

TO MY CLIENTS...

So much has happened in such a short period of time with this pandemic, and especially here in Colorado. I hope everyone is doing as well as they can be during all of this mayhem XO

It's taken me awhile to shake off the shock and attempt to grasp at this new reality. And I have to be honest, every time I was preparing myself to write my newsletter, more and more of my reality was being stripped away, sending me into further shock and scrambling to prepare for a different response in my newsletter to you.

There is a massive responsibility when you run your own business and take care of so many wonderful clients. Preparing the newsletter has sat heavily on my shoulders, mostly because I am in shock, but also because I am constantly bombarded with information and questions.

I had clients contacting me, stylists contacting me, I was contacting my landlord, and contacting other salon owners.

I was reading all of the hourly national news which seemed to constantly escalate. And I was also reading all of the hourly Colorado news to stay on top of things as they progressed here.

I was OK with closure for two weeks until April 1st. When we got hit with mandatorily being closed for six weeks until April 30th, a piece of me died inside. The economical impact of that timeframe has already forced local businesses to close.

So many questions hit me all at once like a tidal wave....What was I going to do with my clients? How far will I be in the financial hole? Will the suites as a whole survive this or will they close? Will I still be charged my suite rent? Please dear god don't let me lose my salon.

I walked into my closet, shut the doors, and completely fell apart. The loss of an entire month's income is totally devastating. Those appointments will never be made up. They are simply gone. In that moment, I realized how fragile the service industry is. I realized that this unprecedented event was going to deeply effect every artist and service provider in the entire world, for the long term. Some people may not stay in this industry because of that reality, some people will be completely financially ruined, and some will manage to survive.

I hope to be a survivor.

When I started my newsletter it was to educate about the coronavirus covid-19 and go over my salon disinfection procedures, and additionally include special appointment protocols to help financially survive cancelling or rescheduling. Then it turned into the worst case scenario, which was to additionally talk about my At-Home Color Maintenance Kits, effected appointments, and offer different ways you can help my salon survive this total catastrophe.

This Is Where We're At....

During the next six weeks I will still be paying rent for my business. Every building has a landlord and every landlord is handling things differently. This has dwindled down in one of two ways; weekly rent ceases immediately until business can resume, or the continuation of paying weekly rent. As of right now, we have been told that we will have reduced rent with a payment plan. So we'll just call this added debt on top of financial loss. As you can probably tell, the financial impact from this will be long lasting. But at least we will still have a salon to go back to.

Due to being closed until April 30th, I will be working nearly every day in May to get everyone taken care of. Please be patient and kind. I can't allow myself to think about the toll that this is going to take on me and I apologize in advance, but I will absolutely need you to be flexible with me over these appointments. The only days that I will have to make up appointments will be on my days off, Tuesday and Wednesday.

Appointments are like dominos, so when I see my April clients in May, we will either keep your following appointment or cancel it, and then get back to our regular cycle. As I said before, it's a loss that keeps giving.

I'll contact everyone individually, after sending out the link to my newsletter, to discuss your appointments and Color Kits if applicable.

I'll be placing orders for Color Kits in the next few days and I'll have a day and time for everyone to pick them up from the salon. Currently, I'm thinking Saturday March 28th from 12p-2p. Kits are \$45 with the ability to refill color and developer for \$15. More info will be found in the newsletter.

Ways To Help....

Color Kits are both necessary to get through April and are helpful :) Some clients are prepaying for their April services to help keep their salons and stylists afloat during this time. This is a turbulent time and I don't know how you are impacted, so I leave that up to you. If you can prepay, that would mean more to me than you can know, if you can't, believe me I totally understand.

If you choose to prepay, an invoice will be sent to your email where you can pay via credit or debit card, its easy and safe.

What Will Be In The Newsletter?

The Newsletter is broken down by two major sections: Coronovirus and Salon Business

The Coronavirus section pertains to; Covid-19 Facts, Symptoms, and Prevention.

The Salon Business section pertains to; Salon Disinfection Protocol, Effected Client Appointments, Color Maintenance Kits, and New Business Protocols.

(THIS WAS THE MOST PERTINENT INFORMATION RIGHT NOW. THE NEWSLETTER IS A WORK IN PROGRESS. I SHOULD BE FINISHED BY MONDAY EVENING)

Thank you for your patience,

Misty Dawn