

BUILDING A LOYAL CLIENT BASE 101

These tips will help you build a loyal client base and keep your schedule booked up weeks in advance!

ALL THE FEELS

People remember how you make them *feel*, not what you say.

Radiate positive energy, check your negativity at the front door.

Make your clients feel important and heard.

BE INTERESTED

Ask questions and then LISTEN. Don't just think of what to say next.

This is *their* time, it is not about you or your stories.

Check out "25 Client Questions" for help with ideas.

COMMUNICATION

Master the consultation. Build trust w open communication.

Clients want to be heard. Use "I hear you..." or "I have been there and..."

Be kind and compassionate. Leave your ego at home.

BOUNDARIES

Set boundaries around work hours and services so not to burn out.

Saying "no" to services that will compromise your clients hair is ok!

Boundaries create trust and respect.

BE A FAN

Show some love on your clients social media pages.

You need to be a fan, to have fans. Remember: it is all about THEM.

Do an amazing job! Keep learning. Give clients your best work!

COLD TO WARM

Be intentional about meeting new people online and in community

Join fb groups in your area and comment on posts to add value.

People do biz with those they like and trust. Add value and educate.

Let's get into a little more detail:

BE A FAN

How would YOU want to feel during (and after) an appointment? I bet you would want to feel:

- heard and respected
- appreciated
- interesting and special

People remember how you make them feel, not only what you say. If you expect your clients to become raving fans, pre-book appointments and refer their friends to you, you had better make sure they are feeling super special while in your salon chair! The best way to do that??? Be THEIR fan first!

*(Check out author Jeff Henderson's book, Know What You're For)

Send hand written thank you notes, remember their birthdays, give an extra special scalp massage if they are not having the greatest of days...go out of your way to show your appreciation.

COLD TO WARM

Consistency is key when building relationships online. It is not enough to simply comment on a post or like something.

**It takes about 12 touches before most people consider taking a look into what you have to offer.*

By consistently offering value and education, people will begin to remember that YOU are the person to go to for hair advice/needs.

Social Media: I recommend taking an intentional 15-20 minutes a day to build relationships online. This could look like:

- joining fb group from your surrounding area
- searching your location on instagram
- commenting on others posts (it can be as simple as that...you don't even need to be the one posting!)
- getting into peoples private messages is a great way for them to continue to see your content and be reminded of you (it's an algorithm thing!)
- ask questions!! People want to talk about themselves!
- keep a list of people who you've chatted with and continue to follow up and build that relationship

Don't forget to check out
'25 CLIENT QUESTIONS' for some interesting
ways to make your clients feel special.