



# 5 Ways to Support Your Guests' New Year's Resolutions

*Help your guests be the best version  
of themselves and drive business  
success in 2022.*

**zenoti**  
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## Table of contents

**Introduction** 03

---

**2022 Beauty and Wellness  
Resolutions for Guests** 04-07

---

**2022 Beauty and Wellness  
Resolutions for Businesses** 08

---

**Psychology Behind Resolutions** 09-10

---

**How It All Fits Together -  
Top Five Ways to Support  
Your and Your Guests' Goals** 11-14

---

**How This Information Can  
Transform Your Business** 15

---

**How can Zenoti Help?** 16

---

**Key Takeaways** 17



# Introduction

“We can. We will. We must.”

Might be a suitable motto for the Navarro College Cheer Team, but it won't help your guests keep their New Year's resolutions.

## New Year's Resolutions Numbers

50%

of people make  
a New Year's resolution



80%

of New Year's  
resolutions fail



A strong emotional connection improves the likelihood  
of accomplishing a New Year's resolution by

1.3 - 1.8 X

Right now, many of your guests are at home, trying to force a resolution or feeling shame or guilt over not having the willpower to stick with it. You can be there to support them in turning those negative self-thoughts around.

## Top Reasons New Year's Resolutions Fail

35%

set unrealistic  
goals

33%

stop tracking  
progress

23%

forget about  
resolutions

10%

make too many  
resolutions

Use the new year to refresh and reexamine your business priorities, with your guest's needs in mind.

In this guide, we'll cover how to support your guests to reach their goals while also reaching your own. You'll learn the top beauty and wellness resolutions for your guests and your salon, spa, or medspa business in 2022, how they fit together, and how you can use this information to transform your business.

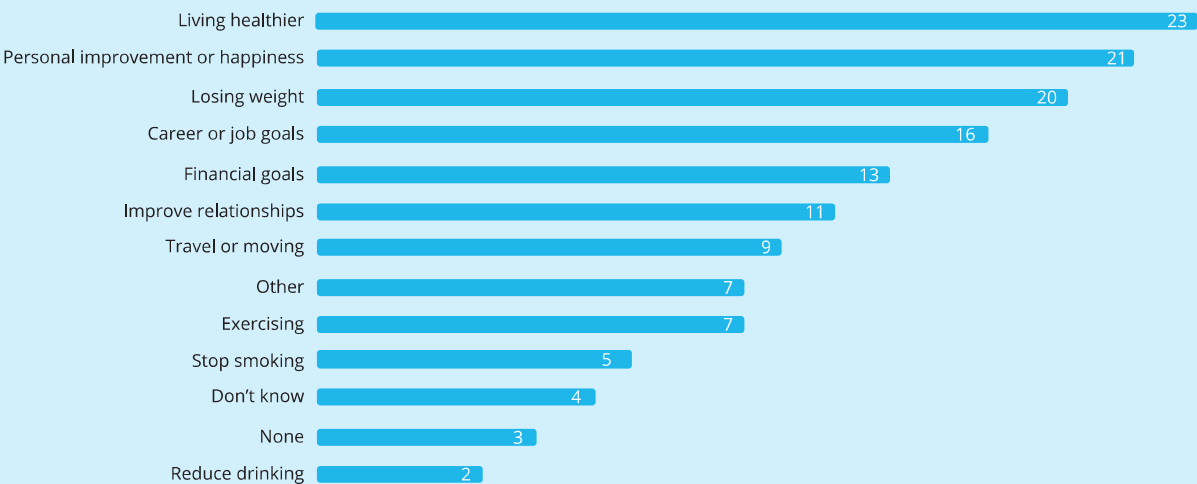


# 2022 Beauty and Wellness Resolutions for Guests

Suppose 2020 was all about reintroducing our natural state (hello roots, we see you!), and 2021 was all about celebrating natural texture. 2022 will be all about growing and evolving in this new world. And that growth will look different for each of your guests.

The start of the new year is the time when most people make commitments to being better. Making it the perfect opportunity for businesses to help meet guests' New Year's resolutions.

**The most popular New Year's resolutions are about self-improvement and living a healthier life.**



**Solution-oriented goals** are more successful than avoidance-oriented goals. That's good news for your salon, spa, or medspa business because you are a part of the solution.

Let's look at the top beauty and wellness resolutions for 2022 and how you can help guests reach their goals.

### Goal: Live Healthier

#### Solution:

Massage and treatment packages geared towards rest, relaxation, and mental health. In 2022, we will see a rise in longer and more customized treatments. Give guests a place to get away from the stresses of the real world, a place where they feel safe and well cared for.



### Zenoti customer feature:



**Brazilian Beauty** realized that January was a great time to share the perks of their rewards program. There is no better time to entice guests or prospective guests with perks, benefits, and rewards.

**Brazilian Beauty**  
January 21 at 4:00 PM · 🌐

Take care of the pesky 'maskne' that we have all grown to know with consistent skin treatments designed to combat your specific concerns.

- ✅ Tailor your treatment plan to your goals
- ✅ 10% off all other skin treatments
- ✅ 10% off all ASI retail
- ✅ 3, 6 and 12 month options available
- ✅ Save \$ on your treatments

Join us for the year of healthy skin. 🌟  
Sign up now: <https://bit.ly/3qheqlw>



## Goal: Personal Happiness

### Solution:

Who doesn't feel happy with a fresh haircut, manicure, or facial? How can you improve your offerings for 2022 to dial up the happiness? What makes your guests feel good? Think of memberships, retail perks, community shoutouts on social media, and more. Spread the positive energy and let your guests know that their happiness matters to you.



## Zenoti customer feature:



Showing your guests that their happiness matters doesn't have to be complicated. **Boardroom Salon** takes a basic haircut to the max with a consultation, cut, neck shave, shampoo, and a finishing style.

## Goal: Weight Loss

### Solution:

This isn't a new resolution, but how can you show your guests you have what they need to reach their goal this year? Which non-surgical body contouring services have the greatest results? Do you offer massage packages with scrubs and other body supportive treatments? Unless medically needed, a drop in numbers on the scale may not actually be what your guests are after. It's more about feeling their best.



## Zenoti customer feature:



**Profile by Sanford** is a US-based, nationwide weight management franchise, but they aren't all about numbers on the scale or weight loss goals. They know the power of coaching, and it shows in their social media content.



We're sharing more examples, tips, tricks, and tools in  
**Chapter 5 "How It All Fits Together; Top Five Ways  
to Support Your and Your Guests' Goals."**

# 2022 Beauty and Wellness Resolutions for Businesses

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There might be an urge to make elaborate plans or resolutions, but 2022 is all about goal setting.

The key to success was best described by **Marie Forleo**:

“*Simplify to amplify.*”

## How?

- Creating loyal guests and employees
- Feeling good about your work-life balance
- Growing the business and increasing revenue
- Becoming more profitable through streamlining processes
- Increasing market share by boosting your online presence

Using this list or by defining your own goals, pick your top 3-5 areas of focus instead of trying to be everything and everywhere. When you focus on less, you're able to amplify the message.

Because it's the new year doesn't necessarily mean you need to make a full business overhaul. All it means is that it's the perfect time to create a plan and make sure your goals are SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

Keep reading, in **Chapter 5** we're breaking it all down into S.M.A.R.T goals you can action today.

And for more inspiration, check out our  
**Top 5 New Year's Resolutions for Beauty & Wellness Businesses**





## Psychology Behind Resolutions

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New Year's Day, for many, marks a day of great opportunity for transformation. Seen as a fresh start, a chance to **manifest their desires**, and a milestone for a new, better self.

But why do we love New Year's Day so much? The fact is that humans enjoy **temporal landmarks** or, said differently, moments that stand out in time. And New Year's Day brings feelings of hope and optimism for the year to come. We crave **structure, safety, and familiarity** and temporal landmarks provide that.

So, it's no wonder we set lofty goals at the start of the year when we're rooted in our felt sense of safety and hopefulness.

While we love the idea of the landmark, holding true to those resolutions once that moment in time has passed often proves more difficult than it would seem at the time of setting them.

### Why Resolutions Don't Work

*It can take up to **254 days** for a habit to stick.*

Most resolutions are either vague (lose weight), **not realistic** (eat every meal at home), rooted in a change we "should" make (go 100% plastic free), or we don't have the **support network** to hold us accountable. Or a combination of all four!

When we're unclear about what we want, unrealistic about it, or are doing it for external validation, it's challenging to make our resolutions stick. When a resolution is clear, realistic, and comes from a place of inner knowing and desire, it makes it much easier (and dare we say more fun!?) to reach.

## How to Make Them Work

“ *The simplest explanation is usually the best one.* ”

Occam's Razor holds true here. The way to keep a resolution is to do the opposite of what doesn't work. Using weight loss as an example, here's how:

### **Make the resolution clear and S.M.A.R.T.**

Instead of losing weight, think about why you want to lose weight and what feeling you're after. Then set a clear goal around that. For example: "I want to lose 20lbs. so I can feel more comfortable going on my yearly hike in Yosemite Park in November".

**Make it realistic:** Losing 20 lbs. in 2 months is not realistic, can be dangerous, and is more than likely so out of reach that you will feel like a failure before you even get to spring 2022. Set yourself up for success with realistic goals. Start small and celebrate often.

**Set a goal you want to achieve:** It can take up to **254 days** for a habit to become second nature, so if your resolution is to stop eating chips and you can't see yourself doing that 254 days from now, it's not the goal for you.

**Get a support system:** This is where you, as a beauty and wellness business owner, can be the biggest support for your guests to keep their resolutions by being a part of their support network.

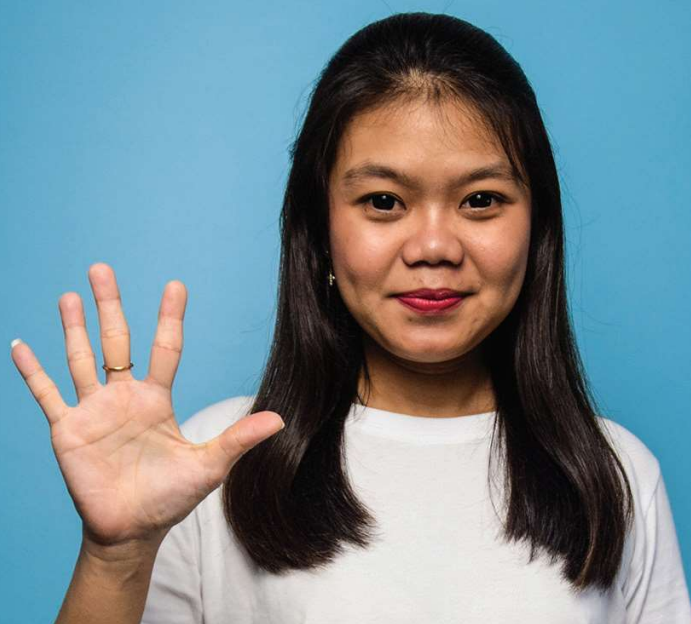
How can you coach them to define their goals, be their support system, and share in the positivity of celebration when they achieve them?

We're diving deep into that next!



# Top Five Ways to Support Your and Your Guests' Goals

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Raise your hand if you have ever dropped a New Year's resolution! 🙋

After a turbulent couple of years, the new year feels like a welcome reset and renewed sense of positivity. Whether it's adding new services, or highlighting existing ones, there's something to be said about the mood-enhancing benefits of sharing positivity about your goals with your guests.

To help guide you, we're meeting you at the intersection between the top trends for 2022 in the beauty and wellness space and New Year's resolutions - both yours and your guests. Read on to discover five ways businesses can support resolutions while acting on the top trends for 2022.



Creating loyal guests



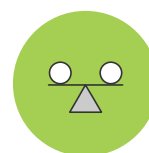
Growing business and increasing revenue



Boosting profits by streamlining processes



Increasing market share by boosting your online presence



Feeling good about your work-life balance



**Guest goal:**  
Clean, sustainable  
beauty



**Business goal:**  
Retail expansion  
and guest loyalty.



**The intersection:**  
Offer and promote more  
eco-friendly products  
which are good for you  
and for the planet.

**Make it S.M.A.R.T:** Generate a 5% increase in retail revenue by the end of 2022 by bringing in 3-5 new eco-friendly retail products by the end of Q1. Then run a promotional email and social media campaign to support this expansion. Review the campaign at the end of Q2, evaluate results, and pivot as needed to reach your goal.

*According to Refinery29,*

“ *A wellness-gearred gift means that much more in times where we're filled with hope and optimism.* ”



**Guest goal:**  
Feel good  
social media



**Business goal:**  
Increasing market  
share by boosting  
your online presence  
and social media  
presence.



**The intersection:**  
Curate a bookable social  
media feed to engage with  
your audience, share  
inspiration, and make it  
easy to shop and book  
with you.

**Make it S.M.A.R.T:** Increase your following by 10% across Instagram and Facebook in 2022 and increase in-app booking by 5% over the same period. How? By building out your 2022 social media content calendar by the end of Q1 and posting with a regular cadence each week. Review your social media status quarterly.





**Guest goal:**  
Reduce stress,  
declutter their life



**Business goal:**  
Growing the business  
with memberships.



**The intersection:**  
Your space is peaceful,  
relaxing, and restorative.  
A membership program is  
an excellent way to invite  
your guests to take some  
me-time. If they are a  
member, they are more  
likely to commit to taking  
that time and stay  
accountable!

**Make it S.M.A.R.T:** Book a photoshoot by the end of Q1 to highlight your space and services online and in email to entice your guests to spend time in your center. This doesn't have to be with a professional, although it can be. Use these images as marketing materials for your membership packages as a visual reminder of the benefits of coming to see you regularly.

If you're looking for some interior design inspiration before your shoot, check out our  
**6 Interior Design Tips for 2022 blog.**



#### Guest goal:

Body work as  
the new facial



#### Business goal:

Accelerate revenue  
growth and streamline  
processes.



#### The intersection:

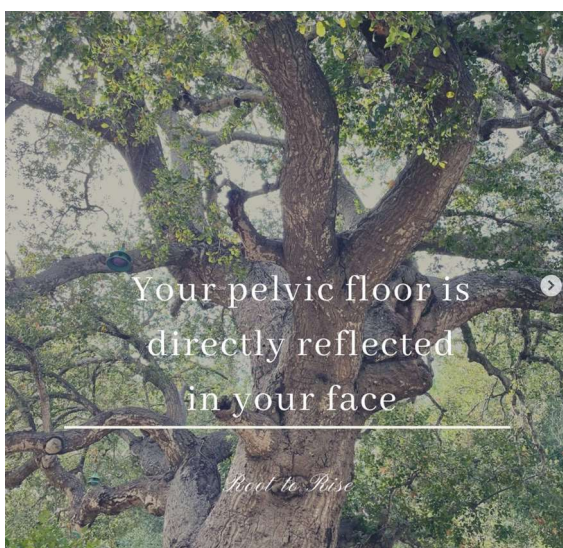
The quickest way to increase your revenue growth is to provide the solution to your guests' problems and leave them feeling their best. Facials have always been a top spa service but this year, people are looking to their bodies to achieve the beauty results they're after from the neck up.

Colette, the owner of **Clarité Wellness**, a Vancouver, Canada-based skin care destination, focused on the root cause of issues, shares that:

“The pelvic floor is directly  
reflected in your face.”

Focus on how your body-based services do more than relax the muscles in your neck, or stimulate collagen on the thighs. Think of the multifaceted benefits to the entire body, both inside and out.

**Make it S.M.A.R.T:** Use Q1 to review revenue by service and decide a bottom floor revenue for each service. Give your service menu a facelift, and by the end of Q2 commit to dropping the services that no longer meet your minimum sales. Replace these services with ones that meet your guests at the intersection of body treatments and facial benefits. Then focus your marketing efforts on new and top-performing services for the remainder of the year. Review, rinse and repeat at the start of 2023 to further drill into the services that resonate with your guests.



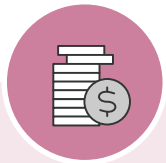
claritewellness • Following



**claritewellness** I find when there is tension in the face related to this that we try to Botox away, it just ends up creating tension somewhere else. It can seem like the solution at first but may create more issues later. Gua sha and massage can certainly be beneficial but I do find best results come when we get to the root of the issue. Try doing an intuitive, slow and mindful "cat/cow" next time you find yourself on your yoga mat and see what comes up. Using a foam roller to massage out the hips or gently compress the area while doing pigeon pose over a roller can be incredible too. Rolling the low back and low belly to the pubic bone feels amazing and often intense but should never be painful. Be very mindful, go super slow and don't overdo it. Again ideally work with someone qualified to support you!



**Guest goal:**  
Solo travel



**Business goal:**  
Increasing revenue  
with packages.



### **The intersection:**

In 2022 create custom packages with your guests' solo-travel plans in mind. From staycations to weekend getaways, your brand can be the go-to destination for your guest's travel plans in 2022. Keep in mind, your guests are trying to escape paperwork while on vacation. Offer digital forms, virtual consultations, and more so your guests can spend more time relaxing, and less time filling out paperwork.

**Make it S.M.A.R.T:** Book time in your calendar in Q1 to review your consultation and booking forms. How many can be completed before your guest arrives? Once you have that information, book a demo with Zenoti. You'll learn how **digital forms** can revolutionize your business and just how much time your guests can save by completing them in advance. A day without forms feels like a vacation already.

## **How Can This Information Transform Your Business?**

As we saw in **Chapter 4 - The Psychology of Resolutions**, most of us are good at making resolutions but aren't great at keeping them.

Make 2022 the year you reframe resolutions as a joyous occasion for your guests.

**Positive resolutions** make us feel good. And when we feel good, we're more likely to stick with it.

Outside or S.M.A.R.T goals, help your guests' resolutions stick by providing them with the products and services they need to achieve them. Here's how:

**Habit Stacking:** It's been said that if you do squats (a new habit you want to create) while brushing your teeth (**existing habit**) you are more likely to develop a new habit because you're reminded each time you're doing something that comes naturally to do. Include the products your guest uses on their profile and remind them after the related service to stock up. That way, each time they come for a color service they remember to stock up on blue shampoo.

**Shared Goals:** Tell people about your goals and ask them to share theirs with you. Get vocal on social media about your goals. If your goal is to bring only the best, most customized packages in 2022, let your guests know!



“Sharing our goals holds us accountable, so it’s harder to back out”

says **John Norcross**, Ph.D., University of Scranton

**Celebrate Wins:** Get to know your guest. What are their personal goals and goals related to the services you offer? Make notes on their profile and check in on them on a regular basis. And if your guest has a big win that you can share publicly, do it! That can be through testimonials, before and after photos, or social media shout outs.

Zenoti customer, **Removery**, a top tattoo removal clinic shares before and after photos to highlight the service and technology they provide, but also to celebrate the results of removing what some people would assume last a lifetime.



Help your guests keep their resolutions and see how far your support goes to positively affect your bottom line.

## How Can Zenoti Help?

You need the best software to support both you and your guests. Seamlessly connect your guests' resolutions with your products and services with Zenoti software.



**Booking:** Make it easy for guests to book with you online. With **Zenoti Booking Software** you can create a streamlined self-serve booking process so your guests can book when they want, without ever having to call your salon.



**50% increase in  
self-serve booking!**

### **Dominic Blake,**

Managing Director of Blushes Hair & Beauty shares the results they have seen after implementing Zenoti software.

**Smart Marketing:** Effortlessly reach guests across multiple touchpoints to support your New Year's resolution efforts and **grow revenue by 5-15%**. Take the guesswork out of advertising your new packages, updated service menu, and promotions with **Zenoti Smart Marketing**.

## **Key Takeaways**

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Compared to the past two years, we're already off to a good start. Our advice for this year is to harness the power of resolutions and trends to support your guests to meet their goals and drive business success. And with the power of Zenoti software, you can.

What we're asking you to do is to pinpoint exactly where you want to go in 2022. The key is to focus on what you want and take aligned action to get there. Anything is possible and with the right tools, the world (and your New Year's resolution) is yours! So, dream big, don't hold yourself back. At the end of the day, you know what you need to succeed. The more positive energy you put out to your guests, the more will come back to you.

**It's going to be a great year. We're here to help  
you realize your potential.**

Are you ready to make 2022 your best year ever? Zenoti can help.