

# CUSTOMER JOURNEY

FOR CLIENTS IN YOUR SALON WORKBOOK

The bottom half of the page features three large, overlapping, wavy shapes that resemble flames or stylized waves. The topmost shape is white, the middle one is a light blue, and the bottom one is a slightly darker blue. These shapes curve upwards from the bottom right towards the center of the page.

# CUSTOMER JOURNEY

## FOR CLIENTS IN YOUR SALON WORKBOOK



### STEP 1: CREATE AWARENESS

The first step in the customer journey is getting potential clients aware of your salon. How do you get people to learn about your salon?

- |                                    |   |   |
|------------------------------------|---|---|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Google Search    | <input type="checkbox"/> Attend Events  |
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Booking Software | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> TikTok    | <input type="checkbox"/> Online Ads       | <input type="checkbox"/> Partnerships   |
| <input type="checkbox"/> Website   | <input type="checkbox"/> Sponsorship      | <input type="checkbox"/> Other: _____   |

### STEP 2: CUSTOMER CONSIDERATION

You got people to a website, now let's get them into the consideration zone. What can we do to enhance the consideration to push them through to the next step to commit to coming to your salon?

- A form right when they hit the website
- Highlight your stylists
- Offer an online tour
- Education on the type of services you do
- Share the mission and values of your business

### STEP 3: CONVERSION TO CLIENT

Once you have the potential customers considering your salon, it is time to get them to book in! When it comes to this it's your ideal customer. This person has come through all these different streams and they are ready to be your customer.

WE'RE NOT  
DONE YET!



## CREATE YOUR IDEAL CLIENT:

List your top 3-4 favorite services to complete:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_


List the qualities of your ideal client:


- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**HOT TIP: IF YOUR BOOKING IS CONSTANLY FULL, IT'S TIME FOR A PRICE INCREASE**

## STEP 4: LOYALTY

When clients come in for services and when they go to pay, this is the opportunity to get them to pre-book. Pre-booking creates more urgency for clients and keeps your books full! There are a few things you can do to keep these customers constantly coming in and even at higher value:

 "based on our consultation earlier today, I think at our next appointment we can add in some more highlights and go for a lighter toner to get you to that color you want. As well as a bonding treatment to maintain the integrity of the hair... That will be around an additional \$15 - 25, would you like to go ahead and book that in?"

 "In order to maintain your color, I recommend we book in for a toner for 7-8 weeks. Would you like to pre-book today?"

**HOT TIP: IF YOUR BOOKING IS CONSTANLY FULL, IT'S TIME FOR A PRICE INCREASE!**

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## STEP 5: ADVOCACY AKA (REFERRAL)

The fastest way for you to build business is word of mouth; and if you add a social element to it, it's 10 times faster.

You could offer a discount or create content around clients sharing their experience at your salon or an image of their hair to their social media profiles. You could also do a monthly contest for clients who share their hair images too. This contest could be money towards their services. After the clients appointment, your going to send them a survey.

Here is an example of a survey you can give to new clients to fill out:

- How did you find out about our salon?
- Was your appointment scheduling process easy?
- How likely are you to recommend us to a friend or family member?

### MAKE A LIST OF OTHER QUESTIONS YOU WOULD INCLUDE IN YOUR SURVEY:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## LET'S SUMMARIZE

Gaining and more importantly keeping clients in your salon is crucial to the success of your business. With these steps you can better attract and convert clients into loyal clients that help you attract new ones; and the cycle continues.