

DEDICATED AND HARD WORKING

**SAMANTHA KING** HAS BEEN A BEAUTY THERAPIST FOR OVER 11 YEARS. IN FEBRUARY 2019 SHE OPENED HER SALON **SAMANTHA'S BEAUTY RETREAT** AT MAYFIELD FARM. IN HER OWN WORDS SAMANTHA TELLS US ABOUT HER BUSINESS.....

#### When did you set up your business?

I started Samantha's Beauty Retreat in 2008 when I was 19, originally I worked as a mobile therapist. Two years later we built a log cabin in my grandparents garden, this was a real success and this helped me save up and open my salon in Matching Green on a farm. In December 2018 I was visiting Mayfield Farm Bakery to buy my bread, when I was told about a unit on the farm which would soon be available to let. I have always dreamt of having a pretty little salon at Mayfield Farm so I jumped at the chance... 6 weeks later on 16th February 2019 we opened the new 'Samantha's Beauty Retreat'.

#### How did you decide on your company name?

I'm normally quite creative but I clearly wasn't when it came to choosing a company name! I thought it would be a good idea to have a company name which was simple and personal.

#### What has been the most valuable lesson learnt so far?

Don't burn yourself out! Running your own business is hard work. I used to work 13 hour days, 7 days a week, socialise after work, stay up late on my phone booking clients in and I felt burnt out and unmotivated. I now try to do everything in moderation, as much as I love my work its very important to look after myself too.

#### What made you decide to set up your own business?

From a young age I knew I wanted to work within



the hair and beauty industry. I got a job at a salon as soon as I was allowed to work and although I loved working for people I found that my creative streak was limited. I'm quite creative and everyone who knows me knows I always have something I'm organising or designing. I realised that if I started my own business the opportunities would be endless.

#### What hurdles have you faced?

I have been quite lucky with my working career however I faced a recent hurdle when my 4 week old computer completely broke, deleting my salon booking system with appointments, work photographs and documents. After a few tears, and lots of phone calls I now have a brand new computer and am finally up to date with my appointments. My clients have been very patient and understanding, so I feel very lucky to have them.



Tel: **01279 902541 or 07521 502754**  
 Web: **www.samanthasbeautyretreat.co.uk**  
 Facebook: **Samanthasbeautyretreat**  
 Instagram: **Samanthasbeautyretreat**

#### What has been the most challenging aspect of owning your own business?

Finding time to do everything.

#### What has been the most rewarding aspect?

I have been extremely lucky to have such lovely clientele; I have met such amazing people who have taught me a lot over the years. I really enjoy listening to everyone's life stories. It's a great feeling when ladies leave your salon looking and feeling great with a new confidence.

#### Are you the only employee?

I am very lucky to have a great team of people alongside me. We have our lovely part time beauty therapist Sue, Maxine - 'The spiritual worker' carrying out Reiki & Crystal healing and Jodie - our amazing make-up artist. Our team will soon be expanding when we welcome our visiting Doctor carrying out all aesthetic treatments, a hair extension stylist and hopefully a few more staff members.

#### Do you work at any other job or occupation?

My husband and I own 'The King's Head Horse Box Bar.' We converted an old horse box into a mobile bar and we cover anything from weddings, parties to festivals and corporate events. It's great fun!

#### Do you hope to expand your business?

I am hoping to take on another beauty therapist in the summer as we have been very busy since opening. I would like to offer as many treatments as we can so our treatment list will most definitely be expanding!

#### Any funny stories from your working life that you'd like to share with us?

When I had the beauty cabin in my grandparents garden, my sister Sarah worked with me at weekends. One particular day Sarah was doing some DIY in the salon while I was carrying out a treatment on a client, the client asked me what I would recommend to help her skin as she had a breakout of spots, at the same time my sister whispered from across the room 'what do you want me to do next?' I needed one of the salon walls sanding down, so at the precise moment my client asked her question, I answered Sarah whispering

'Can you get some sandpaper' The look on my clients face was priceless... We all laughed for the rest of her treatment and the client ended up booking a course of microdermabrasion, a safe way to 'sand' your skin!

#### How should potential customers contact you?

We prefer people to contact us on 01279-902541 or 07521502754, some people contact us via social media however messages via social media can sometimes be missed.

#### Anything else you'd like to add?

I have been blessed with a very talented husband, family and friends who have supported me throughout. Without them and my wonderful clients I wouldn't be where I am today so I would like to say a big thank you to them all. To anyone thinking of starting your own business- take the chance, it will be worth it!

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 Micro-blading | Aesthetics clinic  
 Pamper parties with afternoon tea at Mayfield bakery  
 ... And much more

[www.samanthasbeautyretreat.co.uk](http://www.samanthasbeautyretreat.co.uk)  
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