

BARE CANVAS SERVICE POSITIONING GUIDE

Professional Reference Document

EXECUTIVE SUMMARY

This guide provides strategic positioning for each Bare Canvas service, including key messaging, target client segments, competitive advantages, and recommended marketing approaches. Use this document to ensure consistent service representation across all marketing materials and client communications.

OVERALL SERVICE POSITIONING STRATEGY

Premium Positioning Foundation

- **Professional Expertise:** Licensed esthetician with specialized waxing training
- **Customization Focus:** Every service tailored to individual client needs and comfort
- **Comfort Priority:** Advanced techniques and comfort measures for sensitive services
- **Comprehensive Coverage:** Complete service menu from basic maintenance to full-service packages
- **Results-Driven:** Professional-grade techniques for long-lasting, superior outcomes

Competitive Advantages

- Professional suite location in upscale Pearland area
 - Comprehensive service descriptions and transparent pricing
 - Comfort-first approach with specialized positioning techniques
 - Customizable service options based on individual preferences
 - Professional esthetician credentials and ongoing education
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BODY WAXING SERVICES POSITIONING

BRAZILIAN (Women Only) - \$62

Positioning Statement: "The ultimate intimate waxing experience with complete customization"

Target Client Segments:

- **Primary:** Professional women seeking comprehensive intimate care
- **Secondary:** Brides and special occasion clients
- **Tertiary:** Regular maintenance clients wanting premium service

Key Messaging Points:

- Most comprehensive intimate waxing service offered
- Complete customization from full removal to partial shaping
- Highest level of professional skill and comfort management
- 30-45 minutes of dedicated, professional attention
- Premium service requiring specialized expertise

Competitive Differentiation:

- Customizable based on client preference vs. one-size-fits-all
- Professional comfort management techniques
- Comprehensive coverage including bikini line and butt strip
- Specialized positioning and professional approach

Marketing Approach:

- **Emphasize first-time client support** (testimonials show high anxiety but great satisfaction)
- Address comfort concerns directly and professionally with **step-by-step explanations**
- Highlight professional expertise and **gentle, thorough approach**
- Focus on comprehensive results and long-lasting outcomes
- **Feature client testimonials** about anxiety relief and comfort experience

Content Themes:

- "Your Brazilian, Your Way" - customization focus
 - Professional comfort management techniques
 - What to expect during your service
 - Preparation and aftercare for optimal results
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BIKINI FULL - \$51

Positioning Statement: "Comprehensive bikini area coverage with natural coverage options"

Target Client Segments:

- **Primary:** Clients wanting more than basic bikini but maintaining natural coverage
- **Secondary:** First-time intimate waxing clients
- **Tertiary:** Seasonal clients preparing for swimwear

Key Messaging Points:

- Significantly more coverage than basic bikini line
- Customizable from minimal cleanup to extensive removal
- Maintains natural coverage while ensuring no visible hair
- Ideal compromise between basic and full Brazilian
- 20-30 minute professional service

Competitive Differentiation:

- Flexible coverage options vs. fixed service parameters
- Professional consultation to determine optimal approach
- Bridge service between basic and comprehensive options

Marketing Approach:

- Position as "more than basic bikini"

- Emphasize customization and personal preference respect
 - Target swimwear preparation and confidence building
 - Highlight professional consultation process
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BIKINI LINE - \$44

Positioning Statement: "Essential bikini maintenance for professional appearance"

Target Client Segments:

- **Primary:** First-time professional waxing clients
- **Secondary:** Maintenance clients with minimal needs
- **Tertiary:** Budget-conscious clients seeking professional results

Key Messaging Points:

- Essential maintenance service for underwear/swimwear visibility
- Perfect introduction to professional waxing
- Specific 4-finger width coverage area
- Quick and efficient 15-20 minute service
- Professional alternative to home maintenance

Competitive Differentiation:

- Specific coverage parameters clearly defined
- Professional technique for basic maintenance
- Gateway service to build client relationship

Marketing Approach:

- Position as professional maintenance solution
- Target new-to-waxing audience
- Emphasize quick, efficient service

- Build confidence for future service expansion
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FULL LEGS - \$80

Positioning Statement: "Complete leg transformation for ultimate smoothness"

Target Client Segments:

- **Primary:** Clients seeking comprehensive leg smoothness
- **Secondary:** Special occasion and vacation preparation
- **Tertiary:** Professional appearance maintenance

Key Messaging Points:

- Most comprehensive leg service available
- Hip-to-toe coverage including inner thighs and feet
- 45-60 minute premium service experience
- 4-6 weeks of smooth, hair-free results
- Professional alternative to time-consuming daily shaving

Competitive Differentiation:

- Most time-intensive body service showing dedication to results
- Comprehensive coverage including often-missed areas
- Professional technique for challenging areas like inner thighs

Marketing Approach:

- Position as ultimate convenience vs. daily shaving
 - Target vacation and special occasion preparation
 - Emphasize long-lasting results and time savings
 - Highlight comprehensive coverage and professional results
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UNDERARMS - \$22

Positioning Statement: "Professional underarm smoothness for confident appearance"

Target Client Segments:

- **Primary:** Regular maintenance clients
- **Secondary:** Professional women requiring consistent grooming
- **Tertiary:** Clients building comprehensive waxing routine

Key Messaging Points:

- Popular maintenance service for consistent results
- 3-4 week lasting results vs. daily shaving
- Quick 10-15 minute professional service
- Smooth results for professional and personal confidence
- Includes pre and post-treatment care

Competitive Differentiation:

- Professional technique for sensitive underarm area
- Comprehensive care including preparation and aftercare
- Consistent results vs. variable home methods

Marketing Approach:

- Position as professional maintenance essential
 - Target daily shaving frustration
 - Emphasize consistency and professional appearance
 - Build foundation for additional services
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FACIAL WAXING SERVICES POSITIONING

FULL FACE - \$60

Positioning Statement: "Complete facial hair management for polished professional appearance"

Target Client Segments:

- **Primary:** Professional women requiring comprehensive facial grooming
- **Secondary:** Special occasion clients (weddings, photos)
- **Tertiary:** Clients with extensive facial hair concerns

Key Messaging Points:

- Most comprehensive facial waxing service available
- Complete facial hair removal in single 45-60 minute appointment
- Includes all facial areas from hairline to neck
- Premium service for dramatic results
- Perfect for special events or comprehensive maintenance

Competitive Differentiation:

- Single-appointment comprehensive solution
- Professional expertise for complete facial area
- Most dramatic facial transformation available

Marketing Approach:

- Position as ultimate facial grooming solution
 - Target special occasions and professional requirements
 - Emphasize comprehensive convenience
 - Highlight dramatic results and professional expertise
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EYEBROWS - \$20

Positioning Statement: "Professional eyebrow shaping for perfectly groomed appearance"

Target Client Segments:

- **Primary:** Regular maintenance clients seeking professional shaping
- **Secondary:** Clients with specific brow shape goals
- **Tertiary:** First-time professional brow clients

Key Messaging Points:

- Professional shaping considering face shape and preferences
- Includes waxing, trimming, and tweezing for perfect finish
- 15-20 minute comprehensive brow transformation
- Professional consultation for optimal brow shape
- Maintenance advice for lasting results

Competitive Differentiation:

- Comprehensive approach including multiple techniques
- Professional consultation for face-shape-appropriate results
- Complete transformation vs. simple cleanup

Marketing Approach:

- Position as professional brow expertise
 - Target face-framing and professional appearance
 - Emphasize consultation and customization
 - Build regular maintenance relationship
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SPECIALIZED BROW SERVICES POSITIONING

BROW WAX + LAMINATION & TINT - \$90

Positioning Statement: "Complete brow transformation for fuller, more polished look"

Target Client Segments:

- **Primary:** Clients seeking dramatic brow improvement
- **Secondary:** Special occasion and professional appearance enhancement
- **Tertiary:** Trend-conscious clients wanting latest techniques

Key Messaging Points:

- Transformative chemical process for fuller appearance
- 4-8 week lamination results, 4-6 week tint results
- Complete service including shaping, lamination, and tinting
- Latest professional technique for modern brow trends
- Most comprehensive brow service available

Competitive Differentiation:

- Advanced technique requiring specialized training
- Longest-lasting brow transformation available
- Complete service combining multiple advanced techniques

Marketing Approach:

- Position as premium brow transformation
 - Target trend-conscious and special occasion clients
 - Emphasize advanced technique and lasting results
 - Highlight comprehensive transformation value
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SERVICE COMBINATION STRATEGIES

Recommended Package Combinations

"Vacation Ready" Package

- Brazilian + Full Legs + Underarms
- **Positioning:** Complete body smoothness for vacation confidence
- **Target:** Pre-vacation preparation clients
- **Timing:** 4-6 weeks before travel

"Professional Polish" Package

- Full Face + Brow Wax & Tint
- **Positioning:** Complete facial grooming for professional appearance
- **Target:** Working professionals, special occasions
- **Timing:** Regular maintenance every 4-6 weeks

"Intimate Confidence" Package

- Brazilian + Full Butt + Inner Thigh
- **Positioning:** Complete intimate area smoothness
- **Target:** Comprehensive intimate care clients
- **Timing:** Special occasions, regular maintenance

"First-Time Introduction" Package

- Bikini Line + Underarms + Lip
- **Positioning:** Gentle introduction to professional waxing
- **Target:** New clients, waxing beginners
- **Timing:** Building relationship for service expansion

SEASONAL POSITIONING STRATEGIES

Spring (March-May)

- **Focus:** "Spring Refresh" and preparation for summer
- **Services:** Full Legs, Brazilian, Underarms
- **Messaging:** Getting ready for warmer weather and summer clothes

Summer (June-August)

- **Focus:** "Summer Confidence" and vacation preparation
- **Services:** Full body packages, bikini services
- **Messaging:** Swimwear confidence and vacation readiness

Fall (September-November)

- **Focus:** "Professional Maintenance" and back-to-routine
- **Services:** Facial services, professional maintenance packages
- **Messaging:** Returning to professional appearance standards

Winter (December-February)

- **Focus:** "Self-Care" and special occasion preparation
- **Services:** Facial services, special occasion packages
- **Messaging:** Holiday preparation and self-care during slower season

CLIENT EDUCATION POSITIONING

First-Time Client Positioning

- **Approach:** Educational and comfort-focused
- **Messaging:** "What to expect" and "Your comfort is our priority"
- **Services:** Start with less sensitive areas, build trust
- **Content:** Preparation guides, comfort explanations, professional credentials

Regular Client Positioning

- **Approach:** Relationship maintenance and service expansion
- **Messaging:** "Maintaining your results" and "New service offerings"
- **Services:** Maintenance reminders, complementary service suggestions
- **Content:** Maintenance tips, loyalty recognition, advanced service education

Special Occasion Client Positioning

- **Approach:** Comprehensive preparation and timing guidance
 - **Messaging:** "Perfect timing for perfect results"
 - **Services:** Package deals, comprehensive coverage
 - **Content:** Timing guides, preparation sequences, result expectations
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PRICING STRATEGY POSITIONING

Value Messaging Framework

- **Professional Expertise:** Licensed esthetician vs. general service providers
- **Specialized Equipment:** Professional-grade products and tools
- **Customization:** Tailored service vs. standard procedures
- **Results Duration:** Professional technique for longer-lasting results
- **Comprehensive Care:** Includes preparation, service, and aftercare guidance

Price Anchoring Strategy

- **Premium Services:** Full Face (\$60), Brow Lamination (\$90) as quality indicators
 - **Popular Services:** Brazilian (\$62), Full Legs (\$80) as comprehensive value
 - **Entry Services:** Lip (\$10), Bikini Line (\$44) as accessible introduction
 - **Maintenance Services:** Underarms (\$22), Eyebrows (\$20) as regular relationship builders
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