

Price Increase Message Templates

Six weeks notice loses 3% of clients. Same-week notice loses 18%. The difference is the message — and when you send it.

VIP MESSAGE · 6 WEEKS BEFORE · NAMED

Hi [Name], I wanted to reach out personally before we announce this more broadly: from [date], [service] will be moving from \$[X] to \$[Y]. I'm giving you a heads-up now so you can book at the current price any time before then — just reply here and I'll set it up. Thank you for being such a loyal client. — [Stylist's name], [Salon]

GENERAL ANNOUNCEMENT · 4 WEEKS BEFORE

Hi [Name]! A quick heads-up: from [date], our pricing will be updated to reflect rising costs. [Service] will move from \$[X] to \$[Y]. If you'd like to book at the current rate, slots are available until [date]. We appreciate you — [Salon]

Never apologize. State the reason briefly (rising costs, product/team investment). Clients who feel **informed** don't leave — clients who feel **ambushed** do.