



4 STEP
FORMULA TO
ATTRACTING
YOUR IDEAL
CLIENT

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YOVANKA LORIA EXTENSIONS



HI THERE, FRIENDS!

Thank you for joining our community. As a thank you, please enjoy this guide on how to attract your ideal client.

The number one question I am asked is, “how do you attract your ideal clients?!”

There is no secret sauce outside of these four principles, so I am sharing them with YOU!

This guide is my way of giving back and helping other stylists who are wanting control over their hairstyling career.

Step One:

IDENTIFY YOUR IDEAL CLIENT

Understanding your ideal clientele is the key to attracting clients that trust, respect, and value you as a stylist. It will help you set a schedule that you dream of, allowing you to enjoy the peace, power and purpose that follows!

I encourage you to really get to know the person who you're perfectly suited to service. Remember, you're uniquely qualified to work with certain people, so creating a business that attracts the kind of clients you desire should be reflected in your marketing.

You must understand the type of client you are attracting with your marketing strategies. Think about any luxury brands that you know of... they do not offer discount. Their clients know what type of service to expect and the price point that will follow.

Step Two:

CREATE A MEMORABLE EXPERIENCE

At Yovanka Loria Salon, there are many things that we do that have allowed us to hold a high rate of returning clientele. If you want to attract high-ticket clients, there is a certain level of customer service that you should provide - a memorable ambiance, alongside a high-quality standard of work.

This includes how they are initially addressed during the enquiry process, the consultations, the appointment and the follow-up. The follow-up has set us apart as it leaves our clientele feeling valued; they don't feel like they are just another number.

Step Three:

NICHE DOWN IN A PARTICULAR SERVICE

When you don't deliver a niche service, you're just an option for everyone, rather than 'THE' option for the right someone. By niching down, you can deliver consistent results by focusing on fewer clients.

Your clients get the results they want and are happy to pay a premium price for the service you are providing.

Transitioning to a more 'specialised' service will leave you better equipped to stand out, giving you the opportunity to charge more for your work.

Your messaging and communication and your in-depth knowledge of your target audience, will help you properly address their needs so you can make more impactful impressions. This made all the difference in our salon; we were able to get to know our clients better and follow-up their questions during and after their appointment, continuing their memorable customer experience. This was a complete game changer!

Step Four:

KNOW YOUR WORTH & CHARGE IT!

Your prices should align with your experience and the results you deliver, not your competitor's. There are many people who tell me they are scared to raise their prices...

You PAY for your on-going education, you PAY for your supplies, and you PAY for everything that allows your business to stay afloat. Your prices should reflect all of the above, which essentially defines your worth.

There will be deal-seekers who will attempt to bargain with you, telling you someone else charges less, but you should never undermine your skills, your investment, or yourself!