



The Hair Extension Specialist Play book

BUNDLE TWO: Chapters 7-13

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BUNDLE 2: Structuring Your Service Menu, Pricing, and Policies

A **well-organized business** sets you apart from other stylists. This section covers everything from service menus to consultations, contracts, and timing.

Chapter 8: Creating a Clear & Effective Service Menu

- The importance of a well-defined menu
- What to include in your extension service offerings
- How to name and describe your services

If your business were a boutique, your service menu would be the storefront window. It's what clients look at to decide whether they trust your process, understand your offerings, and feel confident booking with you.

Why a Clear Menu Matters

A strong service menu does more than just list what you offer. It:

- Sets client expectations
- Communicates your value
- Prevents misunderstandings and undercharging
- Gives structure to your brand voice and aesthetic

Without a defined service structure, clients get confused—and confused people don't buy. Clarity sells.

What to Include in Your Extension Service Offerings

Your menu should reflect your expertise while being easy to navigate. Don't overwhelm with too many options, but also don't under-explain.

Your core categories might include:

- **Consultation:** Required for all first-time extension clients.
- **Install Services:** Break these out by method or row count—"One Row Volume Install," "Two Row Full Install," "Hybrid Method Install."
- **Maintenance:** Move-ups, re-installs, removal-only, or refresh services.
- **Add-Ons:** Scalp therapy, gloss treatments, deep hydration, blending trims, etc.

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Pro Tip: Group services into packages for a more luxury, seamless experience (ex. "Signature Extension Package" with install, custom blend, and style finish).

How to Name and Describe Services

Your naming and descriptions help express your brand identity. Whether you lean clinical and professional, fun and edgy, or luxury and minimal—your menu should feel cohesive with the rest of your business.

Good service names:

- The Volume Refresh (1 Row Install)
- The Total Transformation (2+ Rows + Cut + Style)
- The Blending Boost (Color + Extensions for Seamless Match)
- Scalp Reboot (Add-on: Detox & Massage)

Descriptions should include:

- What's included
- Who it's best for
- Approximate time it takes
- Required maintenance
- Starting price (or price range, if you customize)

By clearly defining what each service is, you create confidence. And confident clients become loyal clients.

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Chapter 9: Pricing Strategies That Work for You & Your Clients

- Flat rate vs. à la carte pricing
- How to price for profit and sustainability
- Upselling and add-ons

Pricing isn't just numbers—it's messaging. It tells clients what kind of service they're getting and what kind of brand you run. Confusing or inconsistent pricing will lose trust. Simple, flat-rate pricing backed by value earns it.

Flat Rate vs. À La Carte: Why Flat Rate Wins

While à la carte pricing seems customizable, it can quickly overwhelm clients or make you look like you're nickel-and-diming. Flat-rate pricing, on the other hand, is:

- **Easier to sell** (fewer decisions = more confident bookings)
- **Easier to scale** (you can predict revenue and timing)
- **More profitable** (you bundle value and time into a single package)

Flat-rate pricing also allows you to brand your packages and upsell premium service tiers. Example:

- *Signature Install Experience* – \$750 (includes 2 rows, blend cut, style, and aftercare kit)
- *Luxury Full Transformation* – \$1200+ (includes premium hair, 2-3 rows, custom coloring, home care kit)

Always lead with results, not rows.

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Pricing for Profit: Markups, Timing & Value

You are running a business, not a charity. If your pricing only covers cost—you're not getting paid.

Use this structure:

1. Hair Cost \times 2–2.5 = Retail Price (200–250% markup minimum)
2. Time \times Hourly Rate = Install Labor (Aim for \$75–\$150/hour depending on experience)
Add Luxury Packaging or Aftercare Value = Final Price

Example:

- Hair cost: $\$200 \times 2.4 = \480
- Install: 2.5 hours $\times \$100/\text{hr} = \250
- Luxury Touch (Aftercare Kit): $\$30$ **Final Price = \$760** (rounded to \$775 or tiered to match your service menu)

Clients should never see the cost of hair as a separate item—they're purchasing the *look*, not just the hair. Frame the price around the experience and transformation.

Upselling Add-Ons & Home Maintenance = Brand Loyalty

Extensions are not a one-and-done service—they require home care and maintenance. This is a huge opportunity to:

- Support your clients' results
- Position yourself as the expert
- Increase ticket average with aligned retail

Smart Upsells Include:

- Extension-safe shampoo, conditioner, leave-in, and oil
- Silk pillowcases or bonnets
- Detangling brushes or microfiber towels
- Weekly scalp detox or hydration kits
- Extension aftercare bundles (sold as a kit at install)

Display these items at checkout and show how to use them in your social content and reels. Bonus: create cute, branded bags for aftercare kits and build them into your install packages.

When clients feel supported beyond the chair, they come back—and they refer their friends.

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Chapter 10: The Consultation Process—Setting Client Expectations

- How to conduct a thorough extension consultation
- Understanding client hair goals and realistic expectations
- Red flags to look out for

The consultation is your opportunity to establish authority, build trust, and position yourself as the go-to specialist. A luxury consultation is not rushed, vague, or transactional—it's intentional, thoughtful, and backed by clarity.

How to Conduct a Luxury-Level Consultation

Set the tone with:

- A private, quiet space
- A branded consultation form and swatch ring
- Hair Butler pre-loaded with example wefts or tones
- A welcome beverage or soft music to ease nerves

Your Consultation Flow Should Cover:

1. **Lifestyle Assessment:** How do they wear their hair daily? Do they work out? Travel? Swim?
2. **Hair Health Check:** Density, porosity, scalp health, and previous chemical history
3. **Visual Goal Setting:** Use photos and examples to clarify length, fullness, tone, and texture goals
4. **Method Match:** Recommend based on their hair, not the trend
5. **Maintenance Talk:** Explain move-ups, re-installs, and required products
6. **Investment Overview:** Go over install pricing, required home care, and future appointment schedule

Give your client a printed or emailed summary—it makes it feel more like a high-end experience.

Understanding Client Goals vs. Reality

Be kind, but be real. Clients often come in with Pinterest boards and influencer expectations. Your job is to:

- Validate their vision
- Educate them on what's achievable now vs. what takes time
- Set clear expectations for outcome, upkeep, and cost

Example: "Your goal is definitely doable! To get there safely, we'll need to do this in two phases so we can preserve your natural hair. Here's how we'll start..."

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🚩 Red Flags to Watch For

Not every client is your client. Here's what to watch for:

- Wants "long and thick" hair but refuses to buy enough wefts
- Pushes back on maintenance pricing or timing
- Has major damage, breakage, or scalp issues but expects instant results
- Doesn't commit to at-home care or refuses to buy pro products
- No-shows or cancels the consultation last-minute

Use your policies and intuition here. It's okay to say, "I don't think this is the right time for extensions based on your goals and current hair condition."

Luxury isn't just about price—it's about boundaries, clarity, and experience.

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Chapter 11: Contracts & Policies—Protecting Yourself & Your Business

- Why contracts are essential for extension services
- What to include in a solid extension agreement
- Refunds, deposits, and handling difficult clients

Contracts aren't scary—they're smart. If you're offering high-ticket services like hair extensions, it's essential to protect your time, business, and peace of mind with a solid client agreement.

Why Contracts Are Non-Negotiable for Extension Services

Hair extensions are a luxury investment. They require time, planning, product sourcing, and maintenance. Without a signed agreement:

- Miscommunication is more likely.
- You have little recourse if a client cancels, disputes payment, or damages their hair and blames you.
- You're operating without proof of expectations being set.

A contract helps define the client's responsibilities and yours—building professional boundaries, trust, and legal clarity.

Important Note: We are not attorneys and cannot offer legal advice. Every stylist should consult a legal professional to create a contract that reflects their services, location, and liability.

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What to Include in an Extension Agreement (With Examples)

Use these categories to create your own contract framework. These should be tailored to your brand and service structure:

1. Service Description

What's included (install type, row count, blend, style, etc.)

Timeline and method agreed upon

2. Client Expectations

Home care responsibilities

Use of professional products only

Maintenance timing required to protect investment

3. Pricing & Deposit Policy

Total price breakdown (hair, labor, retail)

Deposit required to book (non-refundable or applied to final balance)

When payment is due (before install, same day, etc.)

4. Cancellation & Rescheduling

Minimum 24–48 hours notice policy

Rebooking fees No-show consequences

5. Refund Policy

Extensions are a custom service—no refunds on hair once ordered

No refunds after installation

Adjustments can be made within a certain timeframe if agreed upon

6. Photo & Social Media

Release Permission to photograph and share client work online

Option to decline face display

7. Liability Waiver

Client agrees they've disclosed allergies, sensitivities, and previous chemical treatments

Client releases stylist from liability related to hair integrity based on that disclosure

8. Acknowledgment

Signature Digital or handwritten signature from client & stylist

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How to Use Technology to Streamline & Protect

Digital forms aren't just convenient—they're essential. Use platforms like:

- **JotForm, Typeform, or Google Forms** for new client intake and consultation forms
- **Square, GlossGenius, Vagaro, or Schedulicity** for booking + intake integration
- **HelloSign, PandaDoc, or Adobe Sign** for legally binding contracts and signatures

Best Practice:

- Send contracts during the booking process so clients can review before their consultation.
- Use automation to attach forms to booking confirmations.
- Store contracts securely (Google Drive, CRM platform, or salon software)

This makes your business look polished and trustworthy—especially to luxury clients.

Handling Difficult Clients With Confidence

Even with a contract, tough situations happen. Here's how to stay grounded:

- **Keep records.** Screenshots, signed forms, and photos are your protection.
- **Respond professionally.** Don't argue—point back to policy.
- **Stand firm.** Refund requests, no-shows, and policy pushback are handled calmly, clearly, and without emotional entanglement.

Example Script: "Per your signed agreement, hair is non-refundable once ordered and installed. I'd love to offer a maintenance appointment if you're struggling with styling or care."

Remember, protecting your business protects your energy. Your policies are a reflection of your standards.

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Chapter 12: Timing & Booking—Maximizing Efficiency in Your Schedule

- How long each service should take
- Managing multiple extension clients per day
- When to say no (avoiding burnout)

Your time is your most limited—and valuable—resource. The way you book and structure your day can make or break your profit, energy, and client experience.

This chapter will help you:

- Book smarter
- Move faster (without sacrificing quality)
- Use Hair Butler to streamline every install

⌚ How Long Should Each Service Take?

Below is a guide for efficient timing (based on trained hands with Hair Butler integration):

- **New Install (2 Rows w/ Style):** 2.5–3 hours
- **Total Look (Custom Color + Extensions):** 4–5 hours
- **Move-Up (2 Rows):** 1.5 hours
- **Reinstall (Removal + Reapplication):** 2–3 hours
- **Repair Appointment (Tension Check, Small Section Fix):** 30–60 mins
- **Consultation + Color Match:** 30–45 mins

🛠️ Using **Hair Butler** during installs reduces fumbling with hair, tangling, and time spent resectioning—saving you up to 30% in install time. Faster installs = more profit and less fatigue.

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How to Book for a Full Day (Without Burning Out)

If you're managing a full client load, you need to:

1. **Group similar services.** Avoid switching between color, blowouts, and installs—batch similar types for mental flow.
2. **Use a prep + clean-up system.** Pre-load your Hair Butler, sanitize tools between, and keep a rolling cart for essentials.
3. **Plan cushion time.** Always leave 15–30 minutes between extension clients to reset, stretch, eat, or run over if needed.
4. **Cap your max clients/day.** For most stylists, 2 full installs OR 1 full install + 1 move-up + 1 mini service is a full day.

Sample Day Schedule:

- 9:00 AM – Total Look (Color + 2 Row Install)
- 1:30 PM – Lunch + Reset
- 2:15 PM – Reinstall
- 4:45 PM – Quick Repair + Clean Up

Book for ROI: Bundle Services Where Possible

Instead of nickel-and-diming, create flow by bundling:

- **Maintenance Package:** Reinstall + Wash + Blowout + Trim
- **Luxury Touch-Up:** Move-Up + Gloss + Scalp Detox
- **Color & Coordinate:** Mini Foil + Partial Install Refresh

This increases your **revenue per client** and avoids downtime in your schedule.

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When to Say No (and Why It's Powerful)

You can't pour from an empty cup. Burnout is real—and when you're overbooked, client experience suffers.

Say no to:

- Clients who consistently book late or cancel last minute
- 3+ hour appointments stacked back-to-back without buffer time
- Discount requests for high-effort services
- Clients who refuse to follow home care guidelines and create drama

Saying no creates space for the right yes.

Bonus: How Hair Butler Boosts Your Schedule ROI

Hair Butler creates a **clinical, efficient, and high-end workspace** that:

- Controls the tray chaos!
- Style right on the Hair Butler!
- Everything is at your fingertips!

The visual clarity and precision reduce stress, improve posture, and allow you to serve more clients without compromising quality.

Your setup speaks volumes—Hair Butler helps you look (and feel) like the specialist you are.

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Chapter 13: Policies That Make Your Business Run Smoothly

- Cancellation & no-show policies
- Late fees, rescheduling, and enforcing your policies
- Creating boundaries with clients

Policies aren't just about control—they're about communication. When you set clear expectations upfront, you create a seamless experience for your client and prevent future misunderstandings. That's what professionalism looks like in the extension world.

Cancellation & No-Show Policies

Missed appointments don't just cost you time—they cost you real money. A solid cancellation policy protects your time and your bottom line.

Best Practice:

- Require 24–48 hours notice to cancel or reschedule
- Charge a fee (flat or percentage-based) for late cancellations
- Enforce full-price charges for no-shows

Policy Example: "Appointments canceled with less than 24 hours notice will incur a \$100 fee. No-shows will be charged the full service amount."

List your policy on your booking site, consultation forms, and confirm it again in your pre-appointment messages.

Late Arrivals & Rescheduling

Life happens—but chronic lateness or frequent reschedules slow your business down. Create time boundaries that protect the experience for *all* your clients.

Late Policy Example: "Clients arriving more than 15 minutes late may need to reschedule and will be charged 50% of the service missed."

Avoid vague rules. Be clear, concise, and consistent.

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Creating Boundaries That Preserve Your Energy

Boundaries are what allow you to stay creative, efficient, and fulfilled. Without them, resentment builds—and so does burnout.

You teach your clients how to treat you. Every policy, contract, and confirmation message is part of that training.

Set boundaries around:

- Texting (use business hours and apps like Google Voice)
- Rebooking timelines (don't chase, automate reminders)
- Free work (no free repairs if aftercare was ignored)
- Emotional labor (it's okay to say, "Let's keep this appointment focused on your hair goals today.")

Your dream clientele will *love* your boundaries—they'll see them as confidence, clarity, and professionalism.

Final Word on Policies

When policies are built into your brand, they feel like part of the luxury—not a punishment. They teach clients how to show up, how to respect your time, and how to get the best experience possible from your services.

 You don't need to over-explain.  You don't need to feel bad.  You *do* need to enforce what you've clearly communicated.

This isn't just about protecting your time—it's about protecting your peace, your reputation, and your longevity in the industry.

What's Coming in Bundle 3: Retention, Referrals & Real Growth

If Bundle 2 was about building your *foundation*, Bundle 3 is all about building your *momentum*.

We're diving into:

- Customizing your services
- Exploring Non-Surgical Hair Replacement

Let's take the business you just organized and turn it into a magnet for loyal, high-value clients.

Bundle 3 is where it all clicks—don't miss it.

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