

Client Communication Scripts

Coaching with Krista · Jenn · v2 · Dates locked · June 28, 2026

The rollout:

July 1 — long-timer messages go out individually

July 1 — all-client price-raise email goes out (Krista is drafting)

August 1 — new pricing effective

October 1 — new 3-day schedule live

Two scripts to use for the price-raise rollout. Send the long-time client message **individually and personally** to the 3-4 women you're grandfathering. The all-client announcement Krista is drafting separately and will send over. Long-timers hear from you first, the rest second.

One thing to handle separately: the 4 Friday-only color clients who don't fit your new Tue-Wed-Thu schedule. Reach out to them individually the week of July 1 to discuss moving their standing time — don't bundle that conversation with the price-raise message. Different conversation entirely.

SCRIPT 1 · FOR THE LONG-TIME CLIENTS

The grandfather message

Send this individually — text or DM — to each long-term client by name during the week of July 1. Don't send it as a mass message. The whole point is that they feel personally seen. Adjust details to fit her specifically.

Hey [name] — I wanted to give you a heads up before you hear it from anywhere else.

Starting **August 1**, I'm raising my prices across the board. I haven't touched them in years, and at this point in my career it's time. I wanted to tell you directly before the announcement goes out this week.

Here's the part I want you to know: **you are not going up with everyone else.** You've been with me for so long, and the relationship we've built matters more to me than the

spreadsheet. I'm holding your pricing where it is for the next 12 months as a thank-you for being one of my people from the beginning.

You don't need to do anything. Your appointments stay exactly where they are at the same rate you've always paid. I just wanted you to hear it from me, not see it in an email.

I appreciate you more than you know. See you [next appt date] . xx

Tone notes: warm, personal, not apologetic. You're not asking permission and you're not making a big deal of it. The message is gratitude + a quiet gift. Don't over-explain why prices are going up. Don't say "I'm so sorry." Don't list the new prices to her — she doesn't need them.

REFERENCE · THE NEW PRICING

Locked numbers (effective August 1)

For your reference. The all-client email Krista is drafting will include these.

SERVICE	CURRENT	NEW (AUG 1)
All-Over Color (2 hr)	\$300	\$350
Mini Color (2 hr)	\$350	\$430
Lived-In Partial (2.5 hr)	\$400	\$500
Lived-In Full (3 hr)	\$450	\$550
Gloss (1 hr)	\$185	\$250
Women's Cut (1 hr)	\$155	\$215
Extensions	Per-20g labor + hair as separate line item — final numbers being recalculated, communicated individually at consultation	

Send Script 1 to your long-timers the same day Krista's all-client announcement goes out, but a few hours earlier. That way they get the gift before they see the news. Order matters more than wording.