

**BUILDING YOUR CLIENT BASE?
READ THIS.....**

FOLLOW UP FACTS



GOOD MORNING

LINDSDAY FROM
SWEET P LASH
HERE.....

WHAT'S THE BEST
WAY & TIME TO
FOLLOW UP WITH A
NEW CLIENT?



@sweetplash

We have found that with
new clients, particularly
those new to lashes...the
magic number of days for
a follow up text is

3
DAYS

Why though?





First off...why text a follow up?

1- no one actually answers calls anymore...they just assume it's spam, a scam, or something they don't want to deal with.

Ain't nobody answering your call!

2-If there is something they don't love about their lashes, it's very hard for most people to vocalize that over the phone, where as it's MUCH easier to be open in a text.



WHY 3 DAYS?

It takes most people new to having lashes 3 days for them to get use to their new look.

If someone has never had lashes before, it can be a bit of an overwhelming change....

Day 1 of having lashes can sound like "these are a bit much!"

Day 2 they are slightly more comfortable.....

and

by **day 3** they will have seen themselves in the mirror multiple times, taken some selfies, AND received NUMEROUS compliments.

By **day 3** most people who were unsure are now ONBOARD with their new look & feel like a total rockstar.



HOW YOUR FOLLOW UP MESSAGE MAY SOUND....

"Good morning (name of client). It was absolutely wonderful meeting you the other day. I just wanted to quickly reach out and see how you were liking your lashes."

BUT WAHT IF





WHAT IF THEY DON'T LIKE THEM?!?!?!?

Does this happen?

YUUUUP! here's how I deal with that...

"Thank you so much for your honesty! Lashes aren't always for everyone. Can you let me know exactly what it was you didn't like? I find most of the time it's a very easy fix on my end."

1 of 2 things will happen here





1- They genuinely do want lashes but just didn't like how you did them and will share exactaly what they didn't like.

OR

2- They may not actually like them, or you, or the process AND they won't want to continue no matter what you could fix for them.



CLIENT #1

Thank you so much for the feedback! I can absolutely make all those changes for you. How soon are you wanting in for me to make those changes?

CLIENT #2

Thank you so much for your feedback. I completely understand where you are coming from. Should you ever change your mind in the future, I'd be happy to work with you again. All the best(client name).

Don't burn any bridges! word of mouth travels, so be kind, respectful & understanding.



WHAT TO DO WHEN THEY LOVE THEM....

"Waaahoooo!!! I
knew you would!"

IF THEY DIDN'T BOOK A FILL AT THE END OF THEIR LAST
APPOINTMENT....

"We didn't book you in for a fill, so let's do
that while there are stil some spots
available. Are you needig mornings,
afteroons or evenings?"

ALWAYS FOLLOW UP

1-It's the professional thing to do

2-It shows you care

3-It could be the difference between loosing &
keeping a client

4-The feedback you receive is imperative to
your growth