



Stop the Slump

Prepare yourself for a wintertime slowdown before it starts.

By Liz Barrett

It happens every year. After the holiday season rush it's often a hard time for those in the nail industry who are faced with less-than-stellar sales and a phone that rings less frequently as the winter wears on. Clients who make appointments for manis and pedis for those big holiday parties are often nowhere to be found when January and February roll around. In this article, we offer important steps that you can take now to ensure your winter receipts match—or even exceed—those from a successful holiday season.