



Healthy Boundaries and Your Brand Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through where healthy boundaries intersect with your brand. We'll be talking about leadership, decision-making, business Agreements, Handbooks, communications, pricing, and leading through the tough stuff while holding compassion and grace for yourself and those you serve. You'll leave with more clarity & context for practicing healthy boundaries & feeling more confidence and joy.

What are your biggest struggles with healthy boundaries in your business?

Stop texting your hairstylist on their time off. It's 10:23pm. We're not thinking about your upcoming appointment, and you're not paying me right now.

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passionsquared 7h ...

Do you offer online booking, have a business line they can text and hours of operation clearly communicated in your Client Agreements? This helps a lot in managing expectations and practicing healthy boundaries. Happy clients, happy you, happy business.



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You can have all of those things and people will still do what they want

♡ ↻ 🔽

I'm finding that I'm constantly having to define boundaries daily with clients.

It seems like nowadays people are so eager to challenge policies, techniques, procedures, the names of haircuts even lol...

It's definitely become a weekly occurrence for me to have to stand my ground for myself or my team in any number of situations. It's mind blowing what I have seen recently that I have never seen in my 25 years. Just the behavior of clients and the expectations that have run wild.

I think there is a reframe happening where the client is not always right anymore. And sometimes... [See more](#)



When people don't want to leave and I'm on the clock

1d [Love](#) [Reply](#) [Hide](#)

2



I'll chime in...Sometimes it is getting a few of my ladies to not be so inappropriate. Read the room! Yes, we all need to chat and be silly but I have one lady that sometimes crosses the line. I canceled my class for July and to be honest....it was the exact mental break I needed. I will be addressing this issue with this person before my next class. It puts people off and has the potential of ruining my sales and future class attendance.



I have struggles like most but after I have observed a pattern, I try to communicate my boundaries. I feel like it goes well for me but I am left with thinking, -" do people not like me anymore. I can't believe she said that. ' - even though I stand by what I said.

I have to remind myself that I have a right to my own personhood.

Also, after I do speak up, which is usually on the spot and publicly, I have to go to my next person (client.) . I can barely catch my breath and shake off that energy. It pisses me off that I was put in that situation in the middle of my work day. It feels so disrespectful to me.... [See more](#)

Workshop Overview

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and Your Brand

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Healthy Boundaries and Your Brand

**Creating Your 2
Awesome Brand**
a complete course for
beauty professionals



Caring deeply about your clients, teams, tenants or students doesn't equal surrendering your own health and needs, or the health and needs of your business and brand.

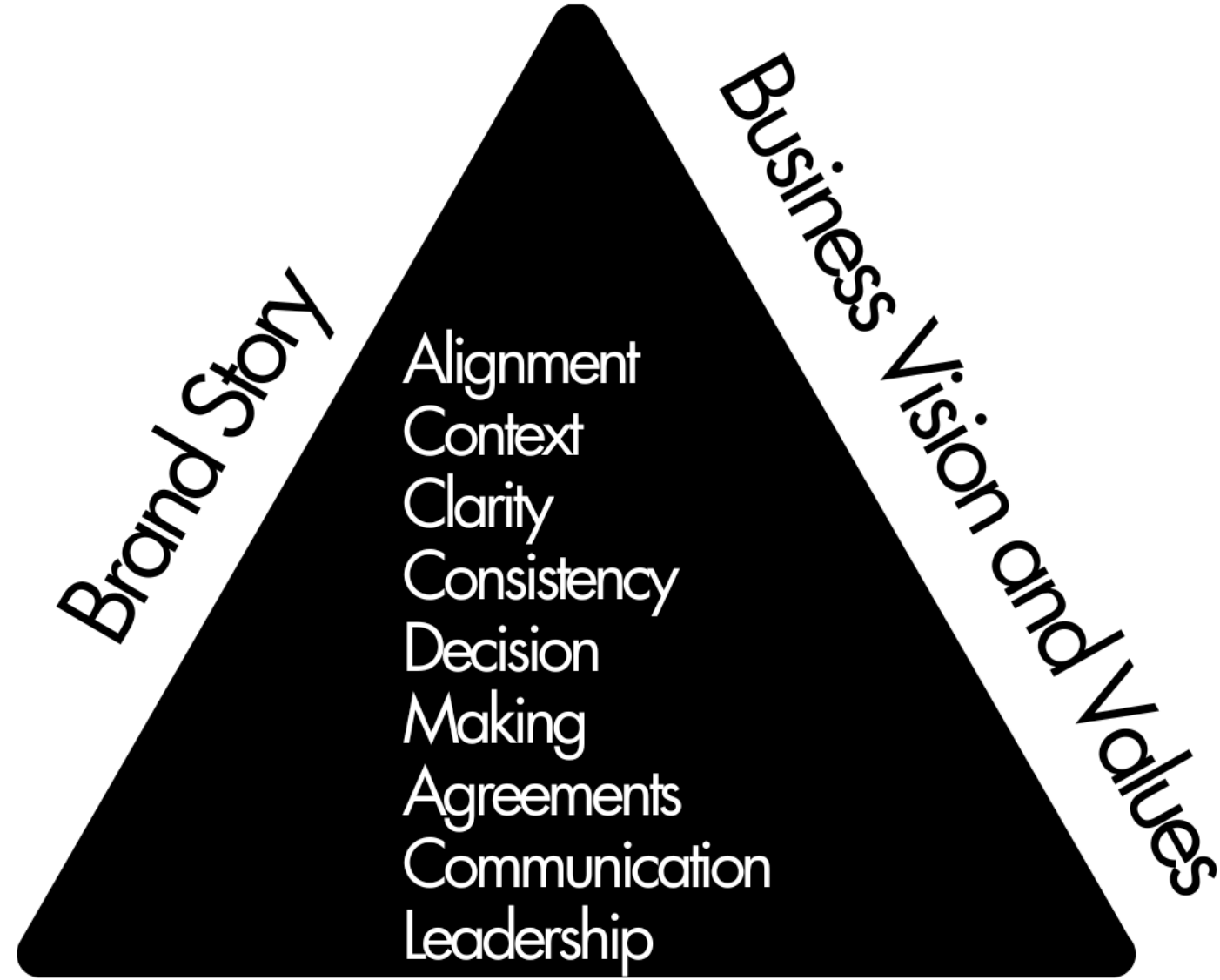


Why



01

Healthy Boundaries and Your Brand



It's All Connected

Brand Outcomes & Objectives

Your desired outcomes and business objectives, goals, etc.

Brand Experience

This is a big part of your brand promise. Everything that happens when engaging with your brand, online and in the salon

Brand Marketing

Market position, pricing, menus, content, promotions, programs, referrals, building relationships, awareness, etc.

Your Salon Brand Story

Brand Business Model

The type of business you choose; employment or lease-based salon, independent stylist, digital, etc.

Brand Identity

Look, feel, voice, vibe, logos, colors, fonts, textures, sounds, smells, feels.

Brand Culture and Communications

Business Agreements, Handbooks, Leadership, Client, Team, Tenant Care



Brand Story Framework

1

Brand purpose
Brand promise
Brand people
Brand services & products
Brand business model
Brand market position

2

Brand story
Brand vision
Brand values
Brand voice
Brand name

3

Brand identity

4

Marketing
Pricing
Leadership and Culture
Content
Programs
Operations and systems
Education
Communications
Client, team, tenant care

Brand Story Framework

1

Brand purpose- what problems does your brand solve?

Brand promise- how does your brand solve those problems?

Brand people- who is your brand solving problems for?

Brand services and products- what solutions do you provide to help solve the problems of the people you serve?

Brand business model- what is your business model and market position?

Price Pyramid



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Price Pyramid



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Price Pyramid



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Brand Story Framework

2

Brand story- what is your brand story?

Brand vision- what is your brand vision?

Brand values- what are your brand values?

Brand voice- what does your brand voice sound like?

Brand name- what name best fits your brand story?

Brand Story Framework

3

Brand identity- What look, feel, and aesthetic help tell your brand story and help connect you to the people you want to serve?

This includes logos, fonts, colors, decor, vibes

Brand Story Framework



Brand Marketing- what types of marketing best fit my brand and objectives?

Brand Pricing- what price points are most aligned with my brand?

Brand Leadership and Culture- how will I lead in alignment with my brand?

Brand Content- what types of content will help me connect my people to my brand?

Brand Programs- what types of programs are most aligned with my brand and objectives?

Brand Operations and Systems- how are my operations and systems aligned with my brand?

Brand Education- what types of education are most aligned with my brand?

Brand Communications- what types of communications are most aligned with my brand?

Brand Client, team, tenant care- how can my customer care be most aligned with my brand?



Why Healthy Boundaries Matter To Your Brand

- Healthy boundaries help create structure
- Healthy boundaries help create clarity
- Healthy boundaries help create clear communication
- Healthy boundaries help create consistency

People, whether they admit it or not, prefer some form of structure, clarity, clear communication, and consistency.

People Pleasing and Your Brand

People pleasing isn't the same as awesome client, team, tenant, or student care.

You can deeply and also practice healthy boundaries.

Healthy boundaries are essential for a healthy salon business and brand because without them you will become **burned out, reactive, resentful**, and **not fun** to do business with.

Common Struggles With Healthy Boundaries In The Salon

- I allow clients and team members to show up late
- I bend on my prices
- I allow or participate in gossip
- I allow disrespectful behavior
- I make excuses for bad behavior
- I stay late and come early even though promised myself I wouldn't
- I stay quiet even though I know what's happening is wrong
- I bend on business Agreements (client, team, tenant)
- I delay my price increases
- I make decisions out of fear
- I bend the rules for individuals even when it's outside of my brand, vision, values, and Agreements

A Lack of Healthy Boundaries In Business Looks Like

- Resentment
- Anger
- Overwhelm
- Burnout
- Blaming and Shaming
- Overexplaining
- Fear
- Projection
- Inconsistency

How healthy boundaries help you as a salon professional

- Stay true to your vision
- Keep your brand focused
- Stay aligned with your values
- Lead with love
- Coach with courage
- Charge your brand's worth
- Protect your energy
- Control your schedule
- Create more time and space for yourself and those you care about
- Communication with clients, teams, and tenants
- Reduce anxiety
- Build self worth
- Make aligned decisions

What



02

Healthy Boundary Fundamentals

What Are Healthy Boundaries

Personal Boundary System by Pia Mellody

A personal boundary system is an internal mechanism that both protects as well as contains an individual's body, mind, emotions, and behavior.

It serves three purposes.

1. To help an individual to protect themselves from being victimized.
2. To prevent an individual from being an offender.
3. To give an individual a sense of self.

Differences in Dependence and How It Relates To Boundaries

Codependent

I cannot tell the difference between where you end and I begin. I cannot breathe without you. Your needs are more important than my well-being.
No boundaries.

Indepdendent

I do not need anyone. People suck. Fuck everyone.
Walls.

Interdependent

I see you. I honor and accept your individual process and experiences. I love you and love me. I cherish connection.
Healthy boundaries.

No Boundaries



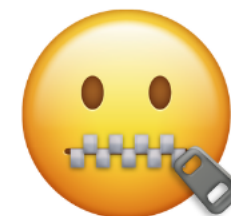
You put everyone's needs ahead of your own, no matter the situation or consequences + TMI all over the place. You are likely resentful and blame others for your own choices.

Healthy Boundaries



You understand in order to stay happy, healthy, and safe, you engage in courageous conversations to protect your space, time and energy. You respect others' spaces, energies, and needs.

Walls



You struggle with self-worth and have decided it's easier to put up walls and shut people out than to have healthy conversations in relationships.

Personal Boundary Systems by Pia Mellody

Internal Boundaries

Your thinking, feelings and behaviors.

Example: Gossiping about a person or sharing secrets that are not yours to share.

External Boundaries

Your physical space, touch and consent.

Example: Touching or moving a persons personal or professional belongings.

Boundary Violations by Pia Mellody

Internal Boundary Violations

- Yelling + screaming
- Name calling
- Ridiculing
- Lying
- Breaking a commitment
- Patronizing
- Telling others who they should be or what they should do
- Negative control
- Being sarcastic
- Shaming a person

External Boundary Violations

- Standing too close to a person without consent
- Touching a person without consent
- Getting into a person's belongings without consent
- Listening to a person's conversation without consent
- Not allowing a person their own privacy/violating a person's privacy

How



03

Healthy Boundaries In Conversations

Healthy Boundary Mindset

I care about you. And I care about me.

And in order to care for and about you, I need to ensure:

I feel safe. I am clear on what I need. My needs are met and respected.



I know I need to believe my needs are important and deserve respect before YOU will believe it. I understand it is my responsibility to show people how I want to be treated.

I also understand that some folks will not like me. It's OK. I need you to like me more than I need you to like me. But I still want you to like me, but not in exchange for me not liking ~ ~ ~

Healthy Boundary Beliefs and Affirmations

1. I only have control over my own thoughts, feelings, actions, and reactions.
2. I cannot control other people, places or things.
3. I accept we all have our own feelings, thoughts, projections, and experiences.

Talking Boundary Framework by Pia Mellody

When I heard you say...

What I make up about that/What I think about that is...

And about that, I feel...

Or even a simple I-statement:

"I feel.... when... because..."

Talking Boundary Framework Example

When I heard you say you were too busy to chat about the issues I am having with one of the salon team members, what I make up about that is that you don't care about my needs, and about that, I feel disappointed.

I feel like you don't respect me when you take my blowdryer without permission because it seems like you don't care about my needs.

Healthy Boundary Conversation Framework

1. What outcome am I seeking from this conversation?
2. Is it safe to have this conversation?
3. What is the objective of this conversation?
4. How am I feeling?
5. Where are those feelings coming from?
6. How can I communicate clearly and kindly?
7. Am I prepared for the conversation to not meet the outcome I desire?
8. What will happen if I do not have this conversation?

Healthy Boundary Conversation Framework

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Healthy Boundary Conversation Framework

5. Where are those feelings coming from?

6. How can I communicate clearly and kindly?

7. Am I prepared for the conversation to not meet the outcome I desire?

8. What will happen if I do not have this conversation?

Conversation Framework

Situation

A client says you are too expensive.

No Boundary Response

Offer them a discount. Make excuses for them. Put them on blast on social media.

Healthy Boundary Response

Communicate your brand promise and experience to the client and let them know you may simply not be a good fit for them.

If it feels right to you, ask them about their budget and offer them some referrals that better fit their budget.

The Conversation

Before you respond, take a BIG deep breath and remember that not everyone is meant for you and it's perfectly OK for clients to inquire about pricing and determine you are too expensive for THEM.

You: Hi Nina, thank you so much for sharing your feelings with me.

My promise is to ensure you have a relaxing, enjoyable experience which means I only book one client every three hours. This is for sure a premium service. I am happy to help you find a stylist within your budget if you would like help. Thank you!

Client: OMG thank you, that is so nice of you! Yes, I would love some referrals. Thank you. I expected you to block me, LOL.

You: Hi Nina. Here are 3 referrals for you. I wish you all the best. Thank you!

Conversation Framework

Situation

A client says your price increase is insane.

No Boundary Response

Offer them a discount. Make excuses for them. Put them on blast on social media.

Healthy Boundary Response

Communicate your brand promise and experience to the client and let them know you understand if the experience you offer is no longer within their budget.

If relevant and desired, offer them some solutions such as changing their style to a lower maintenance look which would require fewer visits and come out to the same annual costs.

Offer clients a referral to someone who is more within their budget.

The Conversation

Before you have this conversation, take a moment to get grounded and remember you have carefully considered your price increase and it is warranted and you are worth it.

You: Hi Ning, your experience and loyalty mean the world to me and I totally understand that my services may no longer be within your budget.

You: You are currently a vivid, every 4-week client. We could move you into a lower maintenance color that would only require an every 8-week visit which would end up being the same yearly budget you have now. How does that fit for you?

Client: That is INSANE. I want to be a unicorn.

You: I understand. And as you are aware, being a unicorn is super high maintenance. I can refer you to another vivid specialist. Would that interest you?

Client: Sure.

You: Awesome, here is their info. Thank you so much for being a client. I will miss you but totally understand. A budget ever changes, you are always welcome back.

If your client says yes to the idea of changing their style, book a consultation and YAY.

Healthy Boundaries and Price Change Communications

Before you share your new pricing, take a big step back and check in with your feelings.

Do you believe your experience warrants the price you are charging?

Are you clear on your brand purpose, promise, and people?

Are you prepared for the one or two inevitable upset clients?

You must first believe what you are doing is right.

If you do not, you will get stuck in a codependency spiral.

Healthy Boundaries and Price Change Communications

No Boundaries

Dear Clients-

I hate to share this with you but I just cannot keep my prices the same.

Costs have gone up, I cannot afford rent or health insurance, too many clients are no showing and I do not get paid if I do not have clients.

I know that it seems expensive but I have held off for so long and I just got a big bill that needs to be paid.

I am so sorry but I am forced to do this. If you have a problem with this, please reach out, and maybe I can work a deal for you.

Thank you for being an awesome client.

Love, Me.

Healthy Boundaries and Price Change Communications

Healthy Boundaries

Dear Clients-

We hope this note finds you well and enjoying your holiday.

Delivering a joyful experience for you is so important to us and in order for us to ensure you are getting the best possible service, we are making some price changes. [Click here](#) to see our new pricing beginning January 1.

If you have any questions, please reach out. We love hearing from you.

Thank you for being an awesome client.

Love, Us.

Where Healthy Boundaries Apply To Your Salon Business

- Client Communications
- Team Communications
- Tenant Communications
- Co-worker Communications
- Agreements with Clients, Teams, and Tenants
- Culture
- Training
- Coaching
- Problem-Solving
- Meetings

Healthy Boundaries On Social Media Framework

1. Why am I posting this?
2. Is this content, comment, or share aligned with my brand?
3. What is my intention for this post, comment or share?
4. Does this post, comment, or share add value to those I serve?
5. Am I posting this to seek attention?
6. Is this post targeted at an individual?

04

AI and Healthy Boundaries

AI and Healthy Boundaries

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NI

Hello. I am a hairdresser and I am having an issue with a client who continues to show up late for their appointments so I need to have a conversation with them. The outcome I am seeking from the conversation is to keep the client and have them begin showing up on time and respecting my Client Agreements which they agreed to and signed when they became a client. I would like the conversation to be clear, compassionate, kind, and aligned with my brand story outline below. Can you please provide me with two sentences that can help me with how to communicate with this client? Thank you. 

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

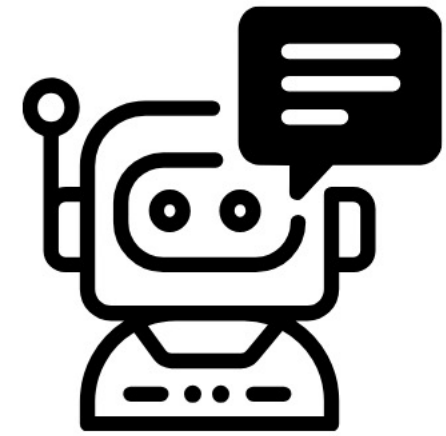
Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

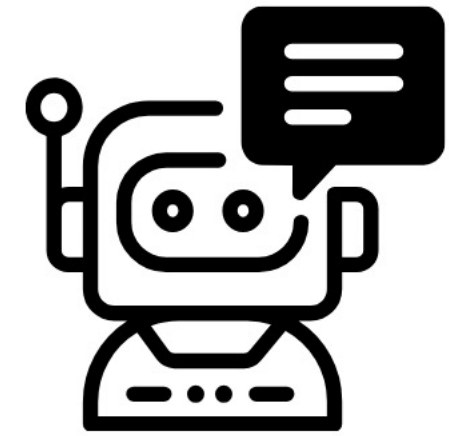
Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Service + Product

Eco-friendly and modern color and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair



AI and Healthy Boundaries



"Hey [Client's Name], I truly value our connection and the commitment we both share to our holistic and empowering beauty journey. I've noticed that our appointments have been starting a bit later than scheduled, and it's important to me that you receive the premium experience we strive for. Let's work together to ensure you feel seen, heard, and beautiful while respecting the timing we've agreed upon in our Client Agreements."



I appreciate having you as a valued client, and I'm committed to providing you with the best experience aligned with our brand's purpose of making you feel seen, heard, and beautiful from the inside out. To ensure we continue to meet your expectations, I kindly request that we work together to honor our Client Agreements and maintain a respectful and timely appointment schedule, allowing us to provide you with the premium experience you deserve.

My AwesomeAF Healthy Boundary Handbook

My AwesomeAF Healthy Boundary Handbook

wisdom, context, conversation
frameworks + tools for people-
pleasers + joy seekers

created with **love** by
Nina L. Kovner, Passion Squared



05

Handbooks and Agreements

06

Creating Business Agreements and Handbooks

**Creating Your  2
Awesome Brand**
a complete course for
beauty professionals

Your Agreements and Handbooks are meant to be aligned with your brand story. They need to be clear, simple, and infused with healthy boundaries (not walls).

They use language that is aligned with who they're for, have strong systems to facilitate them, and take into consideration that people are human and things will never be perfect.



Why



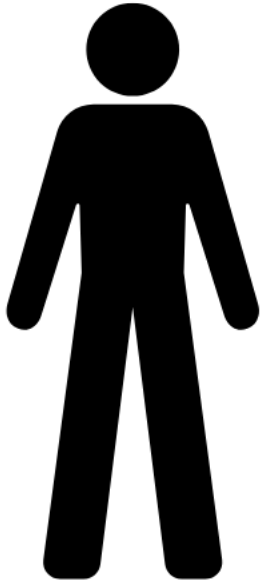
People, whether they admit it or not, prefer some form of structure, clarity, clear communication, and consistency. Clear Agreements help you provide this to your salon clients, teams, or tenants.

“ Clear is kind, unclear is unkind.
- Brene Brown

Why We Recommend The Word Agreement Instead of Policy



The word Agreement indicates that more than ONE person is involved and shares responsibility.



The word Policy feels one-sided, with the only real person responsible being you, the salon pro.

- Having clear Agreements helps you make decisions.
- Having clear Agreements saves you time.
- Having clear Agreements helps you manage expectations.
- Having clear Agreements reduces a ton of stress and angst.
- Having clear Agreements helps you communicate.
- Having clear Agreements helps you coach.
- Having clear Agreements helps you practice healthy boundaries.
- Having clear Agreements helps you problem-solve.
- Having clear Agreements helps you build trust which is the foundation of relationships.
- Having clear Agreements, aligned with your brand, simplifies your decision-making.

What



Types of Agreements

Salon Client Agreements

This Agreement is designed to communicate to your client how to do business with you.

Salon Team Agreements and Handbooks for Employment-Based Salons

This Agreement is designed to communicate to your team what your expectations and requirements are to be a team member at your salon. If you work with an Assistant, you could also have an Assistant Agreement.

Salon Tenant Agreements for Lease-Based Salons

This Agreement is designed to communicate to your tenants how your Lease Agreement works and expectations as aligned with your country or state laws.

Educator or Influencer Agreements

This Agreement is designed to communicate to the company you are working with what your terms and deliverables are.

A Word About Employment and Tax Laws



Every country, state, or county, has laws around employment, tax, and worker classification. We recommend working with an Employment Attorney who understands both the employment, tax, and worker classification laws in your area to help you with legal stuff for your Agreements.

We DO NOT recommend using Agreements from other salons for this reason, along with the fact that your Agreements need to be aligned with your brand as you will see in this Module.

Legal Zoom has attorney services. You can also ask your salon owner community for referrals.

When you're designing your Agreements consider:

- What outcome you are seeking from the Agreement
- The contents of the Agreement
- The context (placement) of the Agreement
- The graphic design and readability of the Agreement

How many business policies, contracts, or Agreements do you actually read all the way through? Keep it simple and actionable.

How



Salon Client Agreements

Salon Client Agreements

- Are aligned with your brand story; purpose, promise, and people
- Are clear, simple, and concise
- Are infused with healthy boundaries (not walls)
- Use language that is aligned with your brand and understandable to your clients
- Have strong systems to facilitate them
- Take into consideration that your clients are human and things will never be perfect

What To Include In Your Salon Client Agreements

- What the brand experience and promise are
- The process for reserving an experience in detail
- What the communication process looks like in detail
- What the confirmation process looks like in detail
- What the cancellation process looks like in detail
- What the missed appointment process looks like in detail
- What you and your client agree to in this process and promise
- Simple opt-in/signing of the agreement

light salon + head spa Brand Story Outline

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair

light salon + head spa Salon Client Agreements



What the experience and promise are

The light salon + head spa experience is focused on ensuring you feel seen, heard, and loved. Our commitment to you is to consistently deliver on that promise.

What the communication process looks like in detail

To ensure you have a joyful, seamless experience, we use both text messaging and email for our client communications during business hours which are 10 am - 6 pm Tuesday through Saturday.

The process for reserving an experience in detail

We use an online reservation platform to ensure you can reserve your experience when it's most convenient for you, 24/7, 365. Simply visit lightsalonhedspa.com to see your current reservation, make changes, and reserve future experiences.

What the confirmation process looks like in detail

Upon reserving your experience, you will receive both a text and email confirmation with the details of your reservation. You will receive two reservation reminders; two days before your reservation and 1 hour before.

light salon + head spa Salon Client Agreements



What the cancellation process looks like in detail

If you need to cancel your reservation, you are given that option with the 2-day reminder text and email. If you need to cancel after you have confirmed your reservation, you can do that on our reservation platform at lightsalonheadspa.com. There will be a \$50 charge to your credit card on file if you cancel inside the 48-hour confirmation window.

We do understand emergencies happen, if that is the case, please email us at hello@lightsalonheadspa.com and we will find a solution. If we need to cancel your reservation within the 48-hour confirmation window, a \$50 credit will be added to your account for future experiences or product purchases.

What the missed appointment process looks like in detail

If you forget about your reservation after confirming and do not show up, there will be a \$100 charge. We do understand emergencies happen, if that is the case, please email us at hello@lightsalonheadspa.com and we will find a solution together.

What we both agree to in this process and promise

We are honored you have chosen light salon + head spa to take care of your beauty and wellness needs. We promise to take care of you and ask that you promise to help us do that by adhering to our Agreement.

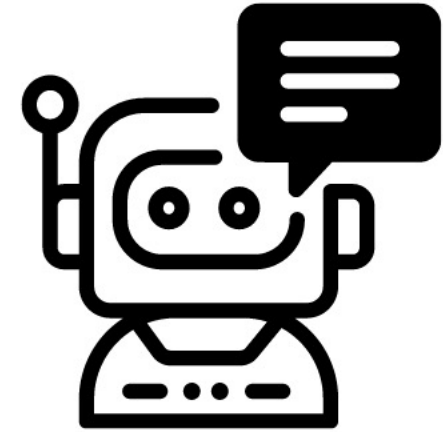
Simple opt-in/signing of the agreement.

Click here to sign and agree. Check this box to sign and agree.



AI and Salon Client Agreements

Salon Client Agreements and AI



NI

Hello. I am working on creating Agreements for my clients who come to my salon. They need to include the following: 

What the brand experience and promise are

The process for reserving an experience in detail

What the communication process looks like in detail

What the confirmation process looks like in detail

What the cancellation process looks like in detail

What the missed appointment process looks like in detail

What you and your client agree to in this process and promise

Simple opt-in/signing of the agreement

I would like them aligned with my brand story below. Thank you!

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

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Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Service + Product

Eco-friendly and modern color and styling services, holistic home care for color-treated hair

Salon Client Agreements and AI



Creating agreements for your salon that align with your brand story is a great way to ensure a consistent and positive experience for your clients. Here's a template for the agreements you can use, incorporating the elements you mentioned:



Brand Experience and Promise:

At [Your Salon Name], our brand purpose is to address the common concerns of feeling unseen, unheard, and disconnected from previous salon experiences. We understand that clients seek a more holistic and healthy approach to beauty. Our brand promise is to create a unique space and experience that fosters belonging, empowerment with an edge, and an inner sense of well-being. When you choose us, you'll feel seen, heard, understood, beautiful, and confident.

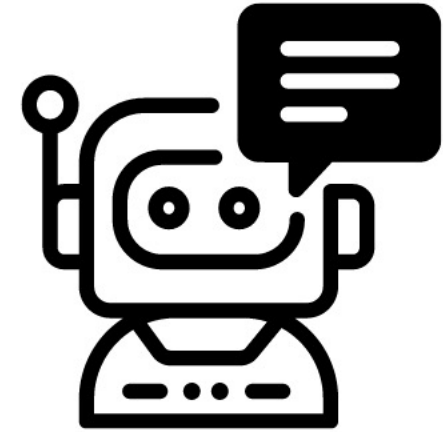
Process for Reserving an Experience:

To reserve your personalized beauty experience at [Your Salon Name], follow these simple steps:

1. Visit our website or call our salon to book an appointment.
2. Choose your desired services and preferred stylist.
3. Select a convenient date and time for your appointment.
4. Provide your contact information and any special requests.

Communication Process:

We value clear and open communication. Our communication process includes:



1. Appointment confirmations via email or SMS.
2. Personalized consultations with our stylists to understand your unique needs.
3. Ongoing communication during your appointment to ensure your satisfaction.

Confirmation Process:

After booking your appointment, you'll receive a confirmation email or SMS with all the details of your reservation. Please review it to ensure accuracy. If you have any questions or need to make changes, contact us promptly.

Cancellation Process:

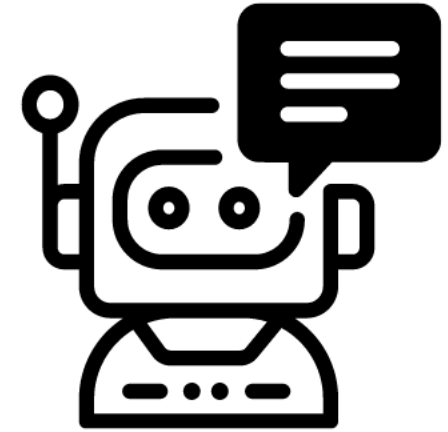
Life happens, and we understand that sometimes you may need to cancel or reschedule your appointment. Our cancellation process is as follows:

1. Notify us at least 24 hours in advance to avoid cancellation fees.
2. Cancellations can be made through our website or by calling the salon.
3. Late cancellations or no-shows may incur a fee.

Missed Appointment Process:

In the event of a missed appointment without prior notice, we will reach out to reschedule and discuss any applicable fees. We believe in second chances and will work with you to accommodate your needs.

Salon Client Agreements and AI



Agreement with Your Client:

By reserving an experience at [Your Salon Name], you and your client agree to:

- Embrace our brand purpose and promise of creating a space of belonging, empowerment, and well-being.
- Follow our reservation, communication, confirmation, cancellation, and missed appointment processes.
- Respect our values of eco-friendliness, modernity, and holistic beauty care.
- Collaborate with our passionate team to achieve your desired look and feel confident.

Opt-In/Signing:

To confirm your agreement, please sign and date this document below. By doing so, you acknowledge that you have read and agreed to the terms outlined above.

[Signature] [Date]

Feel free to customize this template to fit your specific salon's needs and branding. It's important to create a seamless and positive experience for your clients while staying true to your brand story and values.

Where Do Your Salon Client Agreements Need To Be?

It depends on how you communicate with your clients and your Awesome Client Journey which we will discuss more in Module 8.

Some Good Places To Consider Are

- Your website services page, contact us page, booking page
- Your booking app
- A dedicated Instagram Highlight called Agreements
- Linked to your email communications
- Linked to your text communications



Linktree*

Client Agreements and Salon Software/Booking Apps



Nearly every salon booking app and salon software platform has integrations for including your Agreements into your booking process. Simply reach out to them to ask for a tutorial or search or websites for a tutorial.

Salon Team Agreements and Handbooks

Salon Team Agreements and Handbooks

- Are aligned with your brand story; purpose, promise, and people
- Are clear, simple, and concise
- Are infused with healthy boundaries (not walls)
- Use language that is aligned with your brand and understandable to your team
- Have strong systems to facilitate them
- Take into consideration that your team members are human and things will never be perfect

What To Include In Your Salon Team Agreements and Handbooks

- Your salon brand story
- Your salon brand values
- Your salon brand history
- Your salon brand experience
- Your Salon Agreements
- Your Salon Non-Negotiables
- Required reading in alignment with your brand, if applicable
- Your brand's promise to your salon team
- How you coach and train in your salon
- What your salon career path looks like
- Your salon systems and operations
- The Legal Stuff
- OptIn and Signatures

Salon Team Agreements and Handbooks Example



Team Agreements and Handbook

THE LIGHT SALON + HEAD SPA BRAND

light salon + head spa understands the frustration of feeling unseen and unheard in previous salon experiences, of not vibing with outdated trends, and of not aligning with the values of other salons. We know that our clients are seeking more than just beauty; they crave a holistic and healthy approach to self-care. That's why our promise is to create a space and experience where you belong, where you feel empowered, and where you leave feeling not just beautiful but also confident and radiating from the inside out. Our team embodies modernity, trendiness, and a commitment to fitness, healthy living, and inner well-being. We are passionate about our planet and value premium experiences. At light salon + head spa, we're not just about appearances; we're about enhancing your overall well-being and helping you shine both inside and out.



Purpose- In a world where many have felt unseen, unheard, and disconnected from traditional salon experiences, our brand emerged from a desire for change. We've heard the frustration of those who didn't resonate with the trends and values of their previous salons. We're here for clients seeking more than just beauty treatments; we're dedicated to a holistic and healthy approach to all things beauty.

"CLEAR IS KIND,
UNCLEAR IS UNKIND"
BRENE BROWN

Promise- Our promise to our clients is simple yet profound. We're not just a salon; we're a sanctuary. Step into our space, our clients instantly feel a sense of belonging and empowerment with an edge. Here, you won't just look beautiful; you'll feel beautiful from the inside out. We guarantee that you'll be seen, heard, and understood, leaving with newfound confidence.

People- Our brand is a reflection of the modern individual – someone who values trends, fitness, and a healthy lifestyle. We're mindful of the food we consume and prioritize self-care through meditation and inner work. Our passion extends to the planet, and we seek premium experiences in all facets of life.

Salon Team Agreements and Handbooks Example

LIGHT SALON + HEAD SPA BRAND VALUES

Trust

We are committed to cultivating a culture of trust. When we trust each other, we can honor and celebrate the awesome stuff and navigate the tough stuff in a healthy, loving way.

Communication

Almost everything can be solved with healthy communication. At light salon + head spa, we believe that strong communication begins with trust and is practiced through healthy boundaries.

Relationships

Without the relationships, we have with each other and our clients, there is no business. We care deeply about you and our clients, and we work very hard to build trust and practice healthy communication as they are the foundations of strong relationships.



"TRUST IS BUILT ON
PROMISES KEPT."

THE HISTORY OF LIGHT SALON + HEAD SPA

Our salon was born out of a deeprooted desire for change and a commitment to making beauty a holistic and ecofriendly experience. After years of witnessing the dissatisfaction of salon owners, teams, and clients alike, we knew it was time for something different. Our founder, driven by a passion for modernity, holistic well-being, and a dedication to the planet, embarked on a journey to redefine the salon experience. Our brand is a promise of transformation – a space where you will not only look beautiful but feel it from the inside out. We are here to ensure that you are seen, heard, and understood, providing you with empowerment and confidence. Our modern, trendsetting approach to beauty is complemented by our eco-friendly color and styling services and holistic home care for color-treated hair. Welcome to our sanctuary, where beauty no longer hurts the planet, and you'll leave feeling empowered, beautiful, and aligned with your values.

In service to you- Nina
Creator, light salon + head spa



"THE PURPOSE OF LIFE
IS NOT TO BE HAPPY. IT
IS TO BE USEFUL, TO BE
HONORABLE, TO BE
COMPASSIONATE, TO
HAVE IT MAKE SOME
DIFFERENCE THAT YOU
HAVE LIVED AND LIVED
WELL." — RALPH
WALDO EMERSON

Salon Team Agreements and Handbooks Example

THE LIGHT SALON + HEAD SPA EXPERIENCE

Our salon experience is all about love, comfort and light. We are dedicated to cultivating an atmosphere that exudes warmth and safety. You can see and feel this commitment in every interaction. We communicate with genuine care, making eye contact that shows our attentiveness. Our conversations are more than just words; they are a dialogue filled with curiosity and empathy. We offer hugs, always with consent, to ensure you feel embraced in our community. We guide you to where you need to be, answer your questions promptly, and respond to messages, calls, emails, and texts without delay. Engaging with us, whether online or in-person, is effortless. Our energy is generously shared, and we want both you and our clients to experience the depth of love we have for our craft. Our brand's purpose is rooted in addressing past salon experiences where clients felt unseen and unheard. We strive to provide a holistic, trendsetting, and value-aligned approach to beauty. Our promise is simple: when you visit us, you belong, you empower yourself with confidence, and you leave feeling beautiful from the inside out. Our team embodies modernity, trends, fitness, health-consciousness, inner work, and environmental passion, all dedicated to delivering luxury experiences.



"I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID, BUT
PEOPLE WILL NEVER
FORGET HOW YOU
MADE THEM FEEL."
MAYA ANGELOU

LIGHT SALON + HEAD SPA AGREEMENTS

We are committed to working on our insides as much as our outsides.

We practice healthy boundaries in all communications and situations.

We give each other permission to be human, and support each other in both the awesome times and tough times.

We believe that kindness and compassion are the foundation of connection.

We show up for each other no matter how we are feeling. We practice forgiveness and seek first to understand.

We know that trust is built on promises kept so we keep our promises and when we don't, we take responsibility and make adjustments.

We respect each other's experiences + identities and understand that while they are different from ours, that does not mean they are not valid.

"WHEN WE FAIL TO
SET BOUNDARIES AND
HOLD PEOPLE
ACCOUNTABLE, WE
FEEL USED AND
MISTREATED. THIS IS
WHY WE SOMETIMES
ATTACK WHO THEY
ARE, WHICH IS FAR
MORE HURTFUL THAN
ADDRESSING A
BEHAVIOR OR A
CHOICE." — BRENÉ
BROWN

Salon Team Agreements and Handbooks Example

LIGHT SALON + HEAD SPA AGREEMENTS

What our agreements look like in action.

Showing up on time.

Taking care of our own energy, and when we need help, we ask for it.

Not gossiping or being unkind.

Being honest and open with communication.

Handling issues when they appear.

Being open to coaching, redirection, adjustments including our required reading.

Gender affirming spaces, language, services + pricing.

Taking personal responsibility and not taking anything personally.

Holding each other accountable, with kindness.



"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN

LIGHT SALON + HEAD SPA AGREEMENTS

Non-Negotiables

We both create and capture experiences in order to build and deepen relationships to help us all grow. One way we do that is by creating and sharing content online.

We do not tolerate gossip.

We do not tolerate racism, homophobia, transphobia, misgendering, misogyny, or gaslighting.

We do not tolerate being high at work.

We do not tolerate disrespectful behavior towards clients or each other.

We do not tolerate theft of any kind.

We do not tolerate broken boundaries, both internal and external.



"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN

Salon Team Agreements and Handbooks Example

LIGHT SALON + HEAD SPA AGREEMENTS

Required Reading

-The Four Agreements

-My AwesomeAF Healthy Boundary Handbook

-The Gifts of Imperfection

Additional Resources

-The Dress Code Project

- Human Rights Campaign

- TEDTalk Coming To Terms With Racism's Inertia by
Rachel Cargle



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BROWN

LIGHT SALON + HEAD SPA AGREEMENTS

Our Promise To You

We will practice what we preach.

We will be open to your feedback without
retaliation.

We will practice healthy boundaries and nonviolent
communication with you.

We will create a safe space for you to grow.

We will handle issues promptly.

We will always be honest and kind.

We will hold you, and ourselves, accountable to our
agreements.



"THREE THINGS YOU
SHOULD NEVER BREAK:
PROMISES, TRUST, AND
SOMEONE'S HEART."
ANONYMOUS

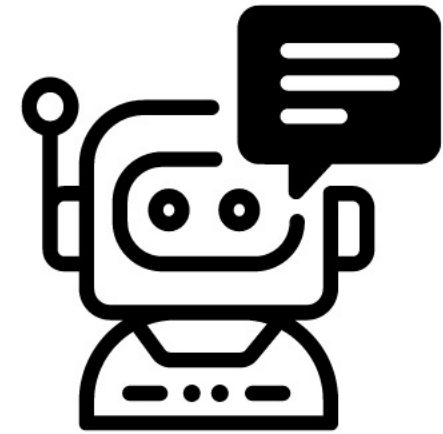
What To Include In Your Salon Tenant Agreements

- Your salon brand story
- Your salon brand values
- Your salon brand history
- Your salon brand experience
- Your Salon Lease Agreements
- Your Salon Non-Negotiables (within the legalities of being an independent business and tenant)
- Recommended reading in alignment with your brand, if applicable
- Your brand's promise to your salon tenants
- Leasing benefits and amenities
- Leasing terms and pricing
- Your salon systems and operations
- The Legal Stuff
- OptIn and Signatures

AI and Salon Team or Tenant Agreements

Salon Team or Tenant Agreements and AI

When you're clear on your brand story, you may not need much help from AI, however, here is an example of getting help writing the brand history section of the Handbook. Please note I would edit down the results given.



NI

Hello. I need to create a short history of my salon brand based on the brand story outline below. I created this brand after years of experiencing unhappy salon owners, teams and clients and my years of learning how beauty did not need to hurt the planet. Can you make me a paragraph of my brand history based on my brand story outline below? Thank you.



light salon + head spa

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Service + Product

Eco-friendly and modern color and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair

< 2 / 2 >



Introducing light salon + head spa, a brand born out of a deep desire for change in the world of beauty. After years of witnessing the discontentment of salon owners, teams, and clients alike, and armed with the knowledge that beauty should never come at the expense of our planet, our founder embarked on a mission to redefine the salon experience. Fed up with feeling unseen, unheard, and disconnected from previous salon encounters, it became evident that something had to change. The journey led to the creation of light salon + head spa, where our purpose is to foster a sense of belonging and empowerment with a unique edge. We are the haven where trends are not merely followed but set, where values align seamlessly, and where clients are seeking a holistic and healthy approach to their beauty journey. Our commitment is to ensure you feel seen, heard, understood, beautiful, and confident, all while championing eco-friendliness, modernity, and premium experiences. Our services encompass modern color and styling, scalp therapy, and head spa treatments, all underpinned by a holistic approach to home hair care for color-treated locks. At light salon + head spa, we illuminate the path to beauty that doesn't hurt the planet, offering you a space to shine from the inside out.

Salon Team Agreements and Handbooks Template

The **Awesome Team Handbook Template**

PassionSquared.♥

06

Next Steps

Next Steps

1. Get clear on your brand story if you're not already
2. Identify areas where you want to practice healthier boundaries
3. Begin work on those areas (Conversation frameworks, Agreements, Handbook)
4. Read *My AwesomeAF Healthy Boundary Handbook* if you have not already
5. Practice, Practice, Practice
6. Engage in our A School Facebook group for support and guidance



Healthy Boundaries and Your Brand Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through where healthy boundaries intersect with your brand. We'll be talking about leadership, decision-making, business Agreements, Handbooks, communications, pricing, and leading through the tough stuff while holding compassion and grace for yourself and those you serve. You'll leave with more clarity & context for practicing healthy boundaries & feeling more confidence and joy.