



SIMPLY  
ORGANIC®

# Price Increase Guide





## You're ready to increase your prices!

We've put together this guide to assist you in establishing your new price increase and *crafting your "why"* to share with your clients! Grab a pen and some paper and use the talking points below to *reflect and create your why*. Then, use the client letter template to create your announcement letter with ease!





## part 1: how to establish a new standard

Price increases *reflect the value* that you bring to your clients. With that value should also come a *new set of standards* for both you and your clients to ensure the highest quality experience and relationship is retained. Let's create our *dream work-life balance* by establishing the values and standards you want to create.



## Where are you now?

What does your schedule look like now?

How far are you booked out?

How many days are you working now per week?

How many total hours are you working each week and month?

Knowing how many hours you're working now will help calculate your average time working with your current pricing.





## What is your New Standard?

How many days do you want to work each week?

Take how many days you dream of working each week and add in how many hours you'll work each day. This will give you the new average time spent working per week.

How much money do you want to make each month?

*Now here's the fun math part:* Calculate how much you need to make weekly to reach your target revenue. Now calculate how many clients you could fit into each work day and how much you'd need to charge. Now you know your new standard and can adjust your prices to obtain it!

## Make room to GROW

Blocking out time for new clients with your new rates provides new opportunity for you to establish your new standards and rates

## part 2: communicate your value

We know *many of us consider our clients family*. This framing can make it even more difficult to have these conversations. They've been with us since the start and we've had years to grow and cultivate those relationships. It's extra important to *share with your legacy clients* how you've grown over the years and added value to their services that correlates to the higher prices.



## Who are you **NOW** as a stylist? *Define your worth!*

Reflect on your accomplishments.

What do you do better than anyone else?

What problems do you solve for your clients?

Why do you love what you do?



## What have you learned?

Continuing education, staying up-to-date on the latest techniques, and learning new skills all add value to your clients but also require you to spend your time and money to do so! What new skills do you want to share with your clients?

Did you complete new certifications?

Do you offer new services/new techniques?

Have you taken classes? What did you learn?

What is your specialty?

How have you improved your client experience?



## What does your salon life look like? *Your business is an investment.*

What is the price point of your color line?

What is the price point of your back bar/styling products?

WHY do you invest in those products and how does that benefit your clients?

Have you purchased new equipment that allows for more services for your clients?

## What do your clients say about you?

*Share quotes and testimonials for your clients to inspire others.*

Pull some of your favorite reviews your clients have left you!

What special skills do your clients rave about?

What sets you apart from other stylists?

Do you have new clients coming to you based on word of mouth/referrals?

How are your new clients finding you?





## part 3: share your good news!

Let's get to writing! Now that you've reflected on your work, schedule, and accomplishments – you're ready to *construct your letter to clients!* Use everything you learned in Part Two to do it.

*Check out the examples in this section for inspo!*

# Letter Example

Dearest clients,

I have exciting news! There are a few changes coming to my service menu and I wanted you to be the first to know! Many of you have been here since the beginning and I want to truly thank you for your support and loyalty. I couldn't have done it without you.

As of November 1st, 2021 - my service prices will all be raised by 10%. This price increase comes with my continuing education, commitment to quality, clean beauty products and my balayage expertise. I have spent time taking courses to expand my knowledge and certifications in new color lines and more advanced techniques to take your services and salon experience to the next level.

I strive to set myself apart from the rest of the community by focusing on the latest trends and techniques and continuing to educate and provide them to my clients. I am now certified in two clean color lines (yay!) which allows me to customize the perfect formula for each and every one of you. My commitment to providing the highest quality services to you is always my top priority.

“I have been getting my hair done at Simply Organic Salon for 4 years now and I feel so lucky to have found my stylist, Olivia. From the beginning I felt heard, and right at home. Her space is comfortable and welcoming and I walk out of the salon with THE BEST cut and color that I have ever received from a stylist. I couldn't recommend Olivia or her skills more.”

I am so grateful that you choose to spend time in my chair and look forward to continuing to work together. And to my future clients, I can't wait to meet you.

You can find my new pricing and more information on my booking website under services. If you have any questions, please feel free to reach out.

Creatively,  
Olivia

# Instagram Carousel Example



Provided by @blondinatorpaige