

Price Increase Communication Kit for Salons

In [episode 57](#) of Marketing 100 on [The Salon Business Show](#), salon experts Kayle and John, along with Daniela Woerner (CEO of Addo Aesthetics), discuss why "profit over revenue" should be your business mantra. This kit is designed to help you confidently implement one of the key profit-boosting strategies from the episode: raising your prices while maintaining strong client relationships.



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1. Introduction & Strategy

Why This Kit Matters

Raising prices is essential for salon profitability, but communicating these changes often creates anxiety. This kit provides ready-to-use templates and a strategic approach to minimize client resistance while maintaining relationships.

Strategic Principles

- **Advance Notice:** Always give clients 30-60 days notice
 - **Value First:** Emphasize value before mentioning price changes
 - **Transparency:** Be honest but confident about the reasons
 - **Consistency:** Ensure all staff deliver consistent messaging
 - **Appreciation:** Always express gratitude for client loyalty
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2. Implementation Timeline

Timeline	Action Items
60 Days Before	• Finalize new price structure • Train staff on communication approach • Prepare printed materials
45 Days Before	• Send email announcement to clients • Post initial social media notice • Update website with "Prices effective [date]"
30 Days Before	• Begin in-person discussions with clients • Display tasteful notices in salon • Post reminder on social media
15 Days Before	• Send reminder email to clients • Prepare staff for questions/concerns • Update booking software
Implementation Day	• Update all pricing displays • Brief morning team meeting • Monitor client reactions
30 Days After	• Gather feedback • Address any lingering concerns • Evaluate retention metrics

3. Email Templates

Standard Announcement Email

Subject Line: Important Update from [Salon Name]

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Dear [Client Name],

We hope this message finds you well! At [Salon Name], we're committed to providing exceptional service and staying ahead of industry trends.

We're writing to inform you that effective [Date], we will be implementing a modest adjustment to our service prices. This change reflects:

- Our investment in advanced education for our stylists
- Rising costs of premium products we use
- Our commitment to sustainable business practices

As a valued client, we wanted to give you advance notice of this change. All appointments booked before [Date] will honor our current pricing.

We deeply appreciate your continued support and look forward to serving you at your next appointment!

Warmly,
[Salon Owner]
[Salon Name]

VIP Client Email

Subject Line: A Personal Note from [Owner Name]

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Dear [VIP Client Name],

I wanted to personally reach out to you as one of our most valued clients at [Salon Name].

After careful consideration, we will be adjusting our service prices effective [Date]. As someone who has been with us for [time period], I wanted to let you know directly.

In appreciation of your loyalty, we'd like to offer you:

- A complimentary [specific treatment/product] at your next appointment

- Priority booking for appointments before the price change
- Continued access to our VIP rewards program

Your support has meant everything to us, and we remain committed to exceeding your expectations at every visit.

With sincere appreciation,
[Owner Name]
[Salon Name]

4. Social Media Announcements

Instagram/Facebook Post 1 (Initial Announcement)

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 ANNOUNCEMENT 

Effective [Date], we'll be implementing a modest adjustment to our service prices. This change allows us to:

- ✨ Continue using premium products
- ✨ Invest in ongoing education for our team
- ✨ Maintain the exceptional experience you deserve

All appointments booked before [Date] will honor current pricing.

We appreciate your understanding and continued support! ❤️

#SalonAnnouncement #ServiceExcellence

Instagram Story Template

[Image: Clean, branded background with minimal text]

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Swipe up for important information about our upcoming service adjustments.

Effective [Date]

Book before [Date] to secure current pricing!

Instagram/Facebook Post 2 (Value Reminder)

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At [Salon Name], we believe in transparency.

Starting [Date], our prices will adjust slightly to ensure we can continue providing:

- 🧑‍🎓 Advanced education for our stylists
- 🌿 Premium, sustainable products
- ✂️ The latest techniques and technologies

Your beauty journey matters to us, and we're committed to making every visit exceptional.

Questions? We're here to help! DM us or call [phone number].

5. In-Person Scripts

During Checkout Script

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"Before you go, I wanted to let you know that starting [Date], we'll be making some small adjustments to our service prices. This helps us continue providing the premium products and education that go into making your experience exceptional. If you'd like to book your next few appointments now, you'll still get our current pricing. Would you like to schedule your next visit today?"

When Booking Appointments Script

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"I'd be happy to book that for you. Just so you know, that appointment date falls after our price adjustment that takes effect on [Date]. The new price for this service will be [\$X]. Would you like me to go ahead and book that for you?"

Addressing Concerns Script

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"I completely understand your concern. These adjustments allow us to continue investing in the quality products and advanced training that make your results exceptional. We've worked hard to keep the increase as minimal as possible while ensuring we can maintain our standards. Your satisfaction remains our top priority, and we appreciate your understanding."

6. Client FAQ Guide

Frequently Asked Questions

Question	Suggested Response
"Why are you raising prices?"	"We're adjusting our prices to reflect increases in product costs, continued education for our team, and to ensure we maintain the high-quality experience you expect from us."
"How much is the increase?"	"Services will increase by approximately [X]%. For your specific services, that means about [\$X] per visit."
"This is too expensive for me now."	"We understand budget concerns. We'd be happy to discuss alternative service options that might better fit your budget while still achieving beautiful results."
"Will you raise prices again soon?"	"We typically review our pricing structure annually, with modest adjustments to keep pace with inflation and product costs. We always provide advance notice to our valued clients."
"Can I still get the old price?"	"Yes! Any appointments booked and confirmed before [Date] will honor our current pricing, even if your appointment date falls after the change."
"Do all services increase by the same amount?"	"The adjustments vary slightly by service, based on product costs and time investment. We're happy to discuss the specific services you're interested in."

7. Follow-Up Communications

Thank You Email (Post-Implementation)

Subject Line: Thank You for Your Continued Support

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Dear [Client Name],

We wanted to take a moment to express our sincere gratitude for your continued support following our recent price adjustments.

Your loyalty means the world to us, and we remain committed to exceeding your expectations at every visit. We're excited to share that these changes have already allowed us to:

- Invest in new [specific equipment/products]
- Send our team to [specific advanced training]
- Enhance our service menu with [new offerings]

As a token of our appreciation, we'd like to offer you [specific offer or discount] on your next visit.

Thank you again for being part of our salon family.

Warmly,
[Owner Name]
[Salon Name]

Feedback Request

Subject Line: We Value Your Feedback

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Dear [Client Name],

As a valued client, your opinion matters greatly to us. Following our recent service adjustments, we'd appreciate your feedback on your experience at [Salon Name].

This brief 2-minute survey helps us ensure we're continuing to meet and exceed your expectations:

[Survey Link]

Thank you for taking the time to share your thoughts. Your input directly shapes how we grow and improve.

With appreciation,
[Owner Name]
[Salon Name]

Tips for Successful Implementation

1. **Be Confident:** Your services are worth the prices you charge
2. **Train All Staff:** Ensure everyone can explain the changes professionally
3. **Focus on Value:** Always emphasize what clients receive, not just what they pay
4. **Offer Booking Options:** Allow clients to pre-book at current rates
5. **Remain Flexible:** Consider legacy pricing for long-term, loyal clients
6. **Track Retention:** Monitor client retention closely during the transition
7. **Gather Feedback:** Use this opportunity to improve other aspects of service

Remember: Most clients understand the need for occasional price increases. With professional, advance communication and a focus on the value you provide, you can implement these changes while maintaining strong client relationships.

Created with insights from TheSalonBusiness.com and Spa Marketing Made Easy.

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.