



# **Elevating The Salon Experience Workshop**

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## **Workshop Purpose + Outcome**

**In this Workshop, we will walk through the fundamentals of an awesome client experience, including the Awesome Client Journey, offline. This year is all about creating more value, trust, and care to help retain current clients and engage future ones. You will leave this Workshop with a deeper focus and clarity on your brand promise, the experiences you create and deliver, creating more value, and the parts you want to elevate for your clients.**

# Workshop Overview

01

Your Experience Is  
Your Brand

02

Market Trends

03

The Awesome Client  
Journey

04

Elevating The Salon  
Experience

05

AI & Elevating Your  
Salon Experiences



Think about your favorite, most memorable experiences you've had with businesses.

What did the experience look and feel like?

What did they do that made them stand out from other experiences you've had?

What keeps you coming back to that brand?





# Why





# It's All Connected

Your salon brand story is the foundation and your compass for every business decision you make.

## *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*

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

2

Brand story  
Brand vision  
Brand values  
Brand voice

3

Brand identity

4

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



# Your Brand Promise and Differentiation





Your salon experience is a big part of your *brand promise*. It is part of your point of difference!

- How do you solve the problems your client has?
- What does your salon experience look and feel like?
- What expectations are you setting for your clients?
- How do you want your clients to feel and say about your brand?

# Lifetime Client Value

Lifetime client value is the total amount of value (revenue, referrals, joy!) a client brings your salon business over the time they spend as a client of yours (retention!).

# Lifetime Client Value

- A client comes to the salon 6 times per year and has been your client for 3 years
- They spend \$100 on every visit
- They've sent you 25 referrals which represents \$5000 in annual revenue
- They bring you joy and happiness a majority of the time
- How much is retaining this client relationship worth to you?

# Why Clients Stay and Why Clients Leave



# Why Clients Leave

Do you know why clients have left your salon?

# Why Clients Leave

*Retaining existing clients is one of the important fundamentals of growing your salon business long-term*

- Feeling unheard, insignificant, and undervalued
- Shaming social media content
- Inconsistent communication
- Inconsistent experience
- Inconsistent results
- Difficult to do business with
- Price no longer consistent with the value
- Change in budget
- They move



# Why Clients Stay

Do you know why clients come back to your salon?

# Why Clients Stay

*Consistently executing the fundamentals of an awesome experience aligned with your salon brand increases client retention*

- Feeling seen, heard, and valued
- Value is aligned with the price of the service and product
- Comprehensive consultation including pricing, timing, and maintenance
- Clear communication before, during, and after the experience
- Easy to find, read, and understand Agreements
- Consistent experience
- Kept promises
- Simple to do business with





# What



# 2025

Tariffs are literally and metaphorically playing into uncertainty, which is not good for business.

When clients are feeling uneasy and unsettled, they seek consistency and comfort, which means getting back to the fundamentals of clear communication, delivering consistent, aligned experiences, delivering the value they expect for the money they spend, and making it simple to do business with you.

Simple Agreements

Simple Service Menu

Transparent, Aligned with Your Brand, Pricing

CARE, TRUST, VALUE





# The Economy

What I said in January 2023

*"Whether there is a recession coming or not, there is a psychological component just as there is with inflation."*

What I said in January 2024

While inflation continues to decline, and interest rates are leveling and expected to go down in 2024, we are absolutely in a "psychological" recession, and in a US election year, which has psychological impacts

# Care, Trust, and Value

What I said in January 2023 and 2024...

"Care, trust, and value will be the most important things you can focus on this year."

I believe it even more for 2025!

# What does *care* look like in the salon?

- Listening!
- Consistency
- Clear communication
- System for following up postexperience and on clients who are outside their regular schedule
- Finding new solutions to their problems

# What does *trust* look like in the salon?

- Clear communication
- Price transparency
- Consistency of experience
- Evolving the experience to fit your client's current problems and needs

# What does *value* look like in the salon?

- Elevating the client experience based on what they value
- Value-added services and products
- Doing less with more, time saving
- Same-day/next day pick-up or appointments
- Maintenance packages
- Referral or loyalty programs



# What does elevating the salon experience look like?

- It's the little things and each salon brand has different little things
- It could look like simplifying booking
- It could look like adding relevant services
- It could look like hand written thank you notes
- It could look like a home care gift with a service
- It could look like a beverage of the month
- It could look like post experience follow up

# How



# The Awesome Client Journey





# The Awesome Client Journey

- The experience begins the moment a client discovers your salon brand online and after they leave your salon
- Tap into the technology and tools available to create an online experience that's aligned with your offline experience



# Awesome Client Journey

The Pre-Salon Visit Experience



## Reservation

You got a new reservation, well done, YAY!



## Confirmation

Be sure your confirmation sequence is simple and clear.



## Agreement Sent & Signed

You can embed your Agreement in just about any booking app or salon software program, DO IT!



## Reminder

We all need reminders, be sure it's simple and clear for your client to cancel and reschedule

# Awesome Client Journey

The Salon Experience



## Greeting and Check-In

Ensure the client feels comfortable and has a place to put their things, charge their phone, etc.



## Beverage Capture Before Content

Offer your client a beverage or snack, and consent for content if you are planning on creating



## Consultation, Expectations Education, Home Care, Maintenance Schedule

This is the time to reserve future appointments and recommend home care products based on maintenance



## Service Begins

It's show time! Be sure your client is comfortable and clear on the experience



# Awesome Client Journey

## The Salon Experience



### Check-In with Client Comfort

Whether you choose to double-book or not, client comfort checks during the experience are a way of creating more value



### Finish Experience

This is a good time to wrap up anything you may have missed in the experience so far



### After Photos

If content is being captured, get your after photos & AirDrop them for your client to have and share



### Close Experience

A strong close includes a call to action; future reservation, home care, words of gratitude

# Awesome Client Journey

## Post Salon Visit Experience



### Follow Up Thank you

This can be done via email or text and can usually be automated. This follow-up can include an invite to rebook and to share their experience



### Follow Up Rebook

One way to keep your clients on their regular maintenance schedule is to run a report to see who has not been in and reaching out to invite them back



### Check In Rebook

Consistently reaching out to clients who are outside of their regular maintenance schedule shows you care and keeps clients coming back



### Share Experience On Socials

When reaching out to your clients, include a call to action. When sending photos, invite them to share their experience including your hashtag.

# Let's Talk About Communications And The Awesome Client Journey



# Clear Business Agreements

# 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](https://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](https://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](mailto: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](mailto: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 optin/signing of the agreement.

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



# Client Agreements Placement

- Clearly visible and able to be opted into on your booking page
- Instagram Highlight with link to opt in
- Linked to text and email reminders
- Part of the new client intake and welcome process

# 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\*



# Experience Menus

- Aligned with your brand promise
- Speaks in the language of your client
- Has clear descriptions of who it's for and what the experiences looks like
- Has clear timing
- Has transparent pricing

A common salon menu, still



## The Hair Place

price list

**HAIRCUT \$75**  
**BLOWDRY \$50**  
**BLOWDRY WITH CURLING IRON \$60**  
**BLOWDRY WITH TWO IRONS \$70**  
**DEMI COLOR \$60**  
**PERMANENT COLOR \$70**  
**DOUBLE PROCESS \$80**  
**HIGHLIGHT \$100**  
**5 FOILS \$60**  
**BALAYAGE \$150**  
**OMBRE \$150**  
**BABYLIGHTS \$100**  
**VIVID COLOR \$90**  
**MENS CUT \$20**  
**MENS COLOR \$30**  
**KIDS COLOR \$25**  
**WOMEN OVER 50 COLOR \$30**  
**EXTRA TUBE OF COLOR \$10**  
**OLAPLEX TREATMENT IF YOUR HAIR MELTS \$10**  
**EXTRA WATER \$5**  
**ANNOYANCE FEE \$20**



# A clear, consistent, simple, aligned experience menu

## HAIRCUT EXPERIENCE

Your experience includes a relaxing 10-minute head, neck, scalp, and shoulder massage, blow-dry, refreshing adult beverage of your choice, and a home care kit sampler.

Time: 1 hour

Investment: \$150

## COLOR EXPERIENCE 1.0

Color 1.0 is for simple color processes and techniques and for the color beginner and people who desire low-maintenance.

Your experience includes a pre-appointment consultation done in person or via video chat, a relaxing 10-minute head, neck, and shoulder massage, blow-dry, refreshing adult beverage of your choice, and a customized color insurance kit.

Time: 2 hours

Investment: \$300

## COLOR EXPERIENCE 2.0

Color 2.0 is for the more advanced color experience, including blonding, vivid color, unicorns, and for our rainbow people. Your experience includes a pre-appointment consultation done in person or via video chat, a relaxing 10-minute head, neck, and shoulder massage, style, refreshing adult beverage of your choice and customized color insurance kit

Time: 3+ hours

Investment: \$500+

## HEAD SPA EXPERIENCE

This experience is the ultimate selfcare for the health of your scalp and hair. Your experience includes a consultation to assess your scalp, an exfoliating and detoxifying scalp and hair mask treatment, head, shoulder and neck massage, detox tea, and a home care sampler kit.

Time: 1 hour

Investment: \$150

## LIGHT DRY

The light dry experience is for when you just need some extra love and care. This experience includes a relaxing shampoo, head, shoulder, and neck massage, beverage and blowdry.

Time: 30 minutes

Investment: \$75

Building trust with you through healthy communication and transparency is important to us at light salon + head spa. This is why we include a consultation with every experience. Thank you for choosing us.



# Post Experience Communications

- Aligned with your brand
- Consistent and clear
- Shows you care about your clients and their experience
- Increases online reviews
- Increases lifetime client value by getting clients back in who are outside their usual maintenance schedule





Hello Nina, Thank you for coming to light salon + head spa. Your experience matters to us and I'd be so grateful if you shared your experience (link to referral platform) If you have questions before your next visit, please message us (where you would like communication)

read at 7:00

Thank you! I loved my experience and will be sharing it with all my friends.

Delivered



Hi Nina! It's been a while since you've been in, and I wanted to check in with you to see how you and your hair are doing. When you're ready, click here (booking link) to reserve your appointment and we can get you back on your regular maintenance schedule.

read at 7:00

OMG thank you! My hair is a mess and I am booking now! Really appreciate the reminder.

Delivered

# Elevating The Salon Experience



When thinking about how to elevate your salon experience, you first need to understand what your current experience looks and feels like, to clients and how that is aligned with your brand promise.

- What do they love most about their experience?
- What do they love least?
- What, if anything, would they change?

# Experience Audit

## *Pre-Experience*

How simple, or difficult is it to book an appointment, contact you, ask questions, get prompt responses, get directions, know where to park, how to prepare for the appointment, etc.

Is your pre-experience aligned with your brand?



# Experience Audit

## *Experience*

What does the actual salon experience look and feel like, from the moment your client enters the salon, to when they leave?

Is your experience aligned with your brand?



# Experience Audit

## *PostExperience*

How does the postexperience follow-up look and feel like for your clients, from emails to texts to check-ins?

Is your postexperience aligned with your brand?



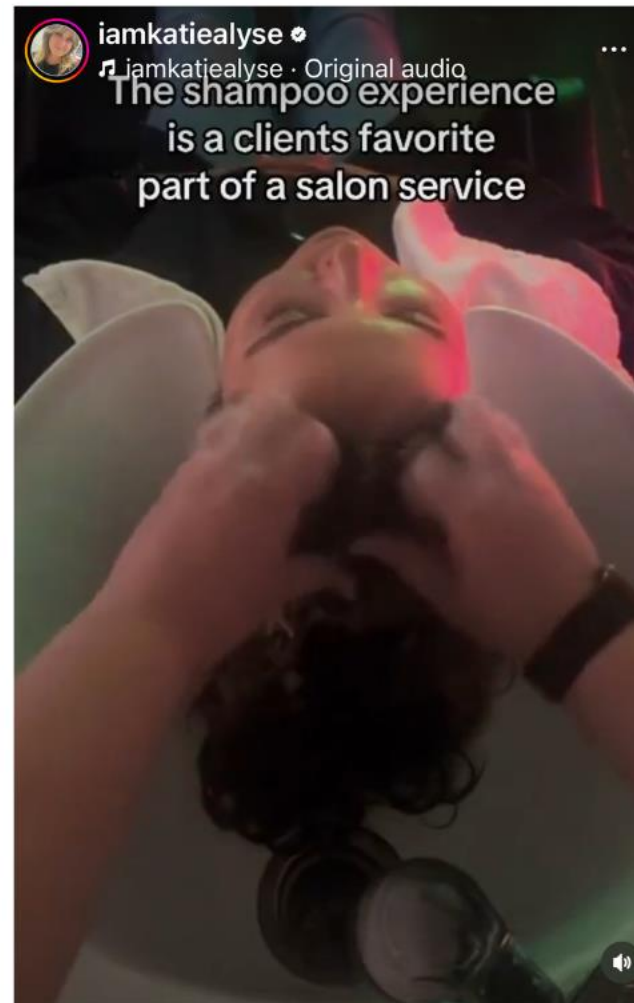
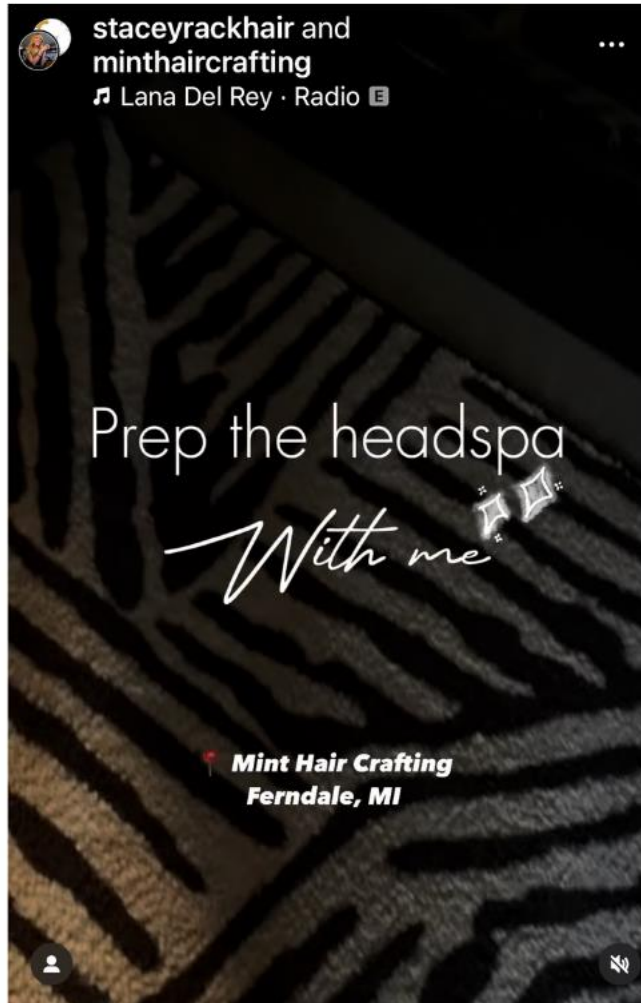
# Elevated Experiences Examples



kinshoppesalon Spring into April with our DOTM (drink of the month)

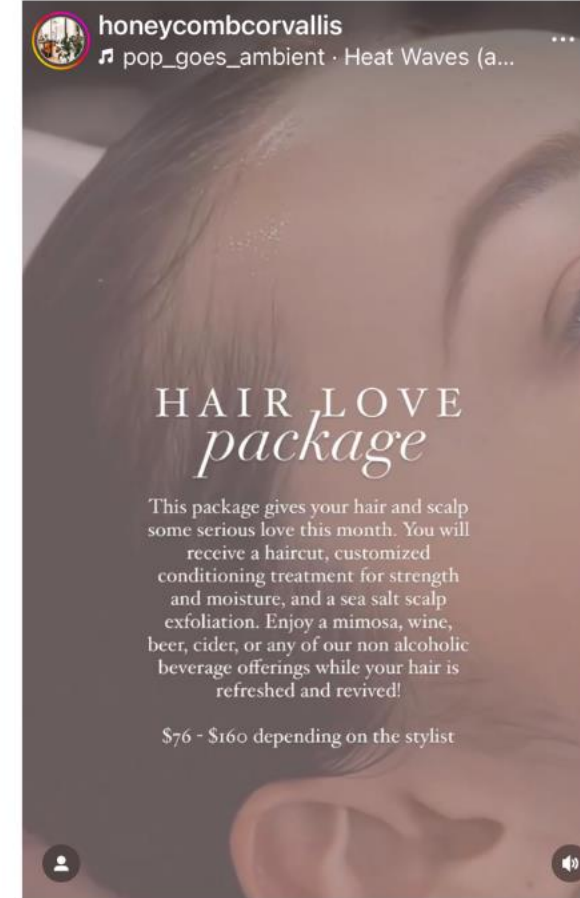
Enjoy this refreshing real Mango Lemonade with Mango pieces and a lemon slice garnish.

# Elevated Experiences Examples





# Elevated Experiences Examples

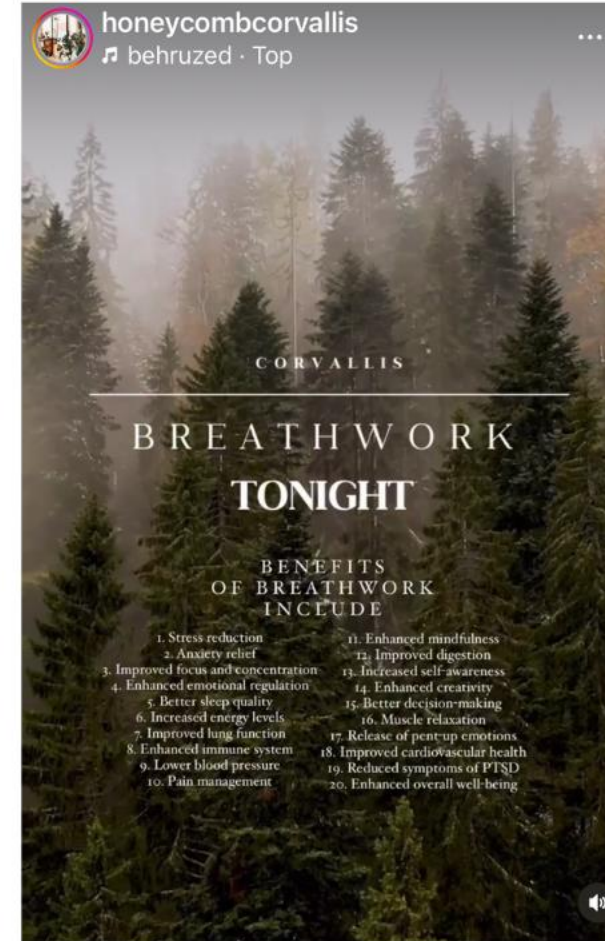


# Elevated Experiences Examples



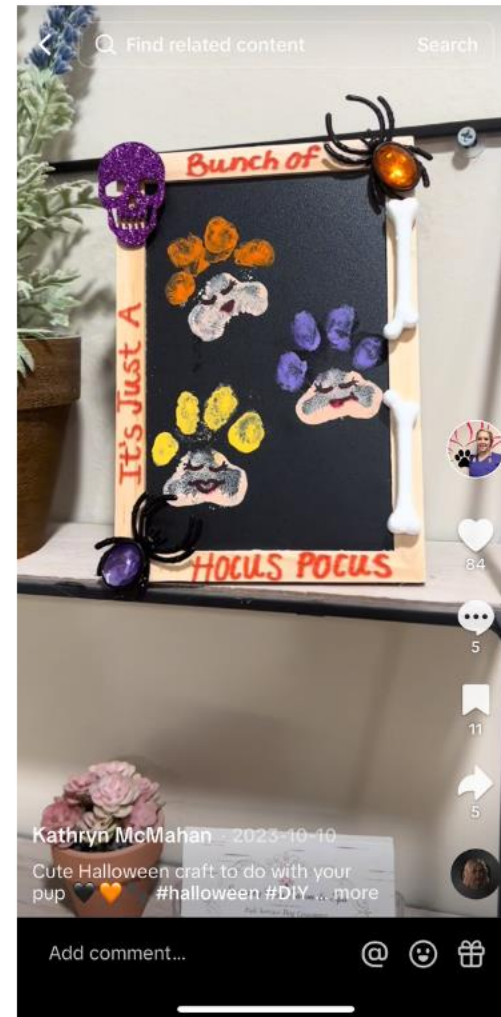
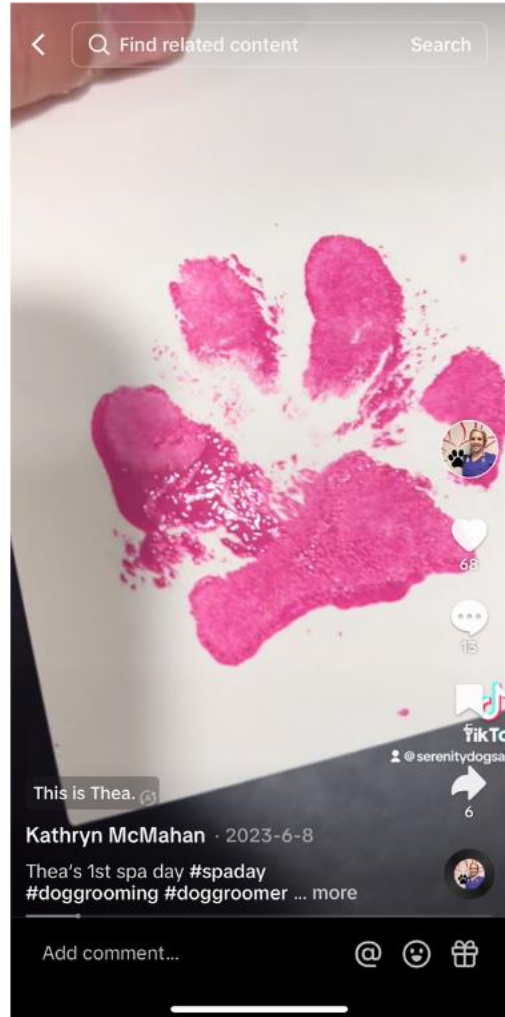
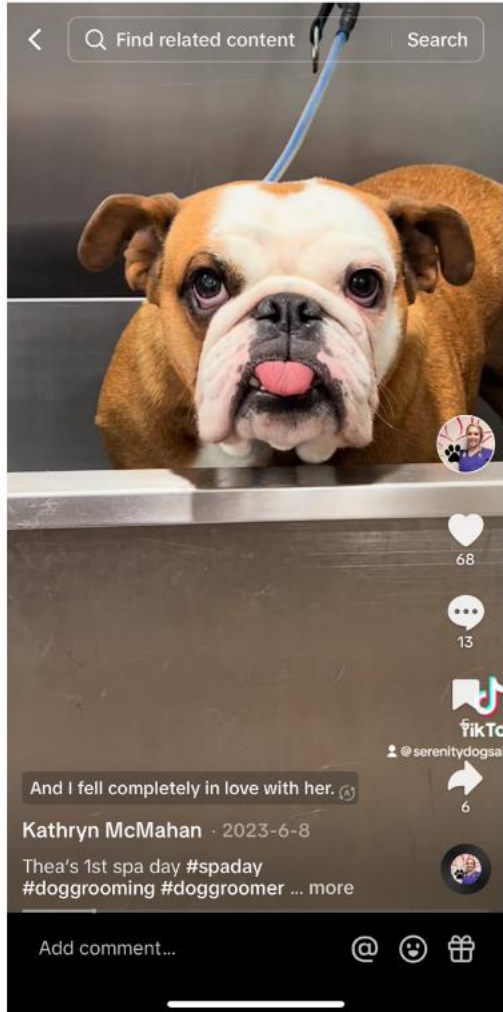


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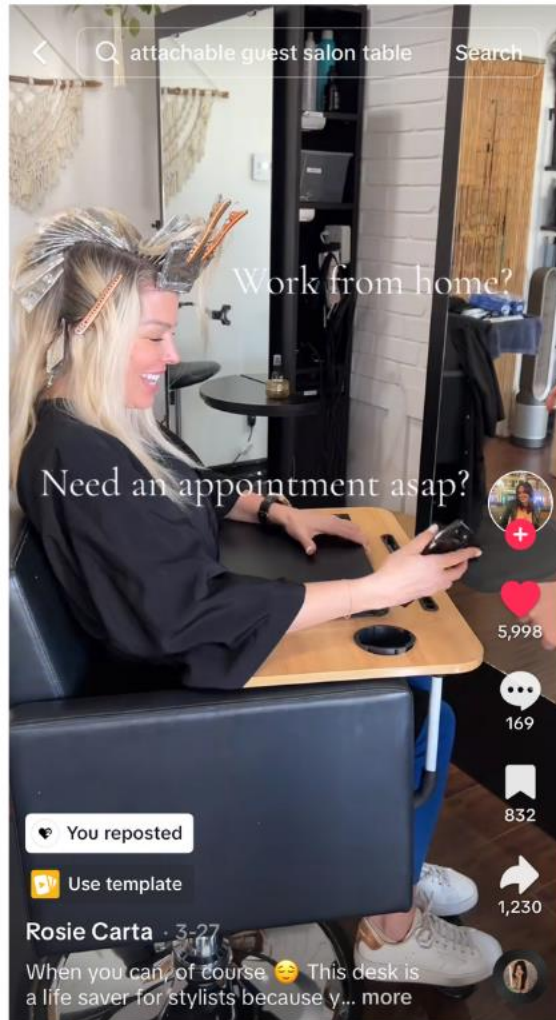




# Elevated Experiences Examples



# Elevated Experiences Examples



# Elevated Experiences Examples

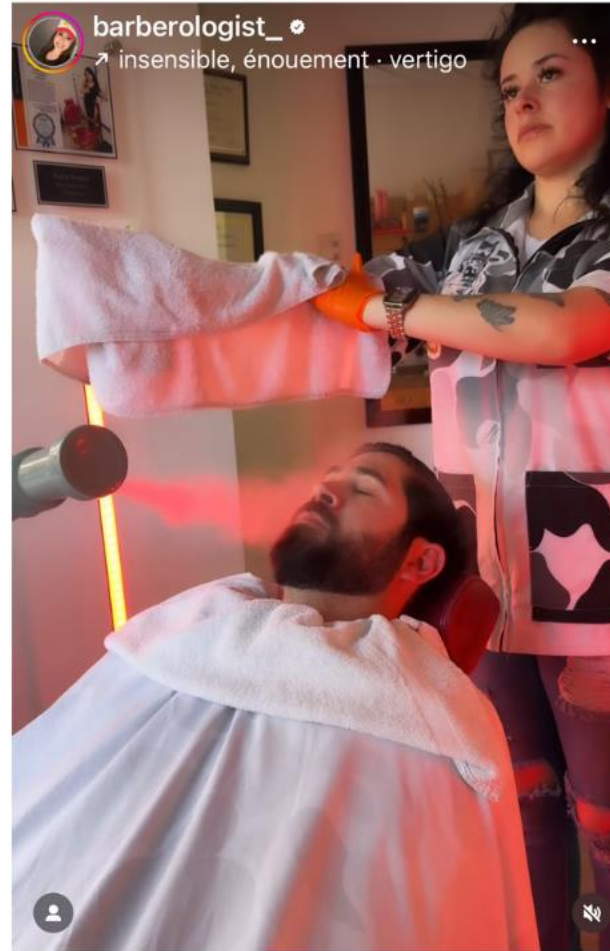




# Elevated Experiences Examples

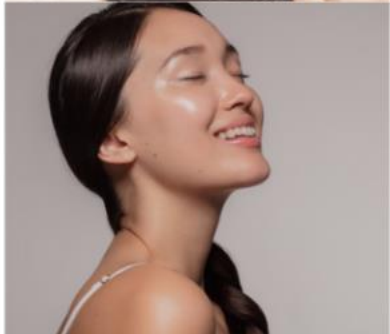


# Elevated Experiences Examples





# Elevated Experiences Examples



## the new client experience

- in-depth consultation
- scalp and hair health analysis
- custom scalp and hair spa treatment
- rejuvenating tea service
- custom home care gift



your experience matters to us

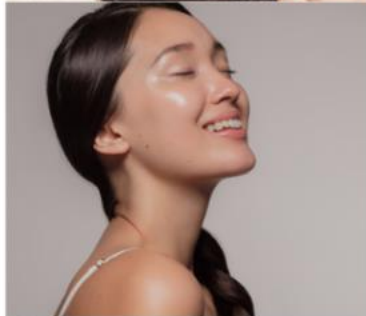
we'd be so grateful if you shared about your experience on Yelp



thank you for being an awesome client



# Elevated Experiences Examples



## shop light

home care essentials on demand

- simply place an order for your home care favorites in our online shop
- select same day or next day
- get notified via text or email when your order is ready
- pick up your order, feel more beautiful and enjoy



# Elevating Your Salon Experience Considerations

- Finding New, Relevant Solutions to Your Clients Problems
- Clear Communication In The Language of Your Client
- Price Transparency
- Managing Expectations
- The comfort of the waiting area if applicable and if there is no waiting area, what does a client do if they arrive and you are still with a client
- A place to put belongings, beverages, and snacks that's simple to access
- WiFi password visible and/or in the confirmation communications
- Charging stations for devices
- Consultation including expectations of the experience, timing, maintenance, home care, budget, pricing, and content capture

# Elevating Your Salon Experience Considerations

- Quality of and simple access to beverage and snack service
- Quality of towels, capes, and aprons
- Hot towels infused into the experience or cool towels in the hot seasons The comfort of shampoo bowls (footstool) Aromas and sounds of space
- Cleanliness of all spaces, corners, walls, changing room, restroom
- Size inclusivity of capes, drapes, chairs
- Staying present during the experience
- A special something to take home aligned with your brand
- Post experience follow up
- Focusing on creating value



# Elevating Your Salon Experience Considerations

- Scalp detox treatment with every service
- Craft bags with logo stamps for eco-brands
- Affirmation cards or crystals for healing vibe brands
- Mini lip balms for dryer climates
- New client gift bags with essentials for at-home care
- Same day or next day pick up for home care essentials
- Comfortable Sanitized earbuds for folks who want to chill and listen to meditations or just want quiet
- Extra comfort with shampoo experience QR code to order at-home care and look at your experience menu
- Pre-reserve the next experience during the consultation along with home care making the close of the experience simpler
- Seasonal treatments and beverages
- New Parent experiences or packages





# Elevating Your Salon Experience Considerations

- Do you have training for all team members on what the client experience looks and feels like from start to finish?
- How do you measure the brand alignment and effectiveness of your client experience?
- Do you have a proprietary consultation framework?
- Do you have different consultation frameworks for new and existing clients?
- Do you have clear persons responsible for greeting, changing, salon tours, refreshments, pre-booking, etc?
- Do you create and offer seasonal or relevant services, refreshments, and products?
- Clear, Simple, Seamless Easy To Find Business Information
- Easy To Find and Use Booking Information
- Easy To Find and Understand Agreements
- Easy To Find and Understand Menu including descriptions of experiences, timing, pricing
- Easy To Reserve Virtual Consultations
- Easy To Find and Book As A New Client
- Consistency and Relevancy of Newsletters
- Relevancy of social content



# AI and Elevating Your Salon Experiences



# AI and Elevating Your Salon Experiences

Hello. I am working on a Workshop called Elevating The Salon Experience In 2025. Most of the content I already have, as I do this Workshop once a year. However, I am working on the AI portion of the Workshop and would like to show examples of using AI to inspire ideas to elevate an individual salon brand's experience in 2025. With all the uncertainty, economic stresses, etc, I want it focused on what clients really need to continue to invest in salon experiences. Can you give me 10 ideas to elevate the salon experience for Root + Kind Salon? The brand story outline is below. Thank you!



# AI and Elevating Your Salon Experiences

## Root + Kind | A Salon

### Client-Facing Brand Story Framework

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#### Brand Purpose

To create a healthier, more grounded relationship with hair and self-care—by prioritizing scalp health, long-term hair integrity, and a calm, compassionate salon experience that nourishes from root to soul.

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#### The Problems We Solve

- Many salons focus only on looks, ignoring long-term hair and scalp health.
  - Quick fixes, harsh chemicals, and rushed appointments leave clients stressed and disconnected.
  - Self-care has become another chore—more about appearance than wellbeing.
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#### Brand Promise

At Root + Kind, we promise a salon experience that cares for you deeply and holistically—from the health of your scalp to the energy of the space around you. No fluff, no pressure—just grounded beauty that lasts.

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#### How We Solve Those Problems

- We center everything around hair and scalp health, not just surface-level beauty.
  - We create a calm, intentional environment where you feel heard, not hurried.
  - We offer holistic treatments and thoughtful techniques that support long-term results.
  - We personalize every service with care, connection, and expert guidance.
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## Brand People

We are grounded, kind, and intuitive professionals who care deeply about the people we serve. We listen first. We believe beauty should feel good—not just look good. We lead with education, empathy, and expert skill.

## Who We Solve Problems For

Clients who:

- Care about how they feel just as much as how they look
- Are tired of surface-level beauty and quick fixes
- Want services that nourish and last
- Value calm environments, honest communication, and meaningful care
- Are seeking a salon that feels more like a sanctuary than a scene

## Brand Services / Products (The Solutions We Provide)

- Scalp therapy + facial-inspired rituals to restore balance
- Healthy hair color that protects and enhances
- Hair extensions that are gentle, intentional, and restorative
- A calm, grounded space where kindness and care are central
- Personalized experiences that honor your lifestyle, your hair, and your story



# AI and Elevating Your Salon Experiences

## 10 Ways to Elevate the Salon Experience in 2025

*Created with the client's nervous system, budget sensitivity, and desire for meaningful beauty in mind.*

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### **1. The Root Ritual Welcome**

A 3-minute grounding ritual at the start of every service: warm towel, intentional breath, and a scalp mist with calming essential oils. Signals to the guest: *you can exhale now.*

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### **2. Signature Scalp Reset Menu**

Offer a seasonal or intention-based menu of mini scalp therapy upgrades (Ex: "Stress Relief Tea Tree Massage" or "Spring Renewal Detox"). Low-cost, high-touch—and customizable to needs.





# AI and Elevating Your Salon Experiences

## 3. Care Without Clock Pressure

Audit service timing to allow space between appointments. Clients feel less rushed, stylists feel more grounded, and service consistency improves. A core differentiator in a rush-hustle world.

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## 4. Hair + Life Check-Ins

Add intentional client check-ins to your consultation: "What's your hair been going through lately?" or "What kind of care do you need today?" Creates emotional safety and personalized service.

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## 5. Post-Service Ritual Cards

Instead of pushing product, offer a printed or digital "ritual card" with custom home care tips, affirmations, and a reminder of your promise: *we care for you beyond today.*



# AI and Elevating Your Salon Experiences

## 6. Gentle Extension of Care

For clients with long service gaps (economic or personal), send a thoughtful check-in: "We miss seeing you. Here's a simple at-home scalp massage you can try." No promos. Just care.

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## 7. The Root + Kind Quiet Chair Option

Allow clients to select "Quiet Care" when booking—no small talk, calming rituals, music of choice. A thoughtful option for overstimulated or neurodiverse guests.

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## 8. Hair & Scalp Wellness Tracker

Offer a simple analog or digital tracker that allows clients to record how their scalp/hair feels each week. They bring it to visits; you track true progress together.



# AI and Elevating Your Salon Experiences

## 9. Seasonal Energy Menus

Each season, launch a mini experience menu tied to emotions and nature's rhythms: Fall = Grounding, Winter = Nourish, Spring = Detox. Clients choose how they want to feel—your services follow.

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## 10. The Root + Kind Client Journal

Gift or sell a beautifully branded journal to support client rituals between appointments—scalp care, affirmations, energy check-ins. Builds brand connection *and* supports wellbeing.





# Next



# Next Steps

- Get clear on your brand story focusing on your brand promise and people
- Audit your current experience
- Determine where you can elevate your experience, and what you can possibly eliminate
- Make a plan, launch the plan, measure, and adjust
- Come to our A School Facebook group for support





# **Elevating The Salon Experience Workshop**

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