

Beauty
Works.[®]

P R O F E S S I O N A L

Tips for Success

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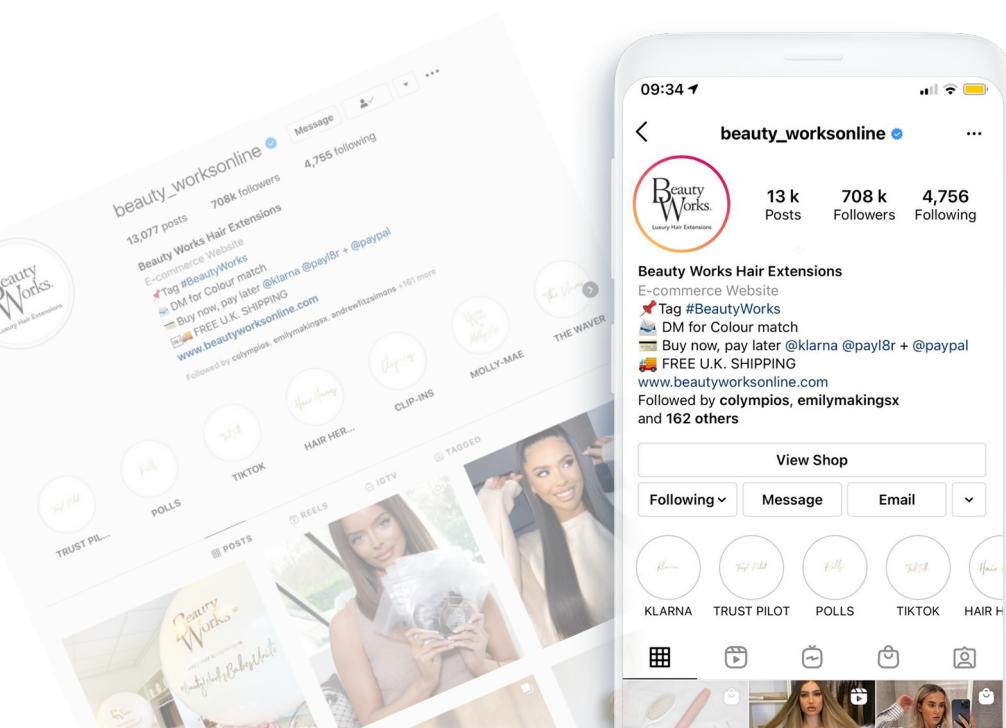
Start Promoting

Social media – are you making the most of it?!

- Are you on Instagram, Facebook & TikTok? Widen your approach!
- Engage with customers, use polls, Q&A's, encourage likes and comments.
 - Use hashtags!
- Promote daily- each post can reach a new potential customer or remind people to book. Spread your content out to show all the services you offer.
- Have an exclusive hair extensions page for your salon or mobile work.
- Book via social media - incorporate an online booking system or direct message to book platform to increase enquiries.

In salon promotions & schemes – Create greater awareness

- Do you have Beauty works POS displayed in salon?
E.g. Posters, tent card window stickers.
- If salon based, can the wider team help promote extensions to their clients?
- Do you operate a loyalty scheme/refer a friend scheme?
- Do you operate a rebook for maintenance on the day scheme?
 - Run monthly offers, change every 4 weeks.
EG:
 - Offer a free dry style with every fresh set of extensions.
 - Offer free BW aftercare sets for new extension clients.



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Get Organized

How are you pricing?

- Do you have a price list? We recommend a simple price list for application and maintenance.
Prices of hair upon consultation.
- Include what methods of extensions and lengths are available.
- Are you priced competitively for your area?

Do you stock Aftercare and Electricals?

- Have you thought of an aftercare stand? - various packages available with extra discount.
- Perfect to upsell for impulse buyers, with a 50-60% margin to be made.
- Retail BW electricals, the perfect tool for every client with up to a 50% profit margin.

Are you offering finance within the salon?

- Buy now pay later/klarna.
- Book in for full hair make over and pay on finance.

Do you have all your consultation tools?

- Colour Ring
- Consultation Cards
- Price List

Retail Stand packages (hair, aftercare & electrical)

- Do you stock hair within the salon? Discount available on various stand packages.
- Perfect for walk ins, and great to stock bestselling shades.



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Get Busy

How many extension methods do you offer in salon?

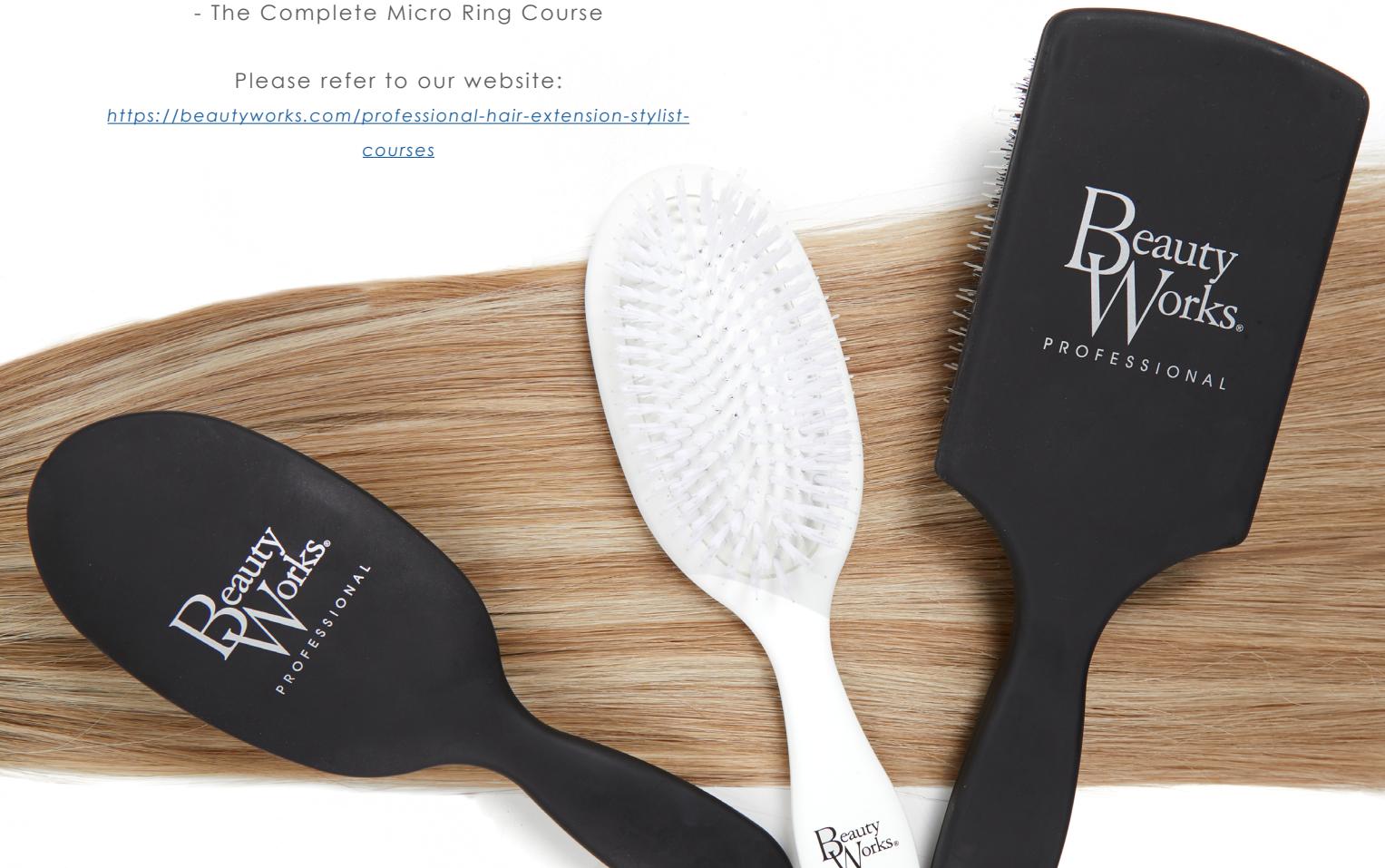
- Are you missing out on certain customer base,
EG: tape salon, not offering wefts.
- We offer 5 different Habia approved courses to train in:
 - Creative Mix Course 1
 - Creative Mix Course 2
 - The Ultimate Tape Extension Course
 - Pre-bonded & Micro Ring Course
 - The Complete Micro Ring Course

Fully Booked for extensions and want more clients?

- Why not train up a stylist/junior for maintenance appointments, free up bookings for new hair clients.
- Could existing stylist extend their services and start offering BW.

Please refer to our website:

<https://beautyworks.com/professional-hair-extension-stylist-courses>



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