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## Hair Apparent

Keep revenue up even as well-coiffed clients come in less often

By Carrie Borzillo

In a rebounding but still slow economy, we all need a few tricks up our sleeves. There are ways to keep the business of your hair clients—who might be going longer between appointments or even forgoing hair-coloring services—by getting creative with color and service options. “It’s up to us as professionals to offer our clients alternatives to meet their needs, yet also help our retention,” says **Michael Angelo Rizzi**. “Suggesting low light coloring and practicing customized blended hair-coloring techniques will keep your clients’ hair looking fabulous—even with slight regrowth. If you keep them happy during this economic recovery, they’ll respect that you have them in your best interest.”

Another solution to the potential loss of business with the new, lower maintenance ‘dos is to bundle your salon services. It allows your clients to feel like they’re getting more bang for their buck. “I suggest creating a spring hair color or highlight makeover special,” says **Rizzi**, owner of **Michael Angelo Hair Studio in Tampa, Florida**. “You may want to include a base hair-color service, face-framing highlights and a special glaze treatment for ‘spring renewal.’

“You can drop the price about 20-30% from your a la carte service menu,” he adds. “You have the potential to make more money with the new referrals that will come from your clients’ friends, family and coworkers.”

