



*In the salon*

**After the first year of working with ActionCOACH, we increased turnover by £74,000 - 38.5% up.**

**A**gnes Fulep didn't think anything was wrong with her hairdressing franchise, Essentials, in Borehamwood, London. She heard about ActionCOACH from one of her team and because of her natural inquisitive nature and open mind, she was keen to find out more.

“Before I started to work with ActionCOACH, the salon's annual turnover for 2014/15 was £193,890.05 to be exact! I wasn't worried about this but would have liked to do better as anyone would. So, I met with my local Action Coach, Jamie Goral, one evening after the salon had closed.”

## Introduction to ActionCOACH

“He asked my husband and I what we wanted to achieve from the business and our initial response was that we wanted enough profit to pay the mortgage.

“Jamie asked us why we didn't want more. That's when we started to list our dreams - a bigger home, opening more salons and more time for us as a family. Jamie said all those things could be achieved if I stopped thinking like a hairdresser who owned a salon and started thinking like a business owner of a salon.”

## Positioning the Business

“The first thing we did in September 2015 really terrified me. We positioned Essentials as the premier hair salon in the area and we put our prices up. It may have been a scary move but it placed the salon in front of mind for our target market of those willing to spend money on the best hair care and salon experience.

“The salon team and I went through some fundamental transitions to achieve this. The extra money allowed us to double our number of employees and introduce new services and products to our clients. The clients expected a premier service and atmosphere which we delivered as we continuously improved. That would have not been possible without Jamie's help.

“There is a huge difference between being a hairdresser and a leader. Initially, I had fortnightly coaching sessions for my own growth and then changed to monthly sessions as I improved and began to lead my team. Jamie gave that fresh energy I could grow from.”

## Getting Buy-in from the Team

“I now have the best team ever and I would be nothing without them. Jamie has shown me how to bring out the best from my colleagues. We started regular weekly meetings and it really changed the way the team think of their life and goals for the future. It took about three months for them to realise they can achieve whatever they want and I am here to support them. Since then they've been more excited for our meetings. It's their opportunity to set goals for themselves without the distraction of phones ringing and customers to look after - they love it!

“The improvements in my business were also clear to Toni & Guy, the franchisor for the Essentials brand. Jamie was invited to our annual Essentials meeting in London where he inspired a room full of salon owners. There were so many positive comments, I am sure we will see more of him at these meetings or advising the franchise head office.”

## The Results So Far

“After the first year of working with Jamie, we increased turnover by over £74,000. That's a staggering 38.5% up on the previous year. At one point we became the fastest growing salon of Toni and Guy's Essentials brand out of 26 salons in the UK.

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“The success of my business allows me to work less hours, get paid more and become a better person for my family, friends and colleagues - everything anyone could wish for. But development doesn’t stop here. I have big goals for my business and personal life, I have much more to explore with my Action Coach. I am planning to take on other businesses in my community to provide more jobs and really make a difference. When I am successful, I have the power to help others and change lives.”

## The Future

“The journey isn’t easy and that’s why we need a mentor - to remind us all those things are possible. I would really recommend having an Action Coach. The transformation people experience is extraordinary. An Action Coach can see what you can become, not what you are - you don’t have to settle for what you have right now! ActionCOACH changes you and through it, your financial and social life. We can easily shift off our path but an Action Coach keeps you centred.



***“The success of my business allows me to work less hours, get paid more and become a better person for my family, friends and colleagues - everything anyone could wish for!”***

“Don’t forget, the journey is still yours. An Action Coach won’t do the work for you but like I lead my team, he leads me to find the solutions I need to grow my business. I am grateful I found ActionCOACH and Jamie. I wish everyone believed as much as I do how much having an Action Coach can help you.”

## The Coach Perspective

Jamie has been an Action Coach for three years and in that time has won an award for best business growth and has been a finalist in the UK Startups of the Year Awards. Having grown up listening to stories of business hardship, long working hours and mortgage struggles from his business-owning parents, Jamie developed a passion for helping business owners achieve their potential.

“My mum was a salon owner and so this was an emotional client acquisition for me. Agnes has grasped every new learning and taken ideas forward to make a huge difference to her business, the lives of her team and her work-life balance. I recently had a comment from my Mum who asked why I couldn’t have been an Action Coach 15 years ago when we could have made this impact on her own hair salon.”

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