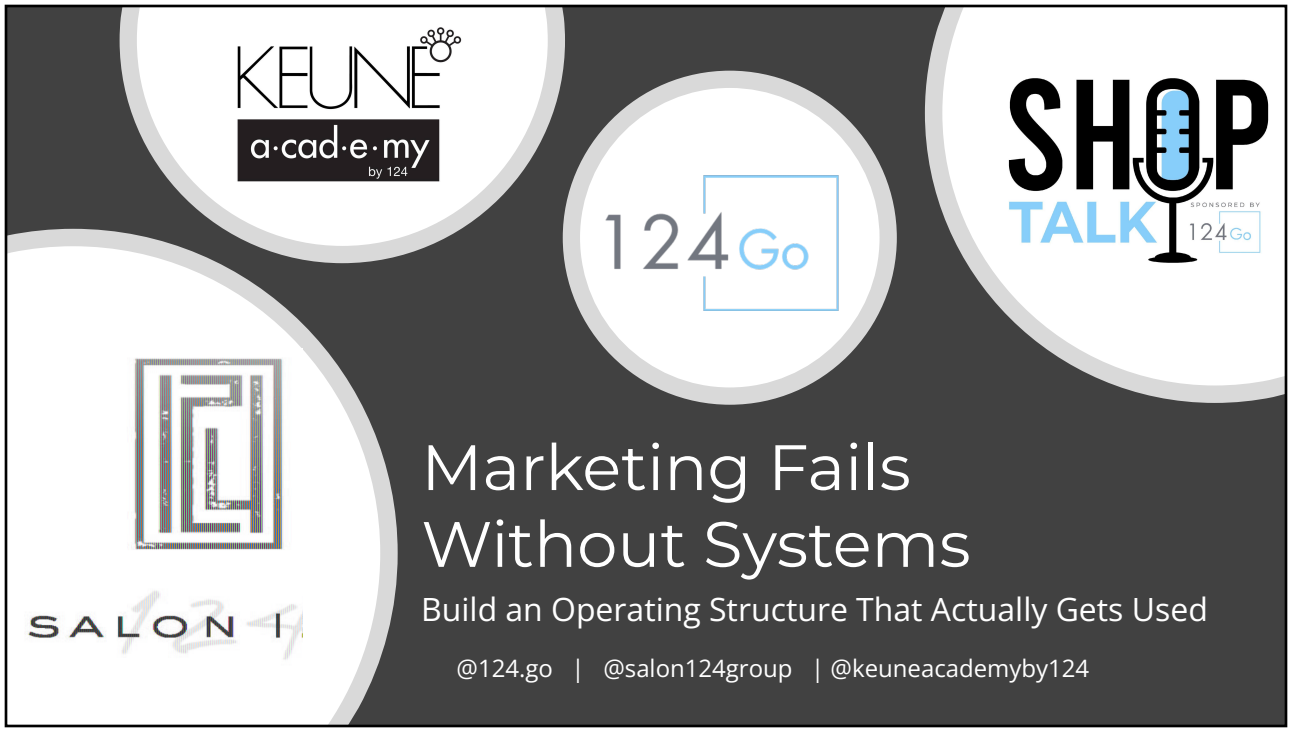
Welcome

We're wicked glad you're here



Your Presenters

JEN LEBLANC

COO Salon Rootz & Endz
Salon Studios

Coach with 124Go

LINDSEY YOUNG-BULLOCK

Luna Salon
Salon Owner, Leader, Stylist

Coach with 124Go

124Go

SYSTEMS

build an operating structure that actually gets used

The Promise

By the end of today, you will have

- One Standard your team will follow on Monday
- A daily / weekly / monthly Checklist cadence
- The 3 SOPs worth writing this quarter
- Less firefighting. Fewer "did you ask Sam?" moments.

THE CHAOS

why your "system" is actually just a stack of paper

Your binder is a graveyard

- The SOP bloat trap
- 40-page binder no one has opened since onboarding
- "Standard" and "SOP" mean the same thing here
- Updated once. Two years ago. By you.
- Documents your team won't read is no system at all.

Tribal knowledge tax

- "Just ask Sam what we post."
- The brand voice lives in one person's head
- Sam goes on vacation. The feed goes dark.
- Every post looks & sounds different
- You are the bottleneck - forever

The fix: 3 layers

- STANDARDS

What "good" looks like. One page. Non-negotiable.

- CHECKLISTS

The daily / weekly rhythm. Tick-the-box simple.

- SOPs

The deep-dive how-to. Only when it matters.

STANDARDS

what "good" looks like, in one page

What good looks like

- A good standard fits on one page and...
- Names the outcome, not the steps
- Sets a clear pass/fail bar
- Anyone on the team can recognize it
- Lives where the work happens - not in a binder

124Go

New Client Welcome Email

The Standard (one page)

- Sent within 1 hour of booking
- Uses the client's first name
- One clear next step (form, prep, parking)
- On-brand voice - warm, confident, brief
- Pass or fail - client feels expected, prepped, & excited.

124Go

Workshop

Write one standard right now

In 5 minutes...

- Pick ONE part of your salon marketing where quality slips
- Write the outcome in one sentence
- List 3-5 observable behaviors that prove we are doing it right
- Define pass / fail in one line

124Go

CHECKLISTS

the rhythm that keeps the standard alive

Daily, Weekly, Monthly

DAILY

- Post, reply, DMs. Keeps the feed alive, every day.

WEEKLY

- Content plan, metrics check, email send. Keeps momentum.

MONTHLY

- Campaign retro, calendar, budget. Keeps marketing healthy.

Daily Marketing Open

First 15 minutes. Every morning.

- Reply to every DM and comment
- Post today's planned content
- Check reviews and tags - respond to any
- Capture 1 photo/video while the salon is fresh
- Scan inbox for press, partner, or PR requests
- Glance at yesterday's numbers - one note

Workshop

Build your cadence

Take 10 minutes, with a partner...

- Daily - 5 items max. The marketing non-negotiables.
- Weekly - what slips when nobody's looking?
- Monthly - what only YOU do today that someone else could?

SOPs

the deep-dive, only where it matters

When to write an SOP

Write an SOP only when...

- The task is complex (multi-step, multi-role)
- Mistakes are expensive (paid ads, promos, brand voice)
- You train new staff on it more than 2x/year
- It only happens monthly or rarely (launches, reports)
- If none apply a standard or checklist is enough.

SOP Anatomy

One page, six parts. That's it.

- 1. Purpose - why this exists, in one sentence
- 2. When to use - the trigger or situation
- 3. Who owns it - named role, not "everyone"
- 4. The steps – numbered and in plain language
- 5. Definition of done - how you know it's right
- 6. What to escalate - when to stop and who to ask

What NOT to SOP

Don't write an SOP for:

- One-off tasks – if it happens once, just do it
- Judgment calls – brand decisions, sensitive replies need a person
- The obvious - "use the brand font" isn't an SOP
- Things in flux – wait until it's stable for 30 days
- Rule of thumb: standard first. SOP only when you have to.

124Go

Workshop

Map your 3 layers live

Pick ONE area of marketing in your salon...

- 1. Standard: the one rule that defines "good" here
- 2. Checklist: the recurring tasks - daily/weekly/monthly
- 3. SOP: the one complex task you keep re-explaining

Share one layer with the table. Steal a phrase if it's better than yours.

124Go

COMMIT

one standard. one checklist. one SOP.

by Friday.

SHOP TALK SPONSORED BY 124Go

124Go

How to Keep in Touch

- **Shop Talk Podcast by 124Go**
- **The Facebook @124go**
- **Instagram @124.go**
- **TikTok @124.go**
- **info@124go.com**

KEUNE a·cad·e·my by 124

124Go

SHOP TALK SPONSORED BY 124Go

SALON 124

Thank You

@124.go | @salon124group | @keuneacademyby124