

HOW THE JANES BUILD LUXURY CLIENTELE

Elevate your beauty business by attracting a discerning clientele that appreciates luxury and quality. As beauty authorities, we invite you to explore these compelling strategies designed to help you cultivate a thriving, high-end clientele.

Choose from the options below and embark on your journey to success!

- 01 Referral Program** Create a digital business card offering \$25 off their first visit. Distribute these to your most loyal clients and “raving fans” so they can share the love with friends and family.
- 02 Influencer Outreach** Craft an enticing offering for local influencers or prominent community figures. Invite them for complimentary shampoo and styling services in exchange for social media shout-outs that will elevate your visibility.
- 03 Personal Connection** At the end of each service, take a moment to connect with your guests. Kindly express your desire to grow your clientele and your eagerness to care for more clients like them.



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- 04 Define Your Ideal Client** Clearly identify your ideal client's lifestyle, preferences, and beauty habits. Explore your social networks and craft personalized messages with compelling offers to entice them to visit you.
- 05 Strategic Partnerships** Collaborate with a busy beauty professional who may need extra hands. By assisting them for free, you can build rapport while securing referrals for clients they can't accommodate.
- 06 Host Exclusive Events** Organize exclusive beauty events or workshops at your salon. Invite current clients and encourage them to bring friends. This not only showcases your expertise but also builds community.
- 07 Luxury Gift Packages** Create curated beauty packages featuring your services and premium products. Market these as exclusive gifts for special occasions, appealing to clients seeking high-end experiences.
- 08 Client Appreciation Days** Host special days dedicated to your loyal clients, offering complimentary mini-services or consultations. Encourage them to bring friends to introduce them to your work.
- 09 Social Media Contests** Run contests on social media that encourage participants to share your posts or tag friends. Offer a luxurious prize, such as a full makeover, to increase engagement and visibility.
- 10 Consistent Visual Storytelling** Schedule and post stunning photos and videos of your work on Instagram. Aim for consistency—five times a week at peak engagement times. Always invite your audience to experience your services.

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- 11 Educational Content Creation** Share your expertise through blogs, tutorials, or live Q&A sessions on social media. Position yourself as a thought leader in the beauty industry, drawing in clients who value knowledge and skill.
- 12 Targeted Advertising** Utilize your best photos and create ads that target potential clients within a 25-mile radius. Include a clear call to action, your location, and preferred contact methods.
- 13 Find a Muse** Identify a high-profile individual in your community and offer them complimentary services. In return, ask them to share your contact information with anyone who admires their hair.
- 14 Engage in Local Collaborations** Partner with local businesses—such as boutiques or spas—for cross-promotional opportunities. This expands your reach and introduces you to new potential clients.
- 15 Create a Luxury Loyalty Program** Develop a tiered loyalty program that rewards clients for repeat visits and referrals. Offer exclusive bonuses, such as priority booking or complimentary upgrades.



By implementing these strategies, you'll be well on your way to building a luxury beauty clientele that not only appreciates your artistry but also becomes loyal advocates for your brand.

Start today and watch your business flourish!

5 WAYS I WILL BUILD LUXURY CLIENTELE

[your turn]

01

STEP:

HOW:

WHEN:

02

STEP:

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WHEN:

03

STEP:

HOW:

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04

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05

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LESS HUSTLE. MORE STRATEGY.