

THE HAIR EXTENSIONIST'S GUIDE TO AUGUST



WHAT TO FOCUS ON THIS MONTH



STEP-BY-STEP ACTION PLANS



ATTRACT MORE ENQUIRIES



AUTUMN COLOUR TRENDS &
REFRESH IDEAS



TURN EXISTING CLIENTS INTO BIGGER
OPPORTUNITIES



August is the month where clients start looking ahead.

The holidays are coming to an end, routines begin returning and many clients start thinking about how they want to look and feel for autumn.

This creates opportunities for hair extension specialists.

Clients often want a change at this time of year. Sometimes it's more length. Sometimes it's more thickness. Sometimes it's simply a fresher look.

August is also the perfect month to fill September diaries, follow up old enquiries, collect content, generate referrals and start conversations that can create bookings throughout autumn and into Christmas.

Use this blueprint alongside your August Social Media Pack.

The Blueprint tells you what to do and The Social Media Pack helps you tell the world about it.

CREATE AN AUTUMN HAIR PLAN FOR EVERY CLIENT

Create An Autumn Hair Plan For Every Client

Every maintenance appointment this month should include a simple Autumn Hair Plan conversation.

Not a sales pitch but a planning conversation.

Clients usually already know what they'd like to improve, just nobody has asked them.

AUTUMN HAIR PLAN

Client Name: _____

Looking ahead to autumn, I'd love:

- ☐ More length
- ☐ More thickness
- ☐ A different colour look
- ☐ Better face framing
- ☐ More volume
- ☐ Easier styling
- ☐ Better condition
- ☐ Nothing at all, I love it as it is

If my hair looked absolutely perfect by November, it would look like:

Recommended Actions:

Next Appointment:

Questions To Ask

"Looking ahead to autumn, what would you most like to change about your hair?"

"If we were sitting here in November and your hair was absolutely perfect, what would it look like?"

Write the answers down.

Many future bookings will come directly from this conversation.

THE SHADE CHANGES CLIENTS START ASKING FOR EVERY AUTUMN

Every year, clients begin saving different inspiration photos.

Bright summer blondes often become softer, richer and more expensive-looking.

Others start asking about chestnut blends, caramel tones, richer brunettes or warmer autumn-inspired looks.

Popular Autumn Extension Looks

- Soft beige blondes
- Rooted blondes
- Expensive-looking blonde blends
- Caramel blends
- Rich chestnut tones
- Dimensional brunettes
- Copper-inspired shades
- Soft red-toned blends



Consultation Questions

"If you could change one thing about your hair for autumn, what would it be? More length, more fullness or a different colour look?"

"Have you seen any autumn hair inspiration recently that you've loved?"

"Do you still love your current colour as much as you did in spring?"

Many clients are already thinking about these things.

They simply haven't said them out loud yet.

THE EXTENSION UPGRADE CONVERSATION MOST STYLISTS NEVER HAVE

So many clients wear the same length, the same amount of hair and the same method for years.

Not because it's perfect.

Because nobody ever asks whether they'd like something different.

Before every maintenance appointment ask yourself:

- Could this client benefit from an extra pack?
- Would more fullness improve the overall result?
- Could slightly longer hair suit them?
- Has the client lost density through normal wear?
- Would face framing improve the overall look?
- Has their style evolved since they first started wearing extensions?

Conversation Starters

"You mentioned wanting a bit of a change for autumn. Have you ever thought about adding a little more fullness this time?"

"I think one extra pack would make a huge difference through the ends."

"If I showed you what a little more density would look like, would you be interested?"

Don't underestimate the impact of one pack.

For many clients, one additional pack creates a noticeable improvement without the cost of a major change.

CREATE AN AUTUMN REFRESH MENU

Clients don't necessarily want a complete transformation.

They simply want their hair to feel fresher, fuller or more seasonal.

Create a simple Autumn Refresh Menu that can be discussed during consultations and maintenance appointments.

Autumn Refresh Options

☐ **Face-framing pieces using extensions**

Small face-framing enhancements can completely change the way a hairstyle looks without requiring a full transformation.

☐ **Money-piece enhancements using extensions**

Lots of clients love the look of brighter pieces around the front but don't necessarily want to colour their natural hair.

Extensions can be used to create a money-piece effect without bleach, colouring or long-term commitment.

This allows clients to experiment with a brighter, more defined look while maintaining flexibility for future colour changes.

☐ **Adding lowlights through extensions**

Not every colour change requires permanent colour.

Adding lowlights through extensions is a simple way to create more dimension, depth and contrast throughout the hair.

This can help break up flat colour, create a richer overall appearance and give the hair a more seasonal feel without chemically processing the client's natural hair.

☐ **Adding depth through darker extension shades**

Clients often move away from brighter summer colours as autumn approaches.

Introducing slightly deeper extension shades can instantly make the overall result feel richer, more expensive-looking and more in keeping with autumn trends.

Even a subtle change in depth can create a noticeable difference to the finished look.

☐ **Introducing warmer autumn tones through extension blends**

Autumn is often when clients begin gravitating towards warmer, softer tones.

By blending carefully selected extension shades, it's possible to introduce warmth, richness and dimension without making a dramatic colour change.

This approach allows clients to refresh their look for the season while keeping the result natural, wearable and easy to maintain.

☐ **Side pack enhancements for finer sides**

Many clients struggle with finer sides around the front. A small amount of strategically placed extension hair can make a dramatic difference.

This is often one of the easiest enhancements clients say yes to.

☐ **One-Pack Volume Boost**

Not every client needs lots more hair.

Many simply need a little extra fullness.

A single pack can often create a surprisingly noticeable difference.

☐ Autumn Big Bouncy Blow Dry

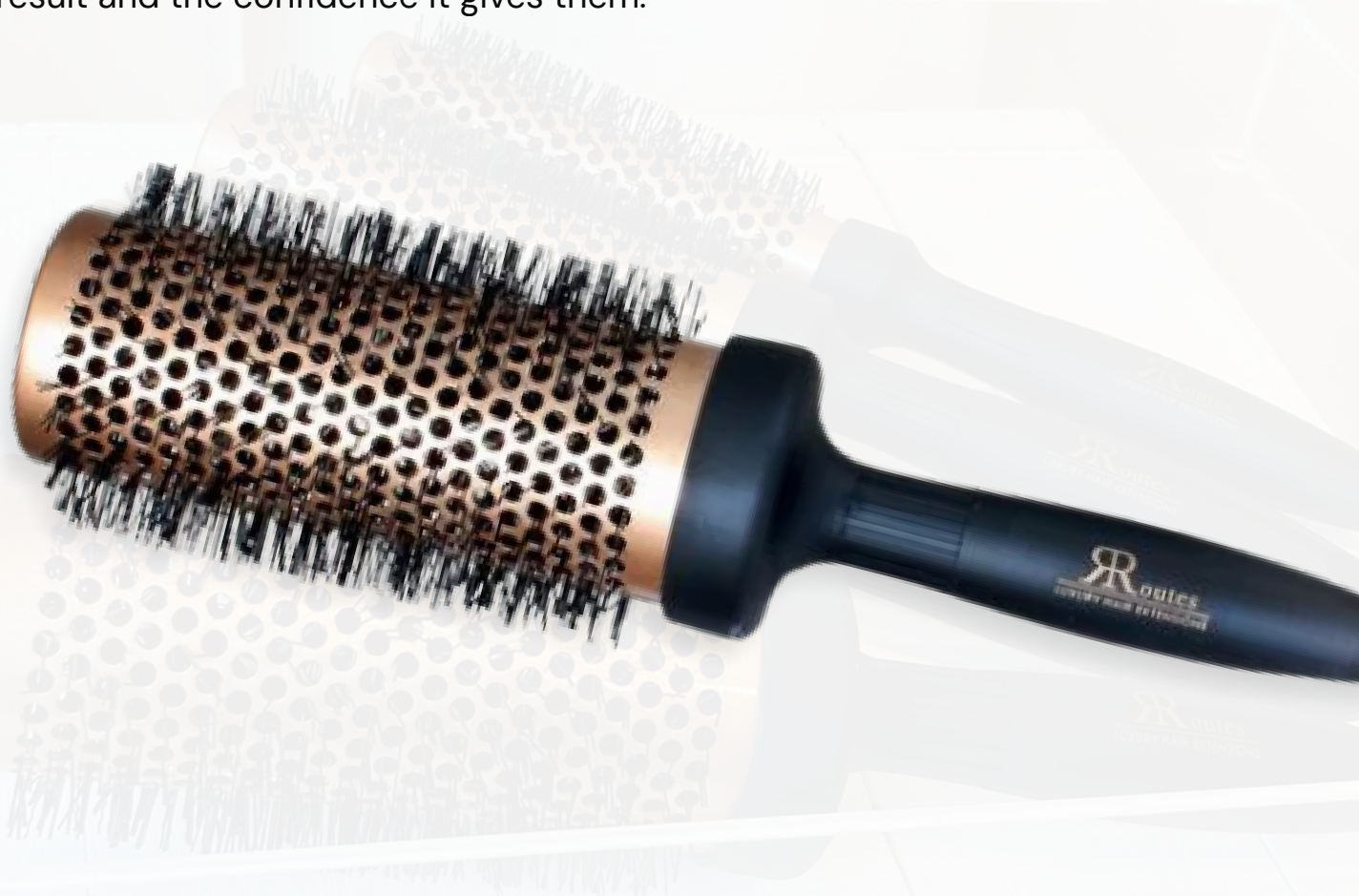
This isn't simply a styling appointment.

It's an opportunity to teach clients how to style their extensions properly at home.

Demonstrate:

- Correct brushing
- Heat protection
- Blow-drying techniques
- Volume creation
- Curling methods
- Finishing products

Clients often rebook these appointments because they love both the result and the confidence it gives them.



THE SERVICE ADD-ON CLIENTS SAY YES TO

Many stylists only think in terms of full sets and maintenance appointments.

The easiest additional revenue often sits somewhere in the middle.

Autumn Add-On Ideas

- ☐ Face-framing pieces
- ☐ Money-piece enhancements
- ☐ Side pack enhancements
- ☐ One-Pack Volume Boost
- ☐ Additional thickness around the perimeter
- ☐ Autumn Big Bouncy Blow Dry
- ☐ Colour depth additions through extensions

Try Saying

"Would you like me to show you what a small enhancement could look like before we start?"

Many clients will.

THE PREMIUM AUTUMN HAIR RESET APPOINTMENT

Many clients spend summer focused on protecting their extensions.

Autumn is the perfect time to assess where things stand and create a plan for the months ahead.

Create an Autumn Hair Reset Appointment.

Your Autumn Hair Reset Appointment Could Include:

- ☐ Full extension assessment
- ☐ Autumn Hair Plan
- ☐ Clarifying shampoo
- ☐ Deep conditioning treatment
- ☐ Full section blow dry
- ☐ Styling lesson
- ☐ Colour discussion
- ☐ Personalised recommendations



What To Say

"This appointment is designed to help you assess your hair after summer and make sure you're getting the very best from your extensions going into autumn."

Position it as a non-negotiable appointment for clients who genuinely love their extensions and want to keep them looking their best.

Not a luxury.

Part of looking after their investment.

FILL SEPTEMBER BEFORE SEPTEMBER ARRIVES

One of the easiest mistakes to make is waiting until September to start filling September.

Many clients fully intend to book.
Life simply gets in the way.

Don't rely on clients remembering.
Get those appointments secured now.

Clients To Contact

- ☐ Clients due maintenance within the next 6–8 weeks
- ☐ Clients who postponed appointments over summer
- ☐ Clients currently on holiday
- ☐ Clients who haven't booked since spring
- ☐ Previous consultation enquiries
- ☐ Clients who said "I'll book after my holiday"

Existing Client Text

"Hi Sarah, I hope you've had a lovely summer. September appointments are already starting to fill up, so I just wanted to check whether you'd like me to reserve your next maintenance appointment before the diary gets too busy."

Lapsed Client Text

"Hi Sarah, I was just thinking about you as we're heading into autumn. If you've been considering having your extensions refreshed or maintained, I'd be happy to get something reserved for you before the busy season starts."

Previous Enquiry Text

"Hi Sarah, you enquired about hair extensions a little while ago and I just wanted to check whether you're still considering them. Autumn is one of the most popular times for new extension clients and I'd be happy to answer any questions if you're still thinking about it."

THE CLIENTS WHO ARE FINALLY READY FOR EXTENSIONS

Summer creates hesitation.

Clients are travelling.

They're busy.

They're spending money elsewhere.

They're putting things off.

August and September are often when those same clients finally decide to move forward.

Common Things You'll Hear

☐ "I wanted to wait until after my holiday."

☐ "I was worried about the heat."

☐ "I wanted to get summer out of the way first."

☐ "I've been thinking about extensions for ages."

☐ "I want my hair looking nice again."

Don't assume an enquiry from June is dead.

Many are simply delayed.

THE THREE CLIENTS TO CONTACT EVERY FRIDAY

Every Friday, contact:

- ☐ One lapsed client
- ☐ One consultation enquiry
- ☐ One existing client who may benefit from an enhancement

That's just three conversations.

By the end of August you'll have created 12 opportunities that otherwise wouldn't have existed.

Consistency beats volume.



BUILD YOUR AUTUMN CONTENT LIBRARY BEFORE AUTUMN STARTS

So many Extensionists wait until September to create autumn content.

But the most successful ones start collecting it now.

Every August appointment is a content opportunity.

Film Content Showing:

- ☐ Autumn blonde extension blends
- ☐ Rich brunette transformations
- ☐ Chestnut extension shades
- ☐ Caramel blends
- ☐ Copper-inspired looks
- ☐ Red-toned extension blends
- ☐ Face-framing pieces
- ☐ Money-piece enhancements
- ☐ Side pack transformations
- ☐ One-pack volume boosts
- ☐ Fresh maintenance appointments
- ☐ New extension applications

Film Short Clips Of:

- ☐ Hair movement
- ☐ Hair being curled
- ☐ Hair being brushed
- ☐ Ponytails
- ☐ Before-and-afters
- ☐ Side profiles
- ☐ Face framing
- ☐ Thickness comparisons

Use Last Year's Content

Go back through your camera roll.

Look for:

- Autumn transformations
- Rich brunette looks
- Blonde-to-autumn transitions
- Thickness transformations
- Extension upgrades
- Client photos
- Previous autumn reels
- High-performing posts

Most followers won't remember seeing them.

Many new followers won't have seen them at all.

CREATE YOUR AUTUMN TRANSFORMATION GALLERY

Most stylists rely on clients bringing inspiration photos

The strongest stylists show clients what's possible.

Create albums on your phone, tablet or laptop.

Create folders for:

- ☐ Autumn Blondes
- ☐ Expensive-Looking Blondes
- ☐ Brunette Transformations
- ☐ Autumn Colour Changes
- ☐ Side Pack Transformations
- ☐ One-Pack Volume Boosts
- ☐ Length Transformations
- ☐ Thickness Transformations
- ☐ Face-Framing Transformations
- ☐ Extension Refreshes

You don't need to create all this content this month.

Again go back through your camera roll – look for:

- Last year's client photos
- Previous autumn transformations
- Saved client content
- Existing before-and-afters
- Old social media posts

Many stylists are sitting on hundreds of usable images without realising it.

Use these albums during consultations.

Clients buy what they can see.

CREATE YOUR AUTUMN TESTIMONIAL BANK

Instead of asking:

"Would you leave me a review?"

Ask a question that creates a story.

Copy & Paste Text

"Hi Sarah. Now that summer is nearly over, I'd love to know what you've enjoyed most about having your extensions over the last few months."

Clients often reply with things like:

"I loved not having to worry about my hair on holiday."

"My ponytail finally looked how I wanted it to."

"I felt more confident in photos."

"I loved how thick my hair looked every day."

Screenshot every response.

Remove names and identifying information.

Save them into a folder called Autumn Testimonials.

These become valuable marketing assets for:

- Social media
- Website testimonials
- Consultation content
- Email marketing
- Story content



Real client words will almost always outperform marketing copy.

THE REFERRAL CONVERSATION MOST STYLISTS NEVER HAVE

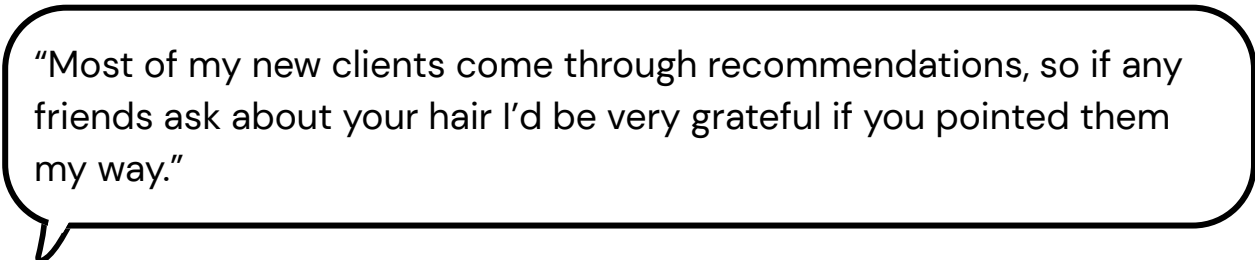
August is one of the easiest times of year to generate referrals.

Clients have been on holiday, attended weddings, taken hundreds of photos and spent more time than usual with friends, family and colleagues.

As a result, their hair naturally becomes a talking point.

Happy clients are often asked where they had their extensions fitted, what method they're wearing or how they've managed to grow their hair so long.

Before a client leaves, simply say:



"Most of my new clients come through recommendations, so if any friends ask about your hair I'd be very grateful if you pointed them my way."

That's it.

No awkward sales pitch or complicated referral scheme.

Just a simple reminder that you're always happy to help anyone they send your way.

THE CHRISTMAS APPOINTMENTS THAT SHOULD BE BOOKED NOW

Christmas might feel a long way away.
It isn't.

Many extension clients will need appointments before:

- Christmas parties
- Work events
- Family gatherings
- New Year celebrations

The sooner you start securing those appointments, the easier it becomes to plan the rest of your year.

When your regular clients are already booked into the diary, you can clearly see where the gaps are.

That allows you to focus your marketing on filling specific spaces rather than worrying about whether the diary will be busy enough.

Even if appointments need adjusting later, having those bookings secured gives both you and your client something to work around.

"I know Christmas feels ages away, but would you like me to get your appointments booked through to then? It means you don't have to worry about it later, and if anything changes we can always adjust them."

Many clients will be relieved you've thought about it before they have.



AUGUST ACTION CHECKLIST

- ☐ Create an Autumn Refresh Menu
- ☐ Create an Autumn Hair Reset Appointment
- ☐ Complete an Autumn Hair Plan with every client
- ☐ Contact every client due maintenance before October
- ☐ Follow up every consultation enquiry from summer
- ☐ Review clients who could benefit from extra packs
- ☐ Start autumn colour conversations
- ☐ Contact three people every Friday
- ☐ Film content during every appointment
- ☐ Create an Autumn Transformation Gallery
- ☐ Create an Autumn Testimonial folder
- ☐ Ask clients for feedback about their summer hair
- ☐ Plan your Autumn Transformation Day
- ☐ Begin discussing Christmas bookings
- ☐ Save examples of autumn extension colour blends

Remember that some of the biggest opportunities over the next few months won't come from finding new clients.

They'll come from the clients already sitting in your chair.

Someone mentions they're ready for a change.

Another shows you a photo they've saved for inspiration.

A regular client comments that her hair doesn't feel quite the same as it used to.

An enquiry you've not heard from in months suddenly pops back into your mind.

Those moments are easy to overlook when you're busy, but they're often where the best opportunities are hiding.

August is the month to pay attention to them.

- **Create the Autumn Hair Plans.**
- **Build the Transformation Gallery.**
- **Start the conversations.**
- **Collect the testimonials.**
- **Fill the diary!**

Most importantly, help your clients see what's possible.

Because when people can see a better result, they often become excited about achieving it.

Work through the blueprint, take action and start building momentum for the months ahead.