

The Retention–Referral Flywheel

Your highest-retention clients refer 1.8 new clients per year. Your average client: 0.3. The flywheel runs on recognition, not incentives.

STEP 01 · IDENTIFY YOUR VIP TIER

92 Clients with 6+ visits AND a rebook rate of 80%+ AND no complaints. Pull this list quarterly.

STEP 02 · RECOGNIZE PRIVATELY

92A hand-typed note or personal message from the stylist: “You’ve been with us for X visits — I genuinely love having you as a client.” No discount needed.

STEP 03 · CREATE A SOFT REFERRAL MOMENT

92If you ever have a friend looking for a great [colorist/stylist], I’d love to take care of them. Just send them my name.”

STEP 04 · CLOSE THE LOOP

92When a referred client books: tell the referrer. “Your friend [Name] just booked in — thank you for thinking of me.”

*Referral incentives (discounts, points) lower the perceived value of the relationship. **VIP recognition is more powerful and costs nothing.***