

Salon Email Makeover Pack

Before & After Templates

In [Episode 63](#) of Marketing 100 on [The Salon Business Show](#) we revealed how salon jargon is silently killing your bookings. This guide transforms confusing, jargon-filled salon emails into messages clients actually want to open, read, and act on. Each example shows a "before" version (what most salons send) and an "after" version (what actually works), with notes explaining why the changes make a difference.

Use these as templates for your own emails, adapting the specifics to your salon's voice and offerings.

1. The "Fill Our Empty Slots" Email

BEFORE

Subject: TUESDAY SPECIAL - 50% OFF SELECT SERVICES!

Dear Valued Client,

We currently have availability this Tuesday with our Junior Stylists and are offering 50% off all chemical services and add-ons when booked for Tuesday, April 15th.

This special applies to color applications, balayage treatments, and all-over processes with participating stylists only.

Limited slots available! Book now by calling the salon and mentioning this email.

*Some restrictions apply. Not valid with any other promotion. Must present this email at checkout.

AFTER

Subject: Emily, your color refresh is waiting (at half price!)

Hi Emily,

Remember how much you loved your rich auburn highlights last fall? Our color specialist Jessica has just had a cancellation this Tuesday (April 15th) at 2:00 pm and 4:30 pm.

Since you mentioned wanting to refresh before summer, I'm offering you 50% off your color service if either time works for your schedule.

Jessica's calendar is filling quickly for May, so this is a perfect chance to get in sooner and save \$87!

Just reply to this email or click below to grab one of these times:

[BOOK 2:00 PM] [BOOK 4:30 PM]

Looking forward to seeing you again!

Maria

Why It Works:

- Uses the client's name and references their specific service history
 - Frames the opening as a limited opportunity, not desperate slot-filling
 - Names the specific stylist instead of "junior stylists"
 - Gives exact appointment times instead of just "Tuesday"
 - Includes the actual dollar amount they'll save
 - Makes booking simple with direct links
 - Eliminates salon jargon like "chemical services" and "add-ons"
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2. The "New Service Introduction" Email

BEFORE

Subject: INTRODUCING: REVOLUTIONARY KERAFUSION TREATMENT

We are excited to announce the addition of KeraFusion Advanced Cuticle Therapy to our treatment menu! This revolutionary service combines protein bonding and moisture infusion in a dual-phase process that penetrates the hair shaft for maximum rejuvenation.

Starting at just \$75 for an add-on treatment or \$125 for the full stand-alone service with blow-out. Results last up to 8 weeks depending on at-home regimen compliance.

Call today to book your KeraFusion experience! First-time users receive 15% off when mentioning this email.

AFTER

Subject: The solution for your frizz frustrations (even in summer humidity)

Hi Jen,

You mentioned during your last appointment that you've been struggling with frizz, especially as we head into humidity season.

I'm excited to share a new treatment that could be perfect for you. Here's what it does:

- Makes your hair feel silky smooth for up to 8 weeks

- Cuts your morning styling time in half
- Works even better than the Brazilian treatment you tried last year
- Won't flatten your natural waves like keratin treatments can

I've been testing this on clients with hair similar to yours, and they're sending me selfies weeks later still loving how manageable their hair feels.

Would you like me to hold a spot for you to try this when you come in next Thursday? It would add about 45 minutes to your appointment and costs \$75 (but I can offer you 15% off since you'd be one of the first to try it).

Just text me yes/no, and I'll adjust your appointment time!

Alex

Why It Works:

- Connects directly to a specific issue the client mentioned
 - Explains benefits in practical terms (time saved, results) rather than technical jargon
 - Compares to treatments the client likely knows already
 - Shows that other similar clients have had success
 - Makes a specific recommendation and time offer
 - Suggests a simple next step (just text yes/no)
 - Eliminates confusing terms like "dual-phase process" and "cuticle therapy"
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3. The "We Miss You" Reactivation Email

BEFORE

Subject: WE MISS YOU - COME BACK AND SAVE!

Dear Customer,

Our records indicate that you haven't visited Glow Salon & Spa in over 6 months! We miss you and want to welcome you back with a special offer.

Return to Glow this month and receive 20% off any service of your choice. We have many new additions to our service menu that we're sure you'll love!

Our front desk staff is standing by to assist with your booking. Call today!

*Discount applies to service only. Product purchases excluded. Cannot be combined with other offers.

AFTER

Subject: Something's changed since your last visit, Sarah...

Hi Sarah,

It's been about 6 months since your deep conditioning treatment and trim with Marcos, and I realized we haven't seen you back at Glow.

A few things I thought you might like to know:

1. Marcos has mastered that beachy wave technique you were asking about
2. We've extended our Thursday hours until 8 pm (I remember you mentioned after-work appointments are easier for you)
3. We've added those Davines products you loved the smell of

If something wasn't perfect about your last visit, I'd love to know so we can make it right. And if life's just been busy (I totally get it), I'd love to welcome you back with a complimentary deep conditioning treatment (a \$45 value) added to any service.

Your hair history is in our system, so Marcos can pick up right where you left off. Would any of these times work for you?

- Thursday, April 17 at 6:30 pm
- Saturday, April 19 at 11:00 am
- Tuesday, April 22 at 5:45 pm

Just click a time that works, or reply to this email!

Jamie
(Salon Manager)

Why It Works:

- Specifically references their last service and stylist
 - Shows you remember details about their preferences (after-work appointments, products they liked)
 - Offers service improvements relevant to them specifically
 - Asks for feedback if something wasn't right
 - Provides specific available times instead of just saying "call us"
 - Offers a free add-on rather than a discount (feels more special than 20% off)
 - Eliminates the impersonal "Dear Customer" and "our records indicate"
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4. The "New Staff Introduction" Email

BEFORE

Subject: NEW ADDITION TO OUR TEAM!

Glow Salon & Spa is pleased to announce the addition of Tiffany Johnson to our styling team! Tiffany comes to us with 5 years of experience and advanced training in cutting techniques and color application.

Tiffany is now accepting new clients and has immediate availability. Book with our newest team member and receive 25% off your first service!

Tiffany's specialties include:

- Advanced color correction
- Balayage/Ombre techniques
- Precision cutting
- Extension applications

Don't wait! Tiffany's schedule is filling fast!

AFTER

Subject: Meet Tiffany: She fixed my botched highlights disaster

Hi Lauren,

You know how I'm always doing my own highlights? Well, I finally messed them up badly enough that I needed professional help, and that's how I discovered our newest stylist Tiffany.

I thought of you immediately because:

1. She specializes in fixing color gone wrong (like that time you mentioned your previous salon turned you brassy)
2. She's amazing at creating those lived-in blonde looks you've shown me on your Pinterest
3. She listens carefully before suggesting options (no pushy stylist energy!)

I've attached a few photos of her recent work, including the color correction she did on me. She has some openings next week if you're ready for a refresh, and as my client, you'll get 25% off your first appointment with her.

Want me to introduce you two via text? She's great at looking at inspiration photos before you come in!

Jessica

(Your stylist who wants you to look amazing even when I'm booked solid!)

Why It Works:

- Written from the perspective of their current stylist (builds trust)
 - Tells a personal story about how they discovered the new stylist
 - Makes specific connections to the client's known preferences and past issues
 - Shows actual work samples rather than just listing credentials
 - Offers a warm introduction rather than a cold booking
 - Demonstrates collaboration rather than competition among stylists
 - Eliminates generic terms like "advanced training" and "precision cutting"
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5. The "Holiday Special" Email

BEFORE

Subject: HOLIDAY SPECIAL - LIMITED TIME OFFER!

'Tis the season for savings at Glow Salon & Spa! For a limited time, enjoy our Holiday Package Special:

PACKAGE INCLUDES:

- Full highlight or single-process color
- Designer cut and style
- Deep conditioning treatment
- Brow wax or tint
- Express manicure

ALL FOR JUST \$199 (Regular value: \$275)

Gift certificates also available! Give the gift of beauty this holiday season.

Book online or call today! Offer expires December 20th.

*Upgrade to balayage or specialty color for additional \$45

AFTER

Subject: Look amazing in EVERY holiday photo this year, Rebecca

Hi Rebecca,

Those office parties and family gatherings you mentioned are coming up fast! I've created a "Camera Ready" appointment specially designed for your hair type and concerns.

Based on your last visit, I recommend:

- Refreshing those face-framing caramel highlights you loved
- A trim to restore your layers (but keeping that length you've been growing)
- Our new 15-minute hydration treatment to tame the winter frizz you mentioned
- Quick brow shaping to make your eyes pop in photos

I've reserved a few "Camera Ready" spots before the holiday rush:

- Friday, Dec 8 at 4:00 pm
- Saturday, Dec 9 at 10:30 am
- Tuesday, Dec 12 at 6:00 pm

It's 3 hours of complete pampering for \$175 (you'll save \$45 compared to booking these separately), and you'll leave 100% ready for any holiday gathering.

Should I hold one of these times for you? Just click below to secure your spot:

[RESERVE MY CAMERA READY APPOINTMENT]

P.S. Want to treat someone else? I can create a custom gift certificate with a personal note from you.

Cheers to looking fabulous!

Michael

Why It Works:

- Connects to specific events the client has mentioned (office parties, family gatherings)
- Customizes recommendations based on their hair and previous services
- Addresses a specific concern (winter frizz) they've mentioned before
- Gives exact appointment options rather than a general "book online"
- Creates a package with a catchy, benefit-focused name ("Camera Ready")
- Mentions maintained preferences (keeping length) to show you remember their goals
- Makes gift certificates secondary and personalized, not generic
- Eliminates confusing service descriptions like "single-process color"

Conclusion

The key differences in these improved emails are:

1. **They're personal**, referencing specific client details and history
2. **They solve problems** the client has actually mentioned
3. **They use clear language** instead of salon industry jargon
4. **They make specific offers** with exact times, prices, and next steps
5. **They focus on benefits** rather than technical descriptions

Use these templates as a starting point, but always customize them with your client's specific details to make them truly effective.

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Looking for more strategies and resources? Check out the rest of our [Marketing 100 series](#).