

5 Easy Strategies to Make an Extra \$100 Today

Make happier clients and better money
as a solo stylist



look inside!



High Five!

A big congrats is in order! You've taken the first step to getting more money into your business and into your pocket without sacrificing your integrity or selling unnecessary services.

Here's why that's a big deal:

As stylists, most of us started out in a high volume salon, where we were forced to sell, sell, sell...

Sell retail, upsell services, get your clients to book services they don't really need... just make the buck, whatever it takes!
Old habits die hard.

And as a result, clients have become wise to the BS.

They KNOW when you're just trying to make a buck. They're also pros when it comes to their own hair, and super-sensitive about opening up their wallets for additional services.

That makes your job even more difficult:

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Now, you have to retrain your clients to trust you every time you switch up product lines, raise prices, or recommend retail products or even services they desperately need.

The Solution:

Switch up your upsells
to solve other problems
your client has.

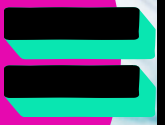
Introduce
something
new...



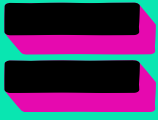
Make it a
no-
brainer...



Reset the
trust
factor...



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YOU making
more money by
helping your
client.

Yay!

Mind if I share a little?

Your clients need you now more than ever.

Back in 2015, my partner became very ill. He was the breadwinner of the family, while my income from hair was just "play money." Until it wasn't.

The few clients I had left had been with me forever, and there was no one else for them to refer to me. I hadn't seen a new face in my salon in over 3 years. My total income was less than \$600 a month - about two grand shy of paying bills, and I was suddenly faced with a daunting task:

Make my home salon make money, or my family would be on the street.

My situation was dire, and the old tricks and tactics I'd learned from beauty school and various trade shows were failing to get new customers in the door, and worse, my own clients weren't interested in trying new services.

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One day, about six months into my struggle to make some serious cash, one of my long time clients came in with a headache.

I did the only thing I could think of:

"Do you want me to shampoo you a little longer?" I asked. "Maybe it will help your headache."

"OMG yes!! That would be wonderful!" she said.

I never asked for a sale.

I wasn't hustling for money.

I was genuinely trying to help because I cared.

But my client tipped me an extra \$20 because not only did her hair look fabulous, now she could enjoy it headache free.

And that's how I had an epiphany.

If I could figure out how to help my clients solve other problems while they were getting hair services, I could stop chasing new clients and just work with the clients I love.

THAT would be a win-win.

I DID figure it out. Now, I want to share...

5 Easy Strategies You Can Use Today to Make Happier Clients and Better Money as a Solo Stylist

How to Make an Extra \$100 Today

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Just a few pointers before we get going:

Work smarter, not harder.

All of these strategies are designed to boost your service tickets, not to be standalone services.

1

2

Selling just to make money feels terrible.

Use these strategies to actually HELP your client. They NEED your help, and won't ask for it!

You already have what it takes!

You already have your license. These quick healing techniques don't require any other special skills.

3

4

Take this and run with it!

Brainstorm other easy healing techniques you can employ to help your clients and boost your income.

How to Make an Extra \$100 Today

The Shampoo Massage

3-10 minute service

Gently massage temples, crown, and back of neck while shampooing.

1

You can charge:

\$5-25

Best For:

- tension
- stress
- headaches

You can perform:

3-10/day

Easy to Add Onto:

- any service that requires a shampoo
- deep conditioning treatments

Potential Daily Profit:

Up to
\$250
daily

How to Make an Extra \$100 Today

The Scalp Detox

10-15 minute service

Use clarifying shampoo and a detangling brush to massage scalp. Follow with light conditioner.



You can charge:

\$10-30

Best For:

- sudden hair loss
- dandruff/dry scalp
- cradle cap

You can perform:

1-5/day

Easy to Add Onto:

- shampoo/cut services
- pre-color consult

Potential Daily Profit:

Up to
\$150
daily

How to Make an Extra \$100 Today

The Insta-Calm

3-5 minute service

Deep breathing exercise with your client. Inhale for 3 counts, hold for 3, exhale for 3. Repeat 3x.



You can charge:

\$1-2/min*

*I add this into my service quote, not separately

Best For:

- pre-service jitters
- high anxiety
- **stylist stress**

You can perform:

6-10/day

Easy to Add Onto:

- any consult for major services
- any shampoo service

Potential Daily Profit:

Up to
\$100
daily

How to Make an Extra \$100 Today

The Split-Ender

10-25 minute service

Leave-in repair treatment + horizontal "dry-shaving" cut ([Watch Sam Villa do it here](#))



You can charge:

\$15-40

Best For:

- fine/straight hair
- chronic heat stylers
- hair that "just won't grow"

You can perform:

3-5/day

Easy to Add Onto:

- shampoo/cut/style services
- conditioning treatments
- blowouts

Potential Daily Profit:

Up to
\$200
daily

How to Make an Extra \$100 Today

The Faint Glow

5-15 minute service

Glitter strands, colored extensions, and feathers, oh my! Add a touch of happiness in record time.



You can charge:

\$1-15/strand

Best For:

- clients having a hard day
- "stuck in a rut" clients

You can perform:

2-10/day

Easy to Add Onto:

- shampoo/cut/style services
- blowouts
- any service with a dry finish

Potential Daily Profit:

Up to
\$150
daily

Congrats!

You're now armed with 5 strategies you can use TODAY to make a bigger impact with your clients and put more cash in your pocket.

I'm sharing these with you because I know they work to help YOU help your CLIENTS. That's a win-win.

These are the same strategies I used to pay my bills and keep my household afloat when selling my soul wasn't working.

But these strategies are just the tip of the iceberg.

Imagine what it would feel like to KNOW your solo salon is profitable, not just paying the bills...

To BE the go-to stylist for only the services and clients you love...

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And make more money just by taking care of your clients?

Wouldn't that feel incredible?

Of course it would.

And inside Zen Stylist Hub, you can get your hands on more low cost + high impact techniques to help your clients AND your wallet, plus an amazing community to get feedback and support from me personally.

So go check it out!

[Join Zen Stylist Hub](#)



Zen Stylist Academy helps independent hairstylists make more money and impact with less stress in as little as 4 weeks so you can finally love doing hair again.

[Click here for details on the BETA Launch of ZSA](#)

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Who am I, and Why am I qualified to teach you this stuff?

Crysta Foster, here. I'm a four time business owner, lifelong intuitive healer, Certified Business Coach, and of course, a veteran hair stylist of 23 years.

I started my salon career in corrective color in 2002, and advanced to American Board Certified Haircolorist in 2007, right before I ventured out into my own solo salon.

It was tough going for awhile! But now, I feel like it's my duty to pass on what I've learned the hard way so you can have a thriving salon of your own in the easiest, least stressful, and most profitable way imaginable...

All while keeping your clients thrilled with their hair and excited to see you!



So let's go on a journey together, shall we?
Can't wait to meet you!



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