

*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.

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## 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:**

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**WHAT OUTCOME DOES IT DELIVER?**

**(Not what you do - what the client GETS)**

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**WHAT IS THAT OUTCOME WORTH TO THEM?**

**(Think: confidence, time saved, compliments)**

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**MY MINIMUM PRICE FLOOR:**

\$ 

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**(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

### 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

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## WANT THE FULL SYSTEM?

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