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**Ways to Increase Your
Perceived Value as a Hair
Extension Specialist**



Perceived value is not about pretending to be something you are not. It's about creating a professional, thoughtful experience that communicates expertise and care at every stage of the client journey.

Small details compound!

The following checklist highlights practical ways to strengthen your services perceived value.

How to use the checklist:

Tick the items you already do well

Circle the ones you want to improve.

Choose five new actions to implement in the next month

This prevents the list from feeling overwhelming but becomes a practical improvement tool.

Section 1 – Professional Environment

- Keep your workspace spotless
- Maintain organised tools and workstations
- Use consistent colour schemes in your salon
- Use professional capes rather than towels
- Ensure good natural or studio lighting
- Display certificates neatly
- Keep mirrors spotless
- Remove clutter from work surfaces
- Use matching storage containers
- Ensure seating is comfortable for long appointments
- Maintain fresh, neutral scents in the salon
- Use aesthetically pleasing décor
- Invest in good quality salon chairs
- Ensure temperature in the salon is comfortable
- Have a clear, welcoming entrance area



Section 2 – Consultation Process

- Offer structured consultations rather than quick chats
- Assess hair condition carefully before fitting
- Explain realistic results before booking
- Discuss aftercare thoroughly
- Explain maintenance schedules clearly
- Document hair condition before fitting
- Take before photos during consultation
- Set clear expectations on longevity
- Explain the method you recommend and why
- Provide written aftercare guidance
- Encourage questions during consultation
- Explain potential limitations honestly
- Refuse unsuitable clients when necessary
- Explain pricing clearly before the appointment
- Record consultation notes for future visits



Section 3 – Client Experience

- Greet clients warmly when they arrive
- Offer drinks during appointments
- Provide a simple drinks menu
- Use premium looking cups or glasses for drinks (not odd mugs/glasses)
- Offer small treats such as biscuits
- Check client comfort during the appointment
- Offer cushions or neck support
- Keep conversation relaxed and welcoming
- Avoid rushing appointments
- Maintain a calm environment
- Ensure music volume is comfortable
- Explain each stage of the fitting process
- Keep the client informed throughout the service
- Offer a mirror check during fitting stages
- Thank the client sincerely when they leave



Section 4 – Presentation and Photography

- Invest in good lighting for photos
- Use consistent photo backgrounds
- Photograph results from multiple angles
- Ensure hair is styled before results photos
- Keep camera lenses clean
- Use the same photo positions for consistency
- Capture both before and after images
- Take close-ups of blends and bonds
- Use video clips during installs
- Ensure the client looks comfortable in photos
- Avoid clutter in the background
- Maintain consistent editing style
- Use natural lighting where possible
- Photograph colour blends clearly
- Document transformations professionally





Section 5 – Social Media Authority

- Share educational posts
- Explain your techniques and why it was chosen for the particular client in your content
- Discuss hair health topics
- Share realistic expectations with clients
- Post consultation insights
- Show the fitting process occasionally
- Explain common extension mistakes
- Answer client questions publicly
- Share client testimonials
- Highlight aftercare advice
- Demonstrate problem solving
- Share your professional opinions
- Educate on maintenance routines
- Explain different methods and their uses
- Show behind-the-scenes professionalism