

FLOW CHART

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.

Consultation

The consultation is where trust becomes commitment.

Client wants reassurance about:

- Hair health
- Natural result
- Price transparency
- Maintenance

Your role here:

- Educate
- Recommend
- Reassure

Result

Client feels confident booking.



Commitment

Client books appointment.

They now feel:

- Excited
- Safe
- Certain about their decision

Result

Booking confirmed.



Transformation

Hair is fitted.

Now the client becomes:

- Social proof
- Content for your page
- Future referrals

And the cycle begins again.

Client Drop-Off Assessment

Where does your funnel break?

- Between discovery and message
- Between message and consultation
- Between consultation and booking

Fix the break, and bookings increase.