See Your Future ...
A Back-To-School Eyewear Event

By Brenda Fishbaugh

You're in the tan biz's slow season … what to do? Late summer and fall are great times to host an event that features eye protection. You'll use it to remind your tanners why eye protection is critical to their future, and to show them all the latest options available in the diverse and fun eye protection world.

One great aspect of eye protection is affordability – it's definitely in the budget of your college-goers. You can contact your favorite distributor and order a boatload of different goggles and disposables for a ridiculously small investment. I recommend you offer many types ... the fun designer styles in every color and the super-cheap kinds and disposables. For your eyewear event, arrange your selection boutique-style. A velvet-covered board and a make-up mirror work well to let each guest try on each pair and see if they get a tight fit. Offer a free low-end pair with purchase of a small upgrade tanning package or a facial spray-tan or tattoo stick – something around $10. They get a free "fancy" pair with a high-pressure session, custom spray-tan or clothing item around $25. Keeping with the theme, you could bring in sunglasses to sell for this event! I recommend you create a sign showing 3-4 things they get for each category. Make it simple and include some novelty products that you'd like to sell to increase your other retail sales.

How does education tie in? Educate your team so they can educate your salon guests. I suggest your entire staff take the Sun is Life® eye protection training module – it's just $9 per person. SunIsLifeTraining.org offers the training and a downloadable professional eye protection brochure to share with each tanner. Head to Eye Pro's website and take the free 30-minute training as a group meeting. You will receive a "thank you" package that includes a full-color counter-mat showing gory photos of eye damage from unprotected tanning to shock your guests into wearing eyewear. Your team will be focused after having learned (again) why eye protection is important. Don't skip this step: have every staff member tan with each protection type you sell. Seriously – if your staff doesn't know how to fold and properly apply disposables, how are they going to push it? Hold a contest or quiz so your team learns the info you provide to them.

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Next, collect some goodies to give away in addition to the eye protection smorgasbord you've ordered from your distributor. The goggle companies whose products you'll be featuring is a good place to start. Also, your business neighbors are often willing to cross-promote – give you free manicures and free pizzas if you'll supply free tans to give away at their special events. Don't forget to talk to your distributor reps, as they have industry contacts who can often get you some freebies.

Make it fun, get your staff involved, promote it with social media and in-store signage and finally, send me pix of your exciting event at Brenda@EyePro.net. You may be featured in a future issue of *ist Magazine* and win a giant eyewear package! ■

About the Author:
Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.

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