

# Client Experience Upgrade Playbook

Coaching with Krista · Jenn · The pre-assistant systems build · August 2026

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Six upgrade areas. All designed to do two things at once: **elevate the experience of the client already spending \$1,400 with you**, and **give the assistant real systems to be trained against** when she starts in October. Every upgrade is either a new revenue lever or a new touchpoint that makes the client feel more taken care of. Nothing here is optional if you want to defend \$2,000+ extension pricing over the next 12 months.

## TIMELINE · 4-6 WEEKS BEFORE ASSISTANT STARTS

|                     |                                                                                                            |
|---------------------|------------------------------------------------------------------------------------------------------------|
| <b>Week 1 (now)</b> | Send Krista the current links (below). She revises them via Claude.                                        |
| <b>Week 2-3</b>     | Voice-riff kit contents. Choose 3 Amazon products to link. Order first batch of kit supplies.              |
| <b>Week 3-4</b>     | New client form live. Post-appointment email flow built. First Google Business post.                       |
| <b>Week 5-6</b>     | Consultation script refined. Kit system running. Assistant starts — trained on these systems from day one. |

## PRIORITY 0 · BEFORE WE BUILD ANYTHING

### Send Krista the current links.

*Krista revises them via Claude. Faster to remix what you have than to start from scratch.*

Text these to Krista this week

## The link + file list

- **Your website URL** — hairbyjenc.lt.com
- **The direct link to your new-client consultation form** — the form on your site where new extension clients fill in their info before booking.
- **The direct link to your extension services page** — the one that describes your Face Frame / Volume / Lengthen / Fullest tiers.
- **The at-home care PDF you currently text clients after their appointment.** Send as an attachment.
- **Your Vagaro booking link + a screenshot of the deposit-payment flow** — what the client sees when she books an extension deposit.
- **Your Flodesk login (or a screenshot of the automations panel)** — so Krista can see what automations are already firing after a booking.
- **Your Google Business Profile URL** — so Krista can see how it's currently set up.

**Why this matters:** Krista can rebuild each of these with Claude in a fraction of the time it would take you. Your job is to hand her raw materials — hers is to turn them into revised systems you can drop back in. Don't spend energy trying to fix any of these on your own before she's touched them.

## THE SIX UPGRADE AREAS

### Upgrade 1 · New client form + website flow

#### Make her spend 5 minutes on it, not 45 seconds.

Right now your form takes new extension clients from "interested" to "consultation booked" — but the form doesn't do much emotional work. It should. The RIGHT client should feel more excited when she's done filling it out than when she started. The wrong one should self-select out.

**What to add:** hair history (color history, previous extensions), commitment window (how many months minimum), aftercare readiness ("do you own a silk pillowcase," "do you commit to sleeping in a low bun"), photo upload, budget range (this is the filter). Krista will draft the questions in Claude off your current form.

**Follow-up:** the form triggers an automated email that sets expectations. The email is Upgrade 3.

### Upgrade 2 · Extension consultation script

#### 30 minutes, closed with confidence.

You said on the call: *"I'm getting more confident with pricing, but I still feel like I could own it and deliver a really good consultation."* Right — this is where \$1,400 becomes \$2,000 in the next 12 months. Confidence in the room is what makes that price stick.

**The structure Krista will draft:** hair check (5 min) → goals conversation (10 min) → tier recommendation + timeline (5 min) → price + deposit (5 min) → close + next step (5 min).

**The specific piece to fix:** the "still have questions" clients. Krista's read is that they're leaving without a next step because YOU don't ask for one. The script will include a hard close: *"So my recommendation is [tier] on [date] — should I put you on the calendar?"* That's the sentence that turns a warm consult into a booking.

### Upgrade 3 · Post-appointment automation

#### Email, not a text with a PDF.

Right now you send a PDF via text after each extension appointment. That works — but it doesn't build anything. An email does. It:

- Sits in her inbox forever, not lost in a text thread
- Can contain clickable links to the exact products she should buy
- Ends with a Google review ask (see Upgrade 5)
- Triggers automatically from Flodesk when you close out her appointment in Vagaro

**What the email needs to say:** "Thank you + I loved doing your hair," at-home care in numbered steps, links to the 3 products she should buy (Upgrade 4), what to do if something feels off in the next 48 hours, and the Google review ask at the bottom.

#### Upgrade 4 · The take-home kit

### Physical + digital.

The Amazon-influencer client's point is the play: **link everything**. People will buy if you give them the direct link. Combine that with a physical kit at the install and you've got a revenue lever + a client experience upgrade in one move.

**What goes IN the branded bag she leaves with (extension install only):**

#### Boar bristle brush

— you already give one. Keep.

#### Travel hair oil

— Davines mini or similar. Costs you \$3-5.

#### Travel-sized detangler

— mini spray. \$3-4.

#### Silk pillowcase

— from Amazon. \$12-15 buying at 10+ units.

#### Home-care card

— laminated, folded, in the bag. Same content as the post-appointment email but tactile.

#### OPTIONAL: mini champagne or a nice snack

— one nice moment at checkout. Krista's suggestion.

**Total cost per install:** ~\$30-40. Roll it into the install price — you just raised extension pricing, so absorb it in the current numbers. Or when you next raise, factor a \$50 kit uplift in.

**The digital kit (post-appointment email):** the SAME items, linked. She has the physical brush — but maybe she wants a second one for her desk. Link it. She might buy it. Same for the pillowcase (she might want one for her guest room). Every link is a passive revenue stream. Set up Amazon affiliate account this week.

#### Upgrade 5 · Google Business review rhythm

### Post like Instagram. Rank like a beast.

Krista's exact line: *"You can post on Google too. And the more you do it, the more you pop up on Google. That's how bleach became number one extension salons in Reno."*

#### The play:

- Set up Google Business Profile posts as a weekly rhythm (Sundays or Mondays — same cadence as IG).
- Post the SAME content you're posting on Instagram — before/after, extension work, studio shots. Doesn't need new content.
- Include keywords in every caption: "Charlotte NC brunette extensions" "keratin bond extensions Charlotte" — that's how you rank.
- The post-appointment email ends with a review ask: *"If you loved your hair, would you leave me a quick review? Here's the link."* Link goes to your Google review page. That's how reviews compound.

**The compounding effect:** Google posts + Google reviews are the two levers Google Business ranks on. Do both consistently and you become the first result for "extensions Charlotte" within 6-12 months.

#### Upgrade 6 · The elevated in-appointment experience

### Small touches that make \$2,000 feel worth it.

You mentioned the studio renovation is happening now — perfect timing. A few small additions to the physical space that pay for themselves in retention and referrals:

- **Real snacks.** Not just water and coffee. Krista's rule: protein bars, healthy snacks, chips. Some clients want a mini champagne — keep a few canned rosé or mini champagne bottles.
- **Extension install lunch.** For 4-5 hour installs, offer to DoorDash lunch. Not every install — just the long ones. Costs \$20, feels like \$100.
- **Wi-Fi + a real workspace surface.** Extension clients often work during their install. Make sure your renovation includes a small side table for a laptop.
- **The check-out moment.** When they leave with the kit bag, it's the tattoo-shop moment — she feels equipped to protect the work. Say something specific: *"Everything you need is in there — text me if anything feels off in the first 48 hours."*

## The flow, front to back.

**1. Client fills out new client form on [hairbyjencit.com](https://hairbyjencit.com)** → auto-response email fires from Flodesk with next steps + prep info.

**2. Consultation booked (30 min).** Zoom or in-person. Uses the refined consultation script.

**3. Deposit collected in Vagaro.** Triggers a second Flodesk email: pre-appointment prep + "here's what to expect."

**4. Extension install happens.** Client leaves with the physical kit bag.

**5. Appointment closed in Vagaro.** Triggers post-appointment Flodesk email: at-home care + linked products + Google review ask.

**6. 6-week reminder auto-fires from Flodesk.** "Time to book your move-up" with the direct Vagaro link.

**Krista will build the Flodesk trigger logic once you send the login screenshot.** You don't need to do anything but confirm which automations you already have running.

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**The whole playbook in one line:** *the client experience upgrade is the thing that lets you raise extension pricing to \$2,000+ next year, gives your assistant a real system to be trained against, and starts building the passive-revenue links you'll compound for years. Send Krista the links this week. Let her rebuild. Then you deploy.*