HAIR SALON PRO DOWNLOAD

Price Increase Scripts Pack

16 ready-to-send pieces

3 email letters · team script · SMS · in-chair replies · social · signage

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How to Use This Pack

1. **Tell your team first.** Fifteen minutes, direct, no apology. Use the Team Script so nobody gets caught off guard by a client question.

2. **Tell clients in person first, at the chair.** The letter or email is written confirmation of a conversation they already had, not a surprise announcement.

3. **Give at least 6 weeks' notice.** Best months: March/April or August/September. Avoid December and January.

4. **Follow the 3-step sequence:** in-person (week 1) → written follow-up (week 1-2) → short reminder (final week before new pricing).

5. **Pick the letter that matches the client relationship** — different templates can go to different segments in the same week.

6. **Put up signage the same day** you send your first communication, so walk-ins aren't caught off guard either.

Every script below uses [bracketed placeholders] exactly as written in the source. Fill in your salon name, dates, and prices before sending.

Section 1 · Email Letter Templates

Template A: Direct and Professional

Best for: new clients, clients you see less frequently, or anyone where you want to keep it simple.

Hi [First Name],

I want to give you plenty of notice about an upcoming change at [Salon Name].

Starting [DATE], I am updating my pricing. Here is what is changing:

[Service Name]: $[old price] to $[new price]

If you would like to book your next appointment at the current pricing, you are welcome to do that before [DATE]. After that, the new rates apply.

Thank you for being part of our client family. I am proud of the work we do together and committed to keeping that quality consistent.

To book: [BOOKING LINK]

Template B: Warm and Relational

Best for: long-term loyal clients, regulars of years, clients with a personal relationship.

Hi [First Name],

You have been coming to me for [timeframe], and that means something to me. So I wanted to make sure you heard this directly rather than just seeing it on a booking screen.

Starting [DATE], I am updating my pricing.

I have not raised my prices in [X years/months], and after a lot of thought, it was time. The cost of the products I use has increased. My training has expanded. And honestly, my work has gotten better.

If you would like to come in before [DATE] and lock in the current pricing, I would love to see you.

Template C: Value-Forward

Best for: clients who respond to what they are getting, newer clients without relationship depth yet.

Hi [First Name],

Over the last year, I have invested in some significant upgrades: [new product line], [training completed], [equipment upgrade].

To reflect that, I am updating my pricing starting [DATE].

The work you have been getting will stay the same level of quality. Actually better, given the training. The price reflects what that work is worth.

Section 2 · Team Script

Use this in a short team meeting before any client communication goes out.

What you tell your team (framing, not apology):

> *"We are raising prices starting [date]. I have thought this through and the numbers support it. If a client mentions it, here is what to say."*

What you hand your staff to say if a client asks:

> *"Yes, we updated our pricing as of [date]. We have not raised them in [X time], and it was time. The quality of our work has not changed. If anything, it has gotten better."*

Section 3 · SMS Text Scripts

Text messages have a 98% open rate versus roughly 21% for email — your highest-leverage channel. Keep under 160 characters where possible.

Main Announcement (send 5-6 weeks out):

> *"Hi [First Name], quick heads up: [Salon Name] pricing updates on [DATE]. Book before then to lock in current rates: [SHORT BOOKING LINK]. Any questions, just reply!"*

Follow Up Reminder (send 1 week before):

> *"Last reminder! New pricing at [Salon Name] starts [DATE]. Book your spot at current rates this week: [LINK]"*

Section 4 · In-Chair Verbal Scripts

For clients who find out at the chair or checkout. Keep it to three sentences, then stop talking and let them respond.

The 3-Sentence Answer (handles most pushback)

> *"Yes, I updated my pricing as of [date]. I had not raised my prices in [X time] and it was overdue. You are still getting the same quality. If anything, better."*

If a client says "That's too expensive for me"

> *"I understand. My rates are [new price] for [service] going forward. I would hate to lose you, and I want to be upfront rather than string things along."*

If a client says "I've been coming here for years"

> *"I know, and I genuinely appreciate that. Your loyalty means a lot. That is part of why I gave everyone so much notice. I did not want it to be a surprise."*

If a client says "The salon down the street is cheaper"

> *"They might be. My prices reflect the experience and quality I deliver. If cost is the primary factor, you might find a better fit somewhere else. I would rather be honest with you about that."*

If a client says "Can I keep my old price?"

> *"I am not able to do that across the board. It creates a two-tier system that gets complicated quickly. The new rate applies to everyone starting [date]."*

Section 5 · Social Media

Instagram Feed Caption

> *Pricing update starting [DATE]. I have been putting this off, but it was time. The cost of the products I use has gone up. My training has expanded. My time is worth more than I have been charging. If you want to book at current rates, the link in my bio has you covered through [DATE]. Everything else stays exactly the same. The quality, the care, and the conversation. See you soon. [Booking Link]*

What NOT to do on social: don't apologize, don't over-explain, don't engage with negative comments — reply once, then close the app.

Section 6 · In-Salon Signage

Put up the same day you send your first communication. Reception/checkout, styling mirror, shampoo bowl area.

> *"New pricing effective [DATE]. We are updating our service rates for the first time in [X time]. Book your appointment at current pricing before [DATE] at [SALON URL] or ask us at the desk."*

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