suitable to be a mentor. The person you seek advice from should have a track record of success in the area you're looking to grow in. For example, if you're starting a barbershop, your mentor should be someone who has owned and operated a successful barbershop. Your mother, while she may be a wise and supportive person, may not be the best person to seek advice from if she does not have experience in the business world.

When looking for a mentor, it is important to invest in yourself and pay for their services. A successful mentor is likely to be busy, so asking for a coffee meeting to pick their brain is unlikely to be productive. Investing in a mentor by paying for their services is the best money you will ever spend in our opinion. It will help you grow much quicker and increase your chances of becoming successful when you have a mentor helping you. This is by far the most valuable investment you can do for yourself.

3

LOCATION, LOCATION, LOCATION.

When it comes to the success of your barbershop, location is everything. Choosing the right location for your business can make all the difference in attracting customers and generating revenue. It's crucial to identify a spot that has high foot traffic, is easily accessible, and has good visibility and parking.

Having a high volume of foot traffic is essential for a barbershop to thrive. The more people passing by your shop, the more potential customers you will have. A location that is easy to get to and has good visibility will also increase the chances of walk-ins, which can help you grow your customer base faster. Additionally, ample parking facilities will make it more convenient for your customers to visit your shop.

An example of this is, when we opened a location in a busy downtown Toronto, many clients were late due to constant traffic and lack of parking. Moreover, clients that did drive down, stopped driving because on top of the haircut they have to pay more money for parking because there is no free parking. Even though we had many clients living within walking distance or working down the street, the lack of accessibility and parking deterred clients from further away who loved our business but eventually got fed up with traffic and parking situations.

It's a delicate balance - you need to find a spot that has high foot traffic, good visibility and parking but also one that doesn't cost too much rent and takes away all of the profits, and not so jam packed that clients can't get to you.

To strike this balance, it's a good idea to consult with an expert such as an accountant who can help you determine how much rent you can afford while still making money. By taking into account all of these factors, you can make an informed decision on location and increase your chances of success.





4

**START
YOUR
GOOGLE
BUSINESS
LISTING
BEFORE
YOU OPEN
YOUR
BUSINESS.**

Google Business listing takes at least 9+ months to rank you on the first page. Having a strong Google Business listing is crucial for the success of any business, especially in today's digital age. Google Business listing is a powerful tool that can help drive traffic to your barbershop, but it takes time to establish your presence and rank on the first page. That's why it's important to start your marketing efforts before you even open your doors.

When we got active on Google and learned how to use it to our advantage, we started getting 100k views per month of clients finding us, and were turning down 20-30 clients per day because we were fully booked.

Google is the primary way that most people find businesses, so it's important to set up your Google and social media presence as early as possible. This will ensure that SEO starts working in your favor and help you get found by potential customers.

Google Business listing should be a priority for your barbershop. If your business is not visible on the first page of Google, the perception is that it's not a great or relevant business. That's why it's important to make sure your barbershop is represented well on this platforms. Showcase your work, keep your pictures and posts updated, and respond to reviews, whether they are good or bad. Many new clients look up businesses on Google and reviews before visiting a barbershop, so investing in a Google course will help you create a strong online presence.

In conclusion, starting your Google Business listing before you open your barbershop and making this marketing strategy a priority is crucial for the success of your business. Investing in your online presence and promoting your team will help drive more clients to your barbershop, and ultimately make your business thrive.



5

INVESTING IN HIGH- QUALITY CHAIRS.

Its imperative for providing outstanding services to customers, while also fostering a professional and inviting atmosphere. When we first established our barbershop, we made the mistake of purchasing chairs that were relatively inexpensive, but ultimately, proved to be cost-prohibitive in the long run. All of them began experiencing problems within the first year, which greatly hindered our ability to efficiently service our clients.

As such, it is crucial to avoid cutting corners when it comes to equipment, particularly with regards to chairs. Our recommendation is to invest in chairs from the Takara Belmont, which come equipped with a robust 10-year warranty on the pump. We have been utilizing their chairs for 7 years now with zero issues, and they have proven to be both comfortable for clients and reliable for our business operations. While this may entail an initial higher financial outlay, it ultimately serves as a sound investment that yields dividends in the form of increased profits.

On the other hand, other equipment, such as expensive hot towel machines, may not be necessary to invest in as their utility is limited and their costs may outweigh the benefits.





6

MAKE THE NAME OF YOUR BUSINESS OBVIOUS THAT IT IS A BARBERSHOP

Choosing a name that makes it obvious to others its a barbershop can save you time, money, and effort in promoting your business. A name that is clear and descriptive of what your business does, makes it easier for potential customers to understand and remember your business.

For example, if you name your barbershop “The Mane Attic” because it has personal meaning or you simply like the sound of it, you may find that your business growth is slower in the beginning. This is because you will have to spend more time and money explaining to potential customers what your business does, through marketing materials and advertising campaigns. This can be time-consuming and expensive, and can delay the growth of your business.

On the other hand, if you name your business “The Luxe Barbershop,” the name itself tells potential customers exactly what your business does, and there is no need for extra explanation or additional marketing efforts. A clear and obvious name can help attract more customers and promote your business more effectively.

In summary, choosing an obvious and descriptive name for your business can save you time and money in promoting your business. A name that is clear and tells customers what your business does, can help attract more customers and promote your business more effectively.

7

HIRE THE CORRECT WAY.

Which barber would you hire?

Option 1:

A barber who has great values and morals, a strong work ethic, but may have less skill and fewer clients.

Option 2:

A barber who has many years of experience, high skill level, and a large client base, but poor work ethic and a big ego.

The correct answer should be option 1.

While a barber's skill level and client base are important, it is essential to consider the individual's values, morals, and work ethic. A barber with a strong work ethic and positive attitude will be more productive and reliable, and will ultimately contribute more to the success of the business. On the other hand, a barber with a poor work ethic and a big ego can create a negative work environment and may not be as committed to the growth of the business.

Hiring the right employees is crucial for the success of your barbershop. Look for individuals who are passionate about the industry, have the right skills, and share your vision for the business. In our opinion it is better to hire someone who doesn't have as much experience or clients, but has good work ethics, great customer service and is trainable, than a barber with 10 years of experience but big ego, and unreliable. When hiring, always look at their values, and if they have the potential to grow with you, vs just generate you income for a few months and leave. This will require you to invest more time with these barbers to help grow their kills, but in turn they will stay with you much longer and bring in much more value in the long run.

We met business owners that turnover barbers every 4 months, this is not good and their leadership and working conditions needed major improvement. CADMEN BARBERSHOP turnover average was 4-7 years, because we hired the right way, spent time investing into them and created the right environment to have a happy team. This led to having much longer careers at our shop than the industry average.





CAD MEN BARBERSHOP

If you are looking for more help in starting your own barbershop, check out academy.cadmen.ca

We now offer one on one business coaching.