

Hair Extension Tech Conversion Blueprint

Client finds you on:

Instagram
Google
Referral

Client becomes curious and clicks your profile.

Trust based content:

Clear results
Transformation photos
Educational content

Before messaging you, most clients quietly investigate.

They look at:

Your results
Your highlights
Comments and reviews
Your consistency

What the client is thinking:

“Is this someone I can trust with my hair?”

Result

Client decides whether to message you or keep scrolling.

The DM Moment

Client sends message.

Example:

“Hi, how much are extensions?”

This is the highest drop-off stage in most salons.

Two possible paths now exist.

Path B – Structured Reply

Fast response
Clear explanation
Price guidance
Consultation offer

Client feels reassured.

Result

Client moves to consultation.

Path A – Unstructured Reply

Late reply
Short answer
“Prices start from £X”

Client feels unsure.

Conversation ends.