

THE HAIR EXTENSIONIST'S GUIDE TO JULY



WHAT TO FOCUS ON THIS MONTH



STEP-BY-STEP ACTION PLANS



THE SUMMER OPPORTUNITIES MOST
STYLISTS MISS

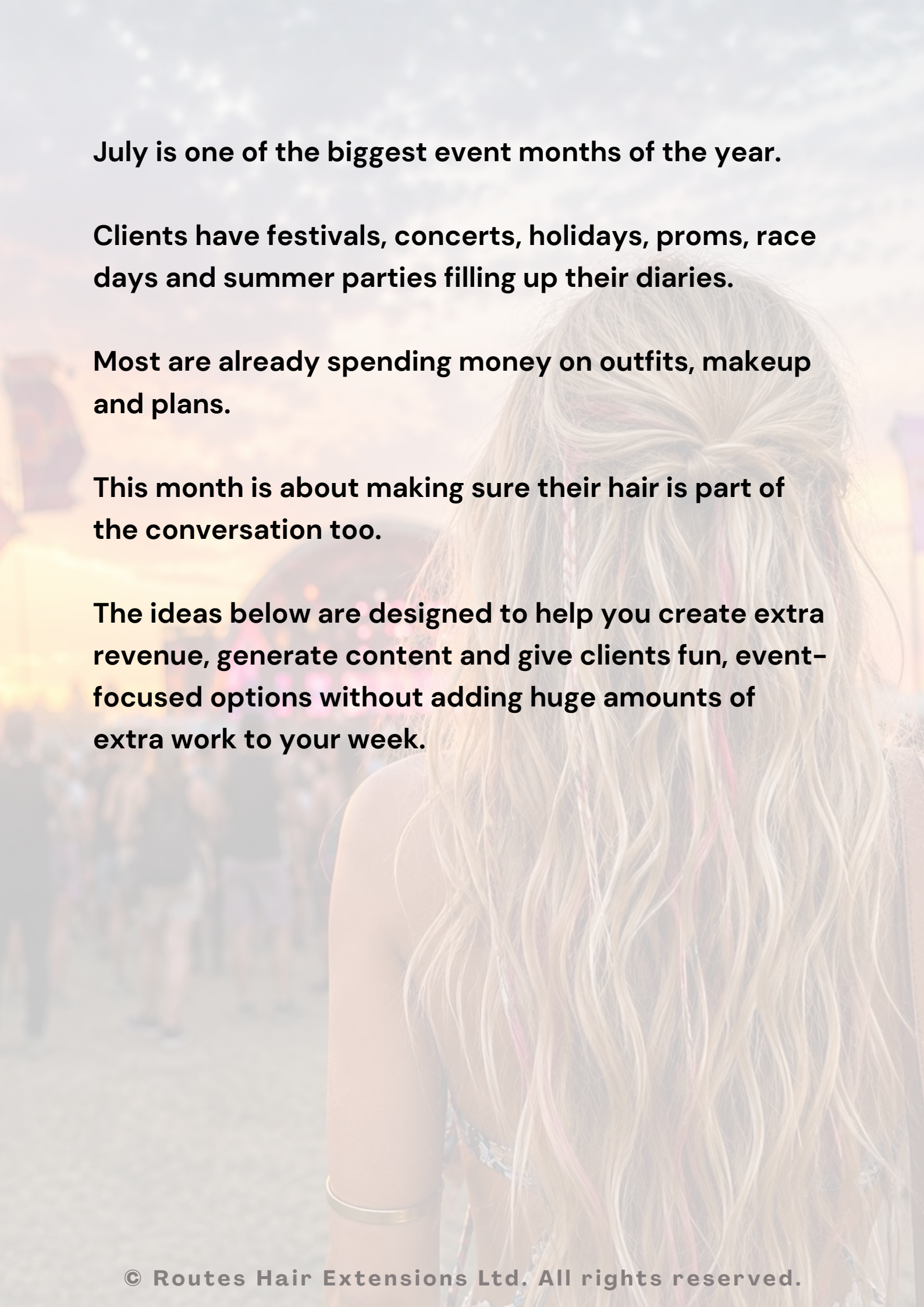


CREATE MORE REVENUE FROM
EXISTING CLIENTS



CREATE UNIQUE SERVICES NO ONE
ELSE OFFERS





July is one of the biggest event months of the year.

Clients have festivals, concerts, holidays, proms, race days and summer parties filling up their diaries.

Most are already spending money on outfits, makeup and plans.

This month is about making sure their hair is part of the conversation too.

The ideas below are designed to help you create extra revenue, generate content and give clients fun, event-focused options without adding huge amounts of extra work to your week.

CREATE A FESTIVAL COLOUR BAR USING HAIR EXTENSIONS

Purchase one pack of very light blonde extension hair and create your own colour bar.

Colour just a handful of strands in each shade and keep them ready to use.

For example:

- ☐ 5 pink strands
- ☐ 5 purple strands
- ☐ 5 blue strands
- ☐ 5 green strands
- ☐ 5 orange strands

Store them in labelled bags ready for appointments.

Suggested Pricing

- ☐ 2 colour flashes £10
- ☐ 4 colour flashes £18
- ☐ 6 colour flashes £25
- ☐ Hidden colour section £20–£30

Clients get the fun of colour without the commitment.

No bleach.

No damage.

No grow-out.

No regrets afterwards.

What To Say

"If you've always fancied trying a pop of colour but don't want the commitment, coloured extension pieces are a great way to have some fun for an event and remove them afterwards."

CREATE AN EVENT UPGRADE MENU

Most clients don't ask because they don't know what's available.

Create a simple one-page Event Upgrade Menu and show it during consultations.

Ideas include:

- ☐ Colour Pops
- ☐ Clip-In Ponytails
- ☐ Extra Volume Pieces
- ☐ Festival Braids
- ☐ Event Hair Kits
- ☐ Additional Volume Packs

You'll be surprised how many clients say yes when the options are clearly presented to them.

THE 20 EVENT HAIR ADD-ON THAT TAKES 30 SECONDS TO SELL

Create a simple Event Hair Kit that clients can take to festivals, holidays and summer events.

Include:

- ☐ Teezer brush
- ☐ Travel size bottle to pour in heat protection spray
- ☐ Hair ties
- ☐ Bobby pins
- ☐ Mini aftercare guide



Suggested retail price:

£20-£25

What To Say

"Have you got a festival, holiday or event coming up? Most of my extension clients take one of these with them because it helps keep everything looking much better while they're away."

Remember, you're not selling products.

You're helping clients avoid problems.

SEND THIS TEXT TO EVERY CLIENT THIS MONTH

Copy and paste:

"Have you got any festivals, concerts, holidays, parties or special events coming up this summer?"

If you do, drop me a message. I have a few simple ways to add extra volume, length or even pops of colour without committing to anything permanent."

One text.

Sent to everyone.

You only need a handful of replies for it to be worthwhile.

THE BEST CONTENT YOU'LL CREATE THIS SUMMER WON'T BE CREATED BY YOU

The Best Content You'll Create This Summer Won't Be Created By You

Most stylists focus on taking photos in the salon.

Some of the most powerful content you'll ever receive comes from clients themselves.

- Festival photos.
- Race day photos.
- Party photos.
- Holiday photos.
- Concert photos.

Photos taken while they're actually living life and enjoying the hair you've created.

What To Send on Text

"Hi, just checking in. I hope you're having an amazing summer!

I'd love to see how you're getting on with your hair, so if you've got any lovely photos of yourself out and about this summer, whether that's on holiday, at a festival, a party, concert or special event, please feel free to send them over or tag me on social media.

Seeing clients enjoying their hair in real life is honestly one of my favourite parts of the job."

If they send photos:

"Thank you so much for sending these over. You look absolutely gorgeous - made my day!

Would you be happy for me to share them on my social media and marketing?

Thank you again for taking the time to send them over. I really appreciate it."

CREATE A SUMMER EVENT PHOTO COMPETITION

Every event client is a potential content creator.

Throughout July:

"Send us your favourite event photo featuring your hair and you'll be entered into our Summer Event Photo Competition."

Prize ideas:

- ☐ Aftercare pack
- ☐ Protein spray
- ☐ Extension brush
- ☐ Money off maintenance
- ☐ Free treatment

Now you're not chasing photos.

Clients are sending them to you.



BUILD NEXT YEAR'S CONTENT LIBRARY NOW

Every event photo you receive this summer becomes content not just for this month but also for next summer.

Don't just post it and forget about it.

Create folders called:

- ☐ **Festivals**
- ☐ **Proms**
- ☐ **Concerts**
- ☐ **Holidays**
- ☐ **Race Days**
- ☐ **Summer Parties**

Save every image into the correct folder.

**Then post it now.
And save it for next year too.**

By next July you'll already have a year's worth of relevant seasonal content ready to go.

One great client photo can be used again and again.

JULY ACTION CHECKLIST

- ☐ Schedule your July content using the July Social Media Pack
- ☐ Create your Festival Colour Bar
- ☐ Colour 5 strands in at least 5 colours
- ☐ Create pricing for colour flashes
- ☐ Create an Event Upgrade Menu
- ☐ Create an Event Hair Kit
- ☐ Set retail pricing for the kit
- ☐ Send the event text to all clients
- ☐ Launch a Summer Event Photo Competition
- ☐ Create folders for event content
- ☐ Ask clients to tag you or send event photos
- ☐ Save all event content for future years

July only comes around once a year.

Clients are already planning festivals, holidays, concerts, race days and summer parties. The good news is they're usually far more open to trying something new when they've got an event to look forward to.

Whether that's a colour pop, extra volume, a clip-in ponytail or simply a few extra packs, don't assume clients know what's possible.

Show them.

Talk about it.

Put the options in front of them.

You'll often find the easiest sales this month come from ideas the client hadn't even considered until you mentioned them.

Work through the checklist, have some fun with it, and don't forget to save those event photos as they come in.

A five-minute job today could save you hours of content creation next summer.