

The SOP — Voice-Note Riffs

Coaching with Krista · Jenn · The Bible she lives by for the first 90 days · July 2026

The SOP is not the handbook. The handbook is the vibe. The SOP is the literal step-by-step — what happens, in what order, using which tools, at what measurements. It's the thing that keeps her from asking you the same question fifteen times because she can look it up herself.

How to use these: Record these *in the salon*, not at home. Walk around while you talk. Look at the door, the parking, the station, the drawers. Your unconscious competence is the enemy — talking through it while you SEE it is what breaks it open. One service per sitting is fine. When you're done, upload the memos into your Claude project and say "draft the SOP from these." It'll take a couple hours total, spread across a week.

SECTION 1

Arrival — before she's even inside.

Krista's rule: never assume she knows how to get to the suite. Talk her from her car to the door.

1. Parking.

Which lot? Which spots are for clients vs employees? Which spots are OFF LIMITS? Any specific rules on where to leave her car during a busy day?

2. Walking in.

From the parking lot to the studio door — turn by turn. Which entrance? Which elevator or stairs? Which floor? Which hallway? Which door? Say it like you're on the phone with someone who's never been.

3. Arrival time.

What time does the day start for HER (not you)? Is she in 15 minutes early? 30? What does that early time get used for? When does she clock in?

SECTION 2

Opening the studio.

4. The first five minutes.

Walk through it. Lights on where? Music on — what playlist, what device, what volume? Candle or diffuser — which one, where does it live, when does it get lit? What temperature is the studio set to? Every single thing you do in the first five minutes of walking in.

5. Station setup.

Your station specifically. Which tools live where? Foil count you always want ready? Combs, clips, brushes — how many of each, where? What's the "station is ready" test?

6. Back bar prep.

Color inventory check, tools laid out, capes hung, towels folded, whatever. What does she look at, in what order, and what's she doing to it?

SECTION 3

Per-service SOPs — one at a time.

Record a separate voice memo for each of these. Don't try to do all of them in one sitting.

7. Root Touch-Up SOP.

Walk through it start to finish. Consult, formula check, mix ratios and exact ounces, application order, processing time, rinse protocol, toner (if any), shampoo, blow-dry, style, checkout. What she does, what YOU do, what she asks about vs handles on her own.

8. Mini Foil SOP.

Same. Every step. Include the details you don't think you need to include.

9. Lived-In Partial SOP.

Same. Every step.

10. Lived-In Full SOP.

Same. Every step.

11. Gloss / Toner SOP.

Same. Include when you double-tone, when you don't, the exact ounces of each toner + developer for each dilution.

12. Extension consult SOP.

Walk through what a first-time extension consult looks like from door open to booking. Every question you ask, every thing you show, every decision point.

13. Extension install SOP.

The install itself. Bond making, hair prep, sectioning, install pattern, cutting, styling. Every step. This is the one that pays her salary — get it right.

14. Extension move-up SOP.

The maintenance appointment. Removal, hair check, re-tip if applicable, re-install, style. Every step.

SECTION 4

The measurements and formulas.

15. Standard measurements.

Ounces for a full toner (Krista's is 3 total — 1.5 color, 1.5 developer). Yours? For each service — what's the standard mix? 5-and-7 developer? 10 volume? 20? Say it like she's writing it down.

16. Shampoo protocol.

Do you double-shampoo? When yes, when no? What clarifying shampoo do you use, when? For extension clients specifically — clarify, don't condition. For color clients — different protocol. Walk through it.

17. Application handoffs.

When YOU are applying color and she's assisting — what's she doing? Handing foils? Pulling color through ends? Mixing next color? What does she DO during the application, minute by minute?

SECTION 5

Between clients + closing.

18. Between-client reset.

Client walks out, next client walks in five minutes later. What has to happen in those five minutes? Who does what? What's the "station is ready" test?

19. Cleaning during the day.

Sweeping — into the ivac, push the button, all hair collected. Wiping stations. Rinsing bowls. What's the standard between clients, and what's the standard at day's end?

20. Closing protocol.

Last client walks out. Now what? Chair pumped down (protects the hydraulics). Lights, music, candles. Dishes. Trash. Restock check. Last look. Lock up. Every single thing, in order.

SECTION 6

Admin, ordering, back-of-house.

21. Color ordering.

How you order color. Which distributor. What day of the week you place orders. What's the standard for when we're getting low — she checks and flags to you, or she orders directly? Draft orders or place-and-go?

22. Client communication.

Confirmations, reminders, rebooking texts. Who sends them? What tool (Vagaro)? What's the standard voice of the text — warm, casual, brief?

23. Content moments.

If she's the one filming — what does she look for? When does she pull out the phone? What does she never film? What are the studio's aesthetics she's protecting?

Next steps after you record:

1. Upload the voice memos to your Claude project as you finish them — you don't have to wait until they're all done.

2. Say: *"Draft the SOP section for [service name] from this voice memo. Use my voice. Break it into numbered steps. Include measurements exactly."*
3. Do one section at a time so it doesn't overwhelm you (or Claude).
4. When it's all drafted, ask Claude to compile everything into one Google Doc-style SOP. Include a table of contents so she can jump to what she needs.
5. The SOP is NOT for the lawyer — it's not legally binding. It's your Bible for how the studio runs. Skip legal review; go straight to using it.

Every step you take for granted is a step she'll do differently unless you write it down. This document doesn't need to be pretty — it needs to be complete. When she has a question and you're with a client, "did you check the SOP?" is the response that saves the rest of your day.