

THE HAIR EXTENSIONIST'S GUIDE TO NOVEMBER

- WHAT TO FOCUS ON THIS MONTH
- STEP-BY-STEP ACTION PLANS
- TIPS TO BE BOOKED IN JANUARY
- GETTING READY FOR CHRISTMAS
- PARTY SEASON ADD-ON'S

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Party season has arrived. For many clients, this is the time of year when their social calendar fills up with Christmas parties, festive gatherings, winter weddings and New Year's celebrations. They want hair that makes them feel confident, glamorous and ready for every special occasion.

For hair extensionists, it's one of the biggest opportunities of the year. Clients are often willing to invest a little more to achieve their ideal look, whether that's extra volume, added length, professional styling or luxurious aftercare. Small ideas introduced at the right time can have a big impact on both the client experience and your salon's revenue.

Inside this month's guide, you'll discover practical ways to make the most of the festive season. From introducing party season add-ons and creating irresistible retail bundles to selling gift vouchers, filling your January diary and planning content that carries you through December, every section is designed to help you finish the year on a high.

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PARTY SEASON ADD-ONS

Party season is the perfect time to introduce quick, profitable services that require very little appointment time while delivering maximum impact for your clients.

Example 1: Mega Mane Clip-In Set

Retail margin on the hair piece

10 to 20-minute fitting appointment

Service fee for fitting and finishing

=

Fantastic profit margin

Short appointment time

Premium transformation for your client

Reusable hair piece they can wear again and again

Example 2: Power Pony

Retail margin on the ponytail

10 to 20-minute fitting appointment

Service fee for fitting and finishing

=

Fantastic profit margin

Short appointment time

Luxury party hairstyle

A lower ticket price than permanent extensions

This is much easier to skim, which suits the style of the Hair Extensionist's Guide. A stylist can glance at it in 20 seconds and immediately understand the opportunity.

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THE BIG CHRISTMAS BLOWOUT

A big, bouncy blow dry is one of the most requested looks throughout party season, making it the perfect opportunity to introduce a premium styling service that keeps clients coming back.

Instead of simply styling your client's hair, turn every blow dry into an educational experience. Explain each step as you work, the products you're using, how to achieve long-lasting volume and which brushes create the best results. Then encourage your client to recreate one section themselves while you guide them.

Finish by recommending the same professional brushes used during the appointment. By retailing quality styling tools through your salon, your client leaves with everything they need to recreate the look at home, while you benefit from an additional retail sale.

Clients don't just leave with beautiful hair. They leave with the confidence and the tools to achieve salon-quality blow dries themselves.

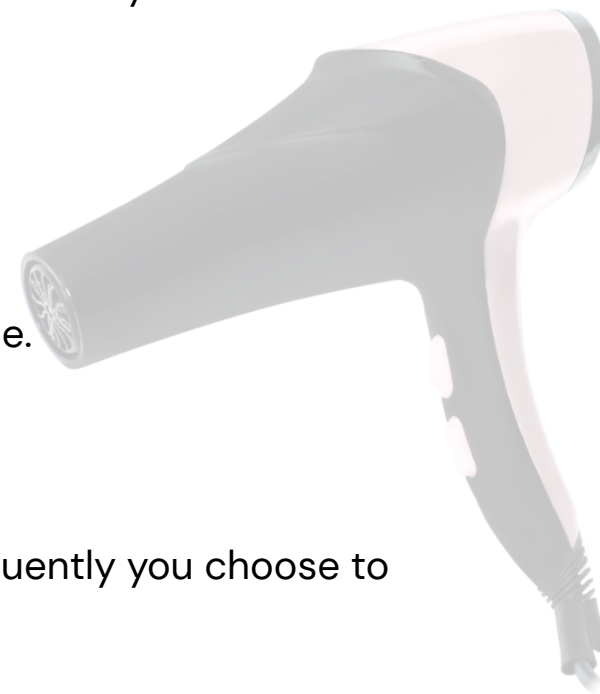
Top tip:
Offer every client a complimentary five-minute blow-dry lesson as part of their Christmas appointment. It's a simple way to add value, build trust and naturally introduce professional styling brushes without a hard sell.

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BLOW DRY SUBSCRIPTION

Party season is also the perfect time to sell appointments for your quieter months.

Create a limited-time Blow Dry Club that clients purchase in November and December, ready to use from January onwards.



For example:

• Buy 10 blow dries for the price of 9.

• Payment made in full at the time of purchase.

• Valid for three months.

• One appointment per week or however frequently you choose to allow.

The benefits are clear for both you and your client.

Your client enjoys luxury salon blow dries at a reduced price, while your salon receives the revenue upfront and secures appointments throughout January, February and March, helping to keep your diary full during traditionally quieter months.

Market it as a limited festive offer available exclusively throughout November and December to create urgency and encourage early bookings.

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FILL YOUR JANUARY DIARY BEFORE CHRISTMAS

One of the biggest mistakes salons make is waiting until January to fill January's appointments. By then, clients have spent heavily over Christmas, diaries have gaps, and you're relying on reminders to bring people back.

Instead, make it your goal that every client who visits throughout November and December leaves with their January maintenance appointment already booked.

Not only does this secure your income for the quieter months, but it also gives your clients peace of mind knowing their maintenance is already arranged before Christmas arrives.

Top tip:
Make January booking part of your checkout process. Before your client leaves, simply ask, "Shall we get your January appointment booked now while I've got my diary open?" It becomes a natural part of the appointment rather than an afterthought.

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CREATE A CHRISTMAS WAITING LIST

If your December diary is already filling up, don't stop taking enquiries. Every cancellation is a missed opportunity unless you have clients ready to take that appointment.

Start a dedicated Christmas waiting list and encourage clients to join if your preferred appointment times are no longer available. Keep a note of their availability, preferred days and the service they're looking to book.

When a cancellation comes in, contact the first suitable client straight away. A simple text message can often fill the space within minutes.

A Christmas waiting list helps you:

• Fill last-minute cancellations.

• Maximise your December revenue.

• Keep your diary as full as possible.

• Show clients you're doing everything you can to accommodate them.

Top tip:
Tell clients that joining the waiting list doesn't guarantee an appointment, but it does give them the best chance of securing one if availability opens up. Many clients will happily wait if they know they'll be contacted first.

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PARTY HAIR PHOTOSHOOT DAY

November is the ideal time to create enough content to see you through the festive season without scrambling to film during your busiest weeks.

Choose one day to invite a handful of your favourite extension clients back for a complimentary party hairstyle. Create a variety of looks, photograph each transformation and capture plenty of short video clips while the salon is calm.



Aim to create content such as:

- Before and after transformations.
- Big, bouncy Christmas blowouts.
- Clip-in ponytail transformations.
- Festive party hairstyles.
- Client reaction videos.
- Product demonstrations.
- Behind-the-scenes footage.

By dedicating just one day to content creation, you can build a library of photos and videos to use throughout December, allowing you to stay consistent on social media even when your diary is full.

Top tip:
Create more content than you think you'll need. It's far easier to film everything in one organised session than to find time between Christmas appointments.

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MAKE GIFT VOUCHERS EASY TO BUY

Many people would happily buy a salon gift voucher for Christmas, but only if it's quick and simple.

Don't wait for clients to ask. Promote your vouchers throughout November by displaying them at reception, mentioning them on social media and including them in your email marketing.

Gift vouchers are perfect for:

• Hair extension fittings.

• Maintenance appointments.

• Blow dries and styling.

• Hair care products.

• Any monetary value chosen by the customer.

Remember, the person buying the voucher often isn't your client. It could be a partner, parent, friend or family member who simply wants an easy gift idea. Make the process as straightforward as possible by offering beautifully presented vouchers and simple payment options.

Top tip:

Finish every appointment with a simple question: "If anyone's struggling for Christmas gift ideas, we also have gift vouchers available." It's a subtle reminder that can generate additional sales without feeling like a hard sell.

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CREATE A MEMORABLE CHRISTMAS EXPERIENCE

The festive season is the perfect opportunity to create an experience that clients remember long after they've left the salon. Small, thoughtful touches can help your business stand out while making every appointment feel a little more special.

Ideas to introduce this Christmas include:

• A festive drinks menu with seasonal favourites, such as a Hot Yule Log Chocolate or Gingerbread Latte.

• Complimentary gift wrapping in festive tissue paper or gift bags for any retail purchases.

• A handwritten Christmas card thanking each client for their support throughout the year.

• A Christmas raffle. Give every client a raffle ticket with their appointment throughout November and December, then draw the winner before Christmas. The prize could be a complimentary blow dry at their next maintenance appointment, a luxury aftercare product or another seasonal treat.

These ideas cost very little to implement, but they create memorable moments that clients are likely to talk about, helping your salon feel more personal and encouraging repeat visits. I particularly like the raffle because it adds a little excitement and gives every client something extra without requiring a large investment.

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NOVEMBER ACTION CHECKLIST

Use this checklist throughout November to prepare your salon for a busy, profitable and memorable festive season.

□ Introduce your Party Season Add-Ons.

□ Launch your Christmas Blow Dry service.

□ Create and promote your Blow Dry Subscription.

□ Open a Christmas waiting list for fully booked days.

□ Book every November and December client into their January maintenance appointment.

□ Check your Christmas opening hours are displayed online and in the salon.

□ Create a festive drinks menu.

□ Write or order your Christmas thank you cards.

□ Organise your Christmas raffle and print raffle tickets.

□ Choose your raffle prize.

□ Prepare festive tissue paper or gift bags for retail purchases.

□ Schedule your Party Hair Photoshoot Day.

□ Photograph and film festive hairstyles ready for December.

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□ Promote your Party Season Add-Ons on social media.

□ Promote your gift vouchers online and in the salon.

□ Share your Christmas availability before it fills up.

□ Stock up on clip-in ponytails and Mega Mane clip-in sets.

□ Ensure you have enough styling brushes available for demonstrations and retail.

□ Check your stock levels for your best-selling aftercare products.

□ Make gift vouchers easy to purchase.

□ Add January booking reminders to your checkout process.

□ Encourage every client to book ahead before leaving.

□ Review your December diary and identify any remaining appointment gaps.

□ Celebrate your wins and enjoy one of the busiest and most rewarding seasons of the year.



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The festive season isn't just about having a full diary. It's about creating unforgettable experiences, strengthening client relationships and finishing the year with momentum that carries into the next.

Every idea in this guide is designed to help you do just that. Whether it's introducing a new party season service, creating memorable festive touches or securing your January appointments before Christmas arrives, even the smallest changes can have a lasting impact on your business.

Remember, your clients aren't just investing in beautiful hair. They're investing in confidence, convenience and the experience you create every time they visit your salon.

Enjoy the festive season, celebrate your successes and take a moment to reflect on everything you've achieved this year. Here's to ending the year on a high and building an even stronger year ahead.

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