

The Stylist's

10-Minute Pricing Confidence Kit

Stop apologizing for your prices. Start communicating your value.

This kit will help you clarify your pricing, communicate it confidently, and diagnose why clients might not be rebooking. Work through each page in order - it takes about 10 minutes and will transform how you think about your services.

1. Pricing Clarity Worksheet

Most stylists undercharge because they focus on TIME instead of VALUE. This worksheet helps you see the real worth of what you deliver.

Complete this for your signature service:

MY SERVICE:

WHAT OUTCOME DOES IT DELIVER?

(Not what you do - what the client GETS)

WHAT IS THAT OUTCOME WORTH TO THEM?

(Think: confidence, time saved, compliments)

MY MINIMUM PRICE FLOOR:

\$ _____

(Below this, I devalue my work)

EXAMPLE:

Service: Full Balayage with Toner

Outcome: Dimensional, lived-in color that grows out beautifully - client gets compliments for months and spends less time in the chair long-term

Worth: Confidence boost, lower maintenance, professional polish

My floor: \$285

"Your price is a reflection of your expertise, not an apology for taking up space."

2. Client Script Templates

The words you use when discussing price matter more than the number itself. Here are scripts that communicate value without apologizing.

When stating your price (new client inquiry):

"For a full balayage with toner, you're looking at \$_____. That includes consultation, customized formula, and styling so you can see exactly how to recreate the look at home."

Then STOP. Don't justify. Don't discount. Let silence work for you.

When a client asks "How much?" directly:

"I'd love to help you with that. My rate for that service is \$_____. "

Simple. Confident. No hedging.

When handling price pushback:

"I understand budget is a consideration. Here's what I can offer at \$____ that still gets you beautiful results: [modified service]. Would that work better for you?"

You're offering options, not discounting your signature service.

When they say "That's more than I expected":

"I hear you. What you're getting is [specific outcome] - and the reason I charge what I do is because I've invested [X years/training/specialization] to deliver that result consistently."

You're educating, not defending.

When raising your prices with existing clients:

"I wanted to let you know that starting [date], my pricing will be updated to reflect [my continued education / rising costs / the value I deliver]. Your new rate will be \$_____. I'm so grateful for your loyalty and can't wait to keep creating beautiful hair for you."

Direct, appreciative, no groveling.

KEY PRINCIPLES:

- State the price, then stop talking
- Never apologize for your rates

- Offer alternatives, not discounts
- Lead with value, not justification
- Silence is your friend - let them respond first

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3. Why Clients Don't Rebook

12-Point Quick Audit Checklist

If clients aren't returning, the issue usually isn't your skill - it's your systems. Check each item you're currently doing. Any unchecked box is an opportunity.

1. [] Follow-up message within 24 hours

A simple "Hope you're loving your new look!" keeps you top of mind

2. [] Rebooking prompt at checkout

"Let's get your next appointment on the books - what works 6-8 weeks out?"

3. [] Personalized product recommendation

Write it down for them - they'll remember you when they buy

4. [] Unhurried consultation

Even 5 extra minutes makes clients feel heard and valued

5. [] Clear maintenance schedule explained

"This color will look best with a gloss every 8 weeks"

6. [] At-home styling tips demonstrated

Show them ONE technique they can do themselves

7. [] Consistent experience every visit

Same greeting, same attention, same quality - always

8. [] Price objection addressed proactively

Explain value before they have to ask about cost

9. [] Referral ask or incentive offered

"If you know anyone who'd love this, I'd be honored"

10. [] Social content showing YOUR work

Clients want to show off where they go - give them content to share

11. [] Email list to stay in touch

Birthday messages, seasonal tips, and gentle reminders

12. [] Clear differentiation from competitors

What makes YOUR chair different? Can clients articulate it?

YOUR SCORE:

10-12 checked: You're running a tight ship - focus on scaling

7-9 checked: Strong foundation - pick 2-3 gaps to close this month

4-6 checked: Significant opportunity - start with follow-ups and rebooking

0-3 checked: Time for a systems overhaul - the book covers all of this

WANT THE FULL SYSTEM?

Curls & Contemplation covers everything in this kit and goes deeper: creative process, client experience design, business strategy, digital marketing, financial wisdom, and building a sustainable career you love.

PRE-ORDER THE EBOOK FOR LAUNCH-DAY ACCESS

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Questions? Reach out at hello@curlsandcontemplation.com