

CATIE D'S

5 Proven Ways to get New Clients

Always take Before & After photos of your clients

PEOPLE LOVE TO SEE PROOF

Show your clients the transformation you can offer them! Seeing is believing and the more results they see, the more likely they are to book! Also, clients LOVE seeing themselves on your social media- they'll likely post to their IG and show off your work/page.

Offer a Referral System

REWARD YOUR CLIENTS FOR SENDING THEIR FRIENDS & FAMILY

When a client has an amazing experience with you, they will go and tell ALL their friends and family. Word of mouth is by far the best way to get new clients. Reward those who send you new clients with something special such as- a discount (10% off for every new client referred) or a free product (sheet mask or sample size)

Yelp & Google Reviews

GET YOUR BUSINESS ON TWO TOP SEARCH ENGINES

Let client reviews do the work for you! Encourage your clients to leave an "honest" review in exchange for \$10 off their next service. It's a win-win situation. Think about where you search for something- whether it be google or yelp, make sure your business is listed there.

Drop some business cards

ALWAYS CARRY YOUR CARDS WITH YOU

Business cards are in NO WAY a thing of the past! Always carry some business cards with you when you're out and about. Leave them with baristas, waitresses or other places your ideal client hangs out. When the topic of work comes up, pull out a card and let them know you'd love to have them come in for a service! Better yet- capture their IG, email or phone number to follow up and get them booked.

Build your community on IG

GET SOCIAL ON SOCIAL MEDIA

Use some downtime each day/week to engage with your followers. Genuinely interact and build a trusting relationship (photo comments, DM's, like their pics) When the time comes for them to need a service, they'll remember you as a trusted source and reach out!

CATIE D'S

5 Proven Ways to Keep your Clients coming back

Always Greet your clients and make them feel welcome

NO ONE LIKES TO BE IGNORED!

Greeting your client when they first arrive is so important. First impressions matter and when someone feels welcome, they will want to come back. Even if you are with another client, acknowledge the next guest and let them know you'll be with them in just a second.

BONUS: ask if they need to use the restroom or if they'd like a drink while they wait

Client Comfortability is KEY!

BEING UNCOMFORTABLE IS A #1 REASON PEOPLE DON'T RETURN

Ensure the temperature in your room is not too hot or too cold, add a massage table heating pad to your lash bed or a comfortable pillow during your facials, have a space for them to place their belongings, have a dish of mints, offer them a drink prior/after their service (and make note of drinks they don't like!) Always ask the client at EVERY visit if they are comfortable and have any questions, prior to you starting the service. Don't make them feel scared or hesitant to voice any concerns!

Make notes of Conversation Topics

CLIENTS WANT TO FEEL LISTENED TO AND REMEMBERED

Keep a record of big life events or hardships that your client might be going through. Bring these up at future appointments and check in on them or shoot them a quick text on their big day (wedding, new job, moving etc)! This shows you are listening and that you care- and this ultimately builds a trusting relationship!

Always RE-BOOK!

DON'T LET THEM LEAVE WITHOUT GETTING BACK ON YOUR SCHEDULE

Re-booking your client is one the most important steps in getting your clientele to come back. Do not leave this in the hands of your clients- they will forget and you might be fully booked by the time they want to come back. It's better to re-book and have them cancel then try to squeeze them in! After you check them out simply state "Alright, let's get you back on the books. I recommend every 4 weeks, how does the week of (date) sound?"

Don't forget to Check-in!

FOLLOWING UP IS KEY!

Always ensure you follow up with each new client! Within 48 hours of their service call, text or email them (whatever your business preferred method of communication is) to check in and see if they have any questions. Opening the door to ask questions and invite conversation helps, as some clients are so nervous to reach out and ask!