

# How Heather Got Back 20 Hours of Her Life with a Spark Assistant and AI

## CLIENT:

Heather Torriente  
(National Educator, &  
Salon Owner)

## THE PROBLEM:

Heather was buried in admin work like emails, reports, and price updates, instead of growing her business. Sound familiar?

## THE GAME CHANGER:

Meet Nympha, her Spark Assistant. She uses AI to handle the chaos, giving Heather more time to grow her empire.

## How Nympha Freed up Heather's Time While Leveraging AI Tools

### Tech stack:

ChatGPT, Google Workspace, Canva, Phorest, Meta Ads Manager, Notion, Slack, QuickBooks, Gemini

### OPERATIONS + COMMUNICATION

- Developed a GPT replicating Heather's communication style to draft professional emails and maintain brand voice, saving time
- Manages inbox sorting, flags high-priority messages, and conducts supplier research using Gemini to support purchasing decisions

### REPORTING + STRATEGY

- Creates salon-wide KPI dashboards in Notion and Google Sheets with AI formulas
- Summarizes stylist performance using Gemini across various metrics
- Updates pricing descriptions in salon software with ChatGPT scripts (pending Heather's review)

### FINANCE + HR

- Processes payroll on schedule with AI to spot inconsistencies and drafts job descriptions for hiring platforms using ChatGPT
- Prepares and submits travel reimbursements, event expenses, and tracks invoices via QuickBooks with AI workflows

### MARKETING + GUEST EXPERIENCE

- Generates weekly social post captions with ChatGPT, writes and schedules IG/Facebook posts, and replies to DMs using AI tone-matching
- Manages Meta Ads campaigns with AI-generated copy and A/B tested creatives
- Boosts Google Business Profile rankings with immediate review responses and weekly updates

### EDUCATION + TRAINING

- Creates digital training materials with ChatGPT including SOPs, onboarding guides, and LMS lessons
- Organizes photoshoots, writes model releases, and uses AI to rename and file photo assets

### CLIENT LOVE

- Tracks stylist birthdays and auto-schedules digital or physical gifts
- Follows up with no-shows using ChatGPT-written messages in Heather's voice
- Responds to all Google Reviews daily with ChatGPT-generated, on-brand replies

## The Results (90 days later)

**20 HOURS**

Weekly time back in Heather's life

**25% INCREASE**

Better client retention from consistent follow-ups

**52% BOOST**

More social engagement from regular posting

**HIGHER REVENUE**

Average ticket increased from better tracking and pricing