

5 REASONS

STYLISTS SHOULD CARE ABOUT PRICING



#1 - MAKE MORE MONEY

Want to give yourself a raise? Charging accurately for each and every color service (and any extra product used) will automatically put more money in your pocket.



#2 - KEEP CLIENTS COMING BACK

Transparency counts. Let guests know exactly what incremental color services or products cost—and explain why you recommend them. Then watch trust and loyalty grow.



#3 - SECURE YOUR STATUS

Average tickets and pricing levels can reflect where you are in your career development (and where you're headed!). Be sure you understand your worth—and that everyone else does, too.



#4 - CELEBRATE YOUR EXPERTISE

Forget the freebies. Not charging for that extra toner or throwing in a few free foils doesn't do you any favors. It eats into your earning power and your time. Plus, inconsistent pricing creates unsustainable expectations with clients about future service costs.



#5 - INVEST IN YOUR FUTURE

Charging for services appropriately will help you and your salon stay financially healthy, and able to invest more into continuing education and other benefits. That's a win-win for you and your entire salon community!

vish

Watch [this video](#) to learn more about how you can charge your worth.