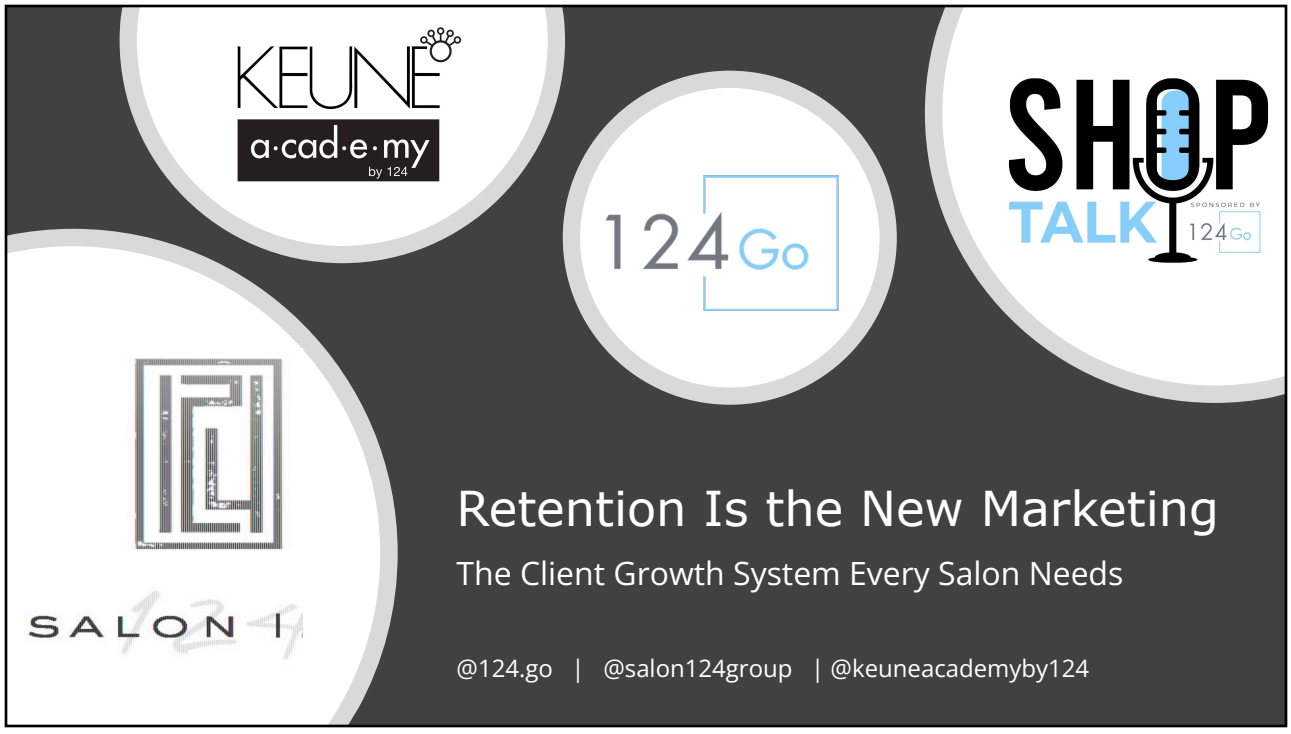
Welcome

We're wicked glad you're here



Your Presenters

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THE PROMISE

- A marketing system that fills chairs from the guests you already have.
- Booking behavior has shifted, guests decide in the moment, often after business hours.
- Every point of friction loses an appointment. Retention closes those gaps.
- Today: The 3 systems - Rebook, Reactivate, Refer.

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RETENTION

Is the New Marketing

THE 3 LEVERS

- Three marketing channels you already own:
- **Acquisition** – new guests in the door
- **Rebooks** – existing guests come back sooner
- **Referrals** – guests bring their people

YOUR REAL CAC BY CHANNEL

- New client: $50 - $300 (ads, time, comps)
- Rebook: under $5 (a script & a system)
- Referral: $0 - $25 (a give/give offer)

WHY WE CHASE THE EXPENSIVE ONE

- New clients feel like growth - they're visible
- Rebooks and referrals seem too easy, yet they compound
- **Followers don't pay rent. Booked chairs do.**

REBOOK

Your highest-ROI marketing channel

THE STYLIST REBOOK CLOSE

- "Based on your hair, I want to see you back in 5 weeks."
- "I have Tuesday the 14th at 10:00 AM - does that work?"
- Specific, confident, default – think “YES”. No question marks.

DESK PROCESS

- Stylist hands service ticket with recommended interval
- Front desk reads it back out loud
- Offers two specific times - never 'when's the best time?'
- Confirms by text before guest leaves

STYLIST CHAIR CUE

- At the sink: ask about next event/season
- In the chair: tie that to a service interval
- At checkout: state the date, hand off to desk
- One sentence each - natural, not scripted

WORK-SHOP

REBOOK CLOSE

- Write YOUR version of the rebook close
- Include: interval recommendation & specific time
- Read it out loud to a partner
- In 5 minutes – we'll share two examples

REACTIVATE

Your owned-audience win-back

THE 90-DAY LOST GUEST

- After 90 days, win-back rates fall off a cliff
- Most haven't gone elsewhere – they just got busy
- A nudge beats an ad. Familiar beats the new.
- Your software already has this list - use it

2-TEXT CAMPAIGN

- Text 1: "Miss seeing you - your chair is open Thursday at 2."
- Text 2 (day 4 if no reply): "Saving you the spot until Friday. Want it?"
- Use a specific time, personal voice, no discount.
- Best results: stylist-signed, not from the brand

WORK-SHOP

2-TEXT

- Think of one lapsed guests (90+ days)
- Draft text 1 - name & specific time
- Draft text 2 - the gentle nudge
- In 5 minutes - one volunteer reads both

REFERRALS

Your word-of-mouth engine

WHY DISCOUNTS KILL REFERRALS

- Discount-driven referrals attract discount guests
- Your best guests don't refer for a coupon - they refer to share
- Reward the relationship, not the transaction
- Give the referrer AND the friend something thoughtful

GIVE/GIVE HOW IT WORKS

- Friend gets: a complimentary add-on at their first visit
- Referrer gets: a thank-you upgrade at their next visit
- Both feel cared for - neither feels like a transaction
- Track in your POS; have cardS at the desk

WORK-SHOP

3 CLIENT TYPES

- Pick 1 of three client types in your book (e.g., bridal, color, men's)
- Design ONE give/give offer.
- Make it specific to that guest's experience
- In 5 minutes - share one

COMMIT

Your next 7 days

YOUR 7-DAY MARKET-ING SPRINT

- Write your rebook close and train the team this week
- Pull your lapsed list and send 5 reactivation texts
- Design your give/give referral card
- Pick ONE. Do it!
- Q&A - what's blocking you?

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