

# NAILPRO Magazine

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**NP:** What do you think are the most important changes for salons to make in order to get the best return on investment?

**PI:** Stick with what you know—just make sure that you do enough research on it! Be an expert on just a few things; don't spread yourself too thin.

**NP:** What if the entire salon attitude needs an overhaul? What's the best way to get everyone on board?

**PI:** I don't think that you can ever get everyone on board. It's almost impossible to change the way people think. The only person that really needs to be on board is you, the owner. Lead by example. And when hiring, look for people that "fit;" that is very important. I always tell people to go to salons and stand in them; see how it feels. And I ask them to imagine whether they can fit there or not.

**NP:** What are the most common problems with salons?

**PI:** Absolutely the most common area of trouble is branding and imaging. It's important to

have a pulled-together brand. After branding and imaging, the major problem is found inside: too much clutter!

**NP:** If a salon employee sees that major changes need to be made in order to thrive, but can't go to her boss, how should she let her ideas be known?

**PI:** You have to be the change you want to see, even as a salon employee. Hopefully there are regular staff meetings going on, during which the staff can say these things. But definitely be constructive about it. And don't come up with a problem without a solution!

**NP:** On your show, businesses often get a new logo and signage. If a salon wants to include a new logo as the "icing on the cake" for their new image, where do you suggest they start?

**PI:** Look around, find design companies and ask to see their work, then price it out. You must really think about what you want so it best represents you and your business. Also be clear in what you want so you can relay

that information to the designer.

**NP:** What's the most surprising thing you've seen in businesses that come to you for makeovers?

**PI:** I guess the most surprising thing is the businesses that are failing and yet they refuse to make a change. People are making the same mistakes over and over and expecting different results. As humans, nobody likes change, but it's inevitable; it does eventually happen. When we're in the demolition phase on my show, the business owners tell me how hard it is; it's like the worst thing in the world. But when it's all done, they wonder why they were stuck in the first place. It's all about an image revolution: sudden, radical, drastic changes. You have to change your relationships with your business, your personal style and, most importantly, yourself.

For more information about Peter Ishkhans and *Peter Perfect*, including videos and show times, please visit [mystyle.com](http://mystyle.com).



Vanessa and Lydia Arce get a visit from *Peter Perfect*, which changes the shabby and cluttered Los Angeles-based Beauty Box into a chic, upscale and vintage-inspired salon.

