

Hair salons

A guide to transforming sporadic visits
into committed salon relationships

2026

MEMBERSHIPS GUIDE

aglow

What is a membership?

A membership turns your regular services into automatic, recurring appointments with manageable payments.

Instead of clients stretching appointments from 6 weeks to 10 when budgets are tight, they commit to consistent care through weekly or fortnightly instalments. By their appointment day, it's already paid for. No payment shock. No rebooking friction. Just routine maintenance that happens automatically.

Think

Netflix for hair care. Set it once, enjoy ongoing access, payments happen in the background.



Why your clients will love it.



Budget-friendly salon visits

That \$280 colour appointment becomes \$45 weekly. Premium hair care fits into regular household budgets.



Appointments feel free

Arrive knowing it's already paid for. No checkout moment, no card out. Just enjoy your time in the chair.



Never fall behind on maintenance

Automatic payments and priority booking mean their hair routine stays on track without mental load.



VIP treatment

Priority booking, birthday treats, exclusive perks – the full member experience that recognises their commitment to you.

Why you'll love it.



Predictable revenue

Know exactly what's coming in next week, next month. No more wondering who'll actually rebook.



Zero no-show risk

Services are pre-paid. If someone cancels, you're not out of pocket – just reschedule.



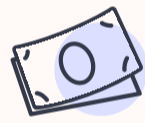
Better retention

Members stay 89% longer than casual clients. That 6-weekly colour client becomes a multi-year relationship.



Fuller calendar

Committed members book months ahead. Your schedule fills itself.



Higher spending

Members spend 45% more annually through add-ons and retail purchases. When treatments feel "already paid for," clients say yes to upgrades.

Example

50 weekly blow dry members at \$45/week = \$9,000 monthly.
Add 30 clients on 6-weekly hair colour at \$45/week = \$5,400 monthly.

That's \$14,400 in guaranteed monthly revenue before anyone books an extra service.

a Memberships

Blow dry clients **50**

Hair colour clients **30**

Payments **\$45**

Clients return every: 6 weeks



Monthly
Guaranteed revenue

\$14,400



≡ Every member had two extra appointments per year. Two extra appointments at \$400 each - that boosted my bottom line tremendously.

When people think they've already paid for it in their head, they're more inclined to upgrade their treatment or buy some retail product.

We found people are more inclined to buy a third product, more inclined to add on because they they've already paid for it. ≡

SECTION TWO

What makes aglow different?

The only memberships and payments platform built exclusively
for the amazing salon client experiences.



The aglow difference

We have built aglow around one simple question: what makes a client feel genuinely valued? The answer: access they wouldn't otherwise get, a surprise that delights them, recognition that they're not just another booking.

We become an extension of your team

When your members have questions, they contact us. When payments fail, we chase them. When someone wants to cancel, we handle it according to your policies.

Frequency adjustments, pauses, upgrades, cancellations, payment failures – aglow manages it all so you can focus on hair.

You could have 150 active members and the admin load feels the same as 15. Because we're doing the work.

Built exclusively for hair and beauty

We don't serve gyms, co-working spaces, or anyone else. Every feature is designed for hair and beauty service memberships – from flexible payment timing to wallet solutions for variable pricing.

Generic platforms make you bend your business to fit their software. aglow bends to fit how you actually work.

We're here to help you succeed

Book a complimentary 1:1 session with our team anytime. We'll help with setup, work through strategic perks, plan your launch conversations, train your team – whatever's on your mind.

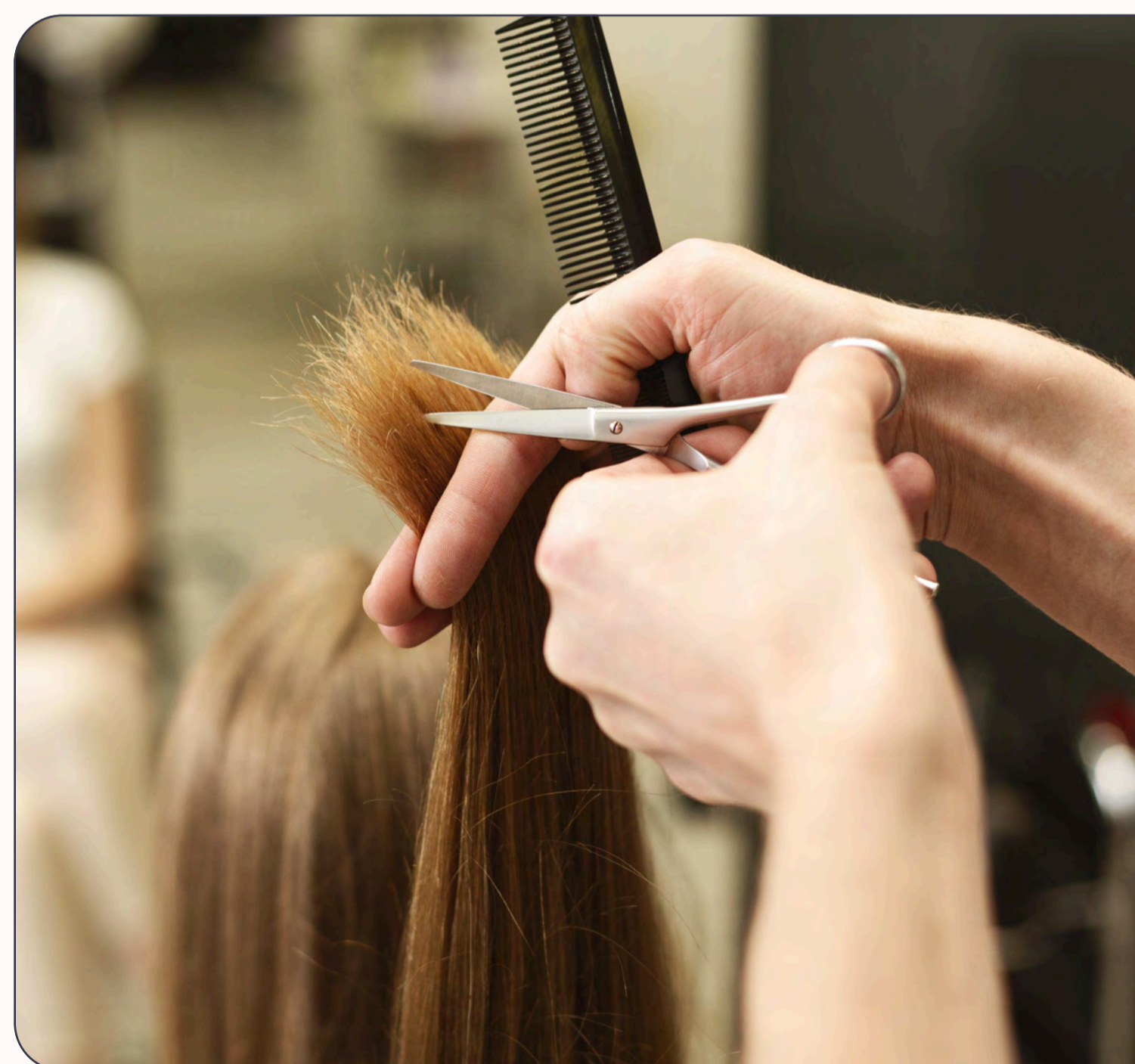
Your success is our success.

The power of focus

Booking software adds "memberships" as a feature then moves on. We're going deeper on memberships than anyone else because it's all we do.

Features like client-controlled payment timing, treatment wallet for variable services, white-glove member support – this only gets built when a company is 100% focused on solving one problem brilliantly.

The result? A busy salon can confidently manage 100+ members with less admin than manually chasing 20 clients to rebook.





≡ We don't have quiet periods. Meaning even in winter, we can give team shifts, not cut their hours and we actually incentivise the team with bonuses per aglow sign up. It helps to build job stability. ≡

SECTION THREE

The best memberships for hair salons

Hair salons can use all three membership types depending on client needs and service complexity.



Subscriptions

(for routine maintenance)

Perfect for services with predictable timing and pricing.


On commitment levels: We recommend low commitment subscriptions rather than locking clients into long contracts. A 3-month minimum term is ideal, then month-to-month with the ability to cancel anytime. It's up to you to provide an exceptional experience and value-added relationship to retain your subscribers. That's how you win advocates and referrals – through excellent service, not lock-in tactics.


Popular subscription examples

Weekly Blow Dry Membership

Perfect for

Clients who want weekly styling without weekly payment decisions

 **One blow dry weekly** (Every week)
3-month minimum term, then month-to-month


 **Perks**
Priority booking
10% off retail
Quarterly treatment upgrade (deep conditioning, gloss)


Weekly (total per appointment) **\$45**
Monthly **\$180**

6-Weekly Colour Service

Perfect for


Clients maintaining their colour on a regular cycle

 **Full colour or balayage** (Every six weeks)
Includes cut and blow dry
3-month minimum term, then month-to-month

 **Perks**
Priority booking
10% off retail
Extended scalp massage quarterly


Weekly **\$45**
6-weeks (total per appointment) **\$270**


A few more popular subscription examples...

 **6-Weekly Trim & Style**

Perfect for


Clients who want regular cuts without rebooking friction

 **Cut and blow dry** (Every six weeks)
Includes cut and blow dry
3-month minimum term, then month-to-month

 **Perks**
Priority booking, 10% off retail
Complimentary deep conditioning treatment quarterly


Weekly **\$30**


Monthly (total per appointment) **\$180**

 **Monthly Root Touch-Up**

Perfect for


Clients maintaining colour between major services

 **Root colour or tint** (Every 3-4 weeks)
Includes blow dry

 **Perks**
Priority booking
10% off retail
Extended scalp massage quarterly


Weekly **\$50**


Monthly (total per appointment) **\$200-220**

 **Extension Maintenance**

Perfect for


Hair extension clients who need consistent maintenance

 **Extension check and adjustment** (six-weekly)
Includes styling
3-month minimum term, then month-to-month

 **Perks**
Priority booking, 15% off retail
Complimentary deep conditioning treatment quarterly
Extended scalp massage quarterly


Weekly **\$60**


Monthly (total per appointment) **\$360**

 **The Works - Ultimate Hair Care**

Perfect for

Your most committed clients who want complete hair care

 **Weekly blow dry plus 6-weekly colour**
Includes styling
3-month minimum term, then month-to-month

 **Perks**
Priority booking, 15% off retail
Extended scalp massage monthly
Birthday treatment, quarterly Olaplex or bond treatment included

Weekly **\$90**

Monthly (total per appointment) **\$360**

Treatment plans

(for transformation journeys)

Perfect when clients need multi-session transformations with a clear endpoint.

Build the plan with your client while they're there. This helps you agree on budget, timeline, and goals together. They'll get an SMS and email invite and can sign up on the spot in 2 minutes.

Popular treatment plan examples

Blonde Transformation Journey

Perfect for

Dark to blonde transformations that require patience and multiple sessions

 **4-6 lightening sessions**
6-8 weeks intervals over 6-9 months
Customised timing based on hair health
4x bond treatments between sessions
2x toning appointments

 **Perks**
Priority booking
10% off retail
Quarterly treatment upgrade (deep conditioning, gloss)


Weekly (over 48-62 weeks) **\$50 – \$65**


Total value **\$2,400 – \$3,200**

Hair Health Recovery

Perfect for

Clients recovering from damage and growing out healthy hair

 **6x Cutting sessions over 9 months**
Gradual damage removal, 6-week intervals
6x Olaplex or bond treatments
3x Deep conditioning treatments

 **Perks**
Priority booking
10% off homecare products
Extended scalp massage quarterly
Complimentary style at completion

Weekly (over 40 weeks) **\$30**

Total value **\$1,200**



Colour Correction Programme

Perfect for

Box dye corrections or major colour transformations



3-5 x Corrections sessions

6-8 weeks intervals over 4-7 months
Custom based on assessment of hair

3x Bond treatments

2x Toning sessions



Perks

Priority booking

15% off colour-safe homecare products

Complimentary treatments between sessions

Extended scalp massage at completion

Completion reward (complimentary gloss or style)

Weekly

(over 40-52 weeks)

\$50 – \$65

Total value

\$1,800 – \$2,400

Treatment Wallet

(for flexible spending and loyalty)

Perfect for clients with variable services or those who want to budget for salon visits, retail, and add-ons flexibly.

Why wallet works brilliantly for hair



Variable pricing

Accommodates variable pricing (half head vs full head, length-based pricing, add-on treatments)



Retail purchases

Includes retail purchases naturally (that purple shampoo, that styling product they love)



Loyalty

Builds loyalty by locking funds to your salon



Encourages upgrades

Creates "already paid for" psychology that encourages upgrades

How it works

- ✓ Clients set weekly, fortnightly, or monthly contributions
- ✓ Funds build in their digital wallet
- ✓ They tap to pay at checkout for any service or retail
- ✓ If service costs more than wallet balance, they split payment

Perks

- ✓ If service costs more than wallet balance, they split payment
- ✓ 10% off all retail purchases
- ✓ Every \$500 spent = complimentary blow dry or style
- ✓ Birthday reward: \$50 off any service
- ✓ Quarterly treatment upgrade (Olaplex, gloss, deep conditioning)

a Treatment Wallet

12-week projected wallet balance

\$720

Current balance

\$400

Deductions

Balayage \$280

Purple shampoo \$40

Contribution

\$60

Deposit frequency:

Weekly

Example: Sarah

Sarah puts \$60 into her wallet every week. Month one she spends \$280 on a balayage and picks up a \$40 purple shampoo on the way out. Month two it's an \$85 root touch-up and \$55 in styling products. Month three she's in for full highlights at \$350 – wallet covers most of it, she tops up \$70 on the day with her card.

SECTION FOUR

Crafting perks that don't erode margins

Perks that make clients feel like VIPs without hurting your bottom line:



What makes a good perk?

The best perks feel exclusive, not discounted. Think about what makes a client feel genuinely valued: access they wouldn't otherwise get, a surprise that delights them, recognition that they're not just another booking.

Aim for 3–5 perks across these categories:

Entry rewards

- ✓ Priority booking for all services
- ✓ 10% off retail products
- ✓ Complimentary deep conditioning with first appointment

Spend-based perks

For Wallet Members

- ✓ Every \$500 spent = complimentary blow dry or style
- ✓ Every \$1,000 spent = extended scalp massage (7+ minutes)

Commitment rewards

- ✓ 3-month minimum term = complimentary treatment upgrade quarterly (Olaplex, gloss, deep conditioning)
- ✓ 6-month minimum term = extended scalp massage at completion plus quarterly upgrades
- ✓ 12-month commitment = VIP anniversary reward (complimentary colour service or \$100 off major transformation)

Exploration perks

- ✓ 10% off any service you haven't tried before
- ✓ Complimentary treatment upgrade when referring a friend who signs up

Milestone rewards

- ✓ Birthday treatment: complimentary blow dry or \$50 off any service
- ✓ Plan completion reward: complimentary style or retail product of choice

Discounting

Gifts are VIP experiences, discounts de-value your brand. But if you're going to do them, keep it under 15% to protect your margins whilst still delivering genuine value.

SECTION FIVE

How three membership types work together

Smart salons use all three types strategically for different clients and situations.



The transformation-to-maintenance pathway:

Client starts with a treatment plan for blonde transformation (6-9 months) → Transitions to 6-weekly colour subscription for maintenance → Also loads wallet for retail and occasional full head colour

Month 1

Consultation for dark to blonde transformation. Build 5-session plan together over 7-8 months at \$55/week

Months 1-8

Completes blonde journey with consistent 6-8 week sessions

Month 7

You introduce the transition: "Your blonde looks incredible. To maintain it with 6-weekly colour, our subscription makes it automatic – \$45 weekly, priority booking, and quarterly treatments included. Sign up before your final transformation session and get your first month at 50% off."

Month 9

Lisa starts 6-weekly colour subscription

Month 11

Lisa also starts a treatment wallet, contributing \$40 weekly for retail, occasional glosses, and her annual full colour refresh

Lifetime value

Treatment plan (\$2,200) + 18 months colour subscription (\$3,240) + wallet spending (\$2,880) = \$8,320 and counting



≡ *The forecasting for me was super important because I know exactly how much extra money is coming into my bank account every week. And that allowed me to take that money and put it in my own budget and reinvest it where I wanted to.*

You know, in the salon world at the moment, things are up and down. I could have a week at 100% capacity, then I might have one at 70% capacity. aglow created a balance. It's a steady line for me.



Stacking for comprehensive care:

One client can have:

- ✓ 6-weekly colour subscription (\$45/week)
- ✓ Weekly blow dry subscription (\$45/week)
- ✓ Treatment wallet for retail and extras (\$20/week)
- ✓ Total: \$110/week = \$5,720 annually from one client

SECTION SIX

Getting started

It's easier than you think to introduce memberships and perks into your daily conversations with clients



Start with a conversation

Subscriptions

At the next appointment of a regular client

You're already coming in every 6 weeks for colour – what if instead of \$270 on the day, you could do \$45 weekly and get priority booking plus member perks? Want to make it official?



For treatment plans

When a client asks about going blonde

Let's map out what that journey looks like together. I'm thinking 5 sessions over 7-8 months to keep your hair healthy. Rather than \$500-600 each time, what if you could do \$55 weekly and we lock in the whole transformation? Let me show you exactly how that works.

For Wallet

When a client mentions budgeting for colour

Have you thought about a treatment wallet? You set aside \$50-60 weekly, and by the time your colour appointment comes around, it's already there. Plus you can use it for retail, add-ons, anything. Makes salon spending way less stressful.

Your first members are already in your book

Look for these patient types



Treatment Plans

Listen for transformation requests – going blonde, growing out damage, major colour changes. Build the plan during their consultation.



Subscriptions

Look at clients who book like clockwork – weekly blow dries, 6-weekly colour, regular extension maintenance. They're ready.



Treatment Wallet

Anyone who mentions budgeting, anyone who hesitates on add-ons due to price, anyone buying retail regularly.

No big launch needed

A straightforward way to plan your aglow rollout.



That's it. No event. No complicated plan.

Just start ➔

SECTION SEVEN

Conversations with patients

Helping you rehearse a few common scenarios where you can build memberships, subscriptions and Treatment Wallet into the conversation



For subscriptions

(routine services)

For weekly blow dry clients

You're already coming every Tuesday like clockwork. Want to make it official and get member perks? \$45 weekly, priority booking, and 10% off retail. Way easier than thinking about it each week.

For 6-weekly colour clients

I notice you're back every 6 weeks for colour. Our subscription makes it automatic – \$45 weekly instead of \$270 every appointment. Plus you get priority booking so you never lose your spot, and quarterly extended scalp massages.

For extension clients

Your extensions need maintenance every 6 weeks anyway.

Our subscription is \$60 weekly, includes priority booking and quarterly deep conditioning treatments plus extended scalp massages. Makes the ongoing care so much easier to manage.



For treatment plans *(transformations)*

For weekly blow dry clients

Going from dark to blonde safely takes 5-6 sessions over about 7-8 months. Let's build your plan together so you know exactly what to expect. Rather than \$500-600 each session, we can do \$55 weekly.

Plus you get bond treatments included, priority booking throughout, and an extended scalp massage when you complete the journey.



For colour corrections

This is going to take 3-4 sessions to get you where you want to be. Total investment is around \$2,000. But through a treatment plan, that becomes \$50 weekly over 40 weeks. Plus quarterly conditioning treatments, priority booking, and an extended scalp massage at completion. Does that work better for you?

For Treatment Wallet

(flexible spending)

For budget-conscious clients

Hate that moment when the total comes up? Treatment wallet lets you set aside \$50-60 weekly, so by appointment time it feels already paid for. Plus you can use it for retail, add treatments, anything. Takes the stress out completely. And you get perks – every \$500 spent earns you a complimentary blow dry.

For retail buyers

I notice you buy retail regularly. Treatment wallet gives you 10% off all products automatically. You set aside whatever works weekly, use it for services and products. Makes everything easier. Plus once you hit \$1,000 spent, you get an extended scalp massage.



For clients who stretch appointments

When budgets are tight, I notice you push appointments from 6 weeks to 10. Treatment wallet helps with that – weekly contributions mean the money's there when you need it. Plus you get priority booking and perks like complimentary blow dries when you hit spending milestones.

SECTION EIGHT

Common client questions

Clients always have questions, feel better prepared to answer some of the most common memberships questions with these handy prompts.



Handling common questions

When clients ask questions, here's how to answer them clearly:

I'm not sure I can commit

Subscriptions are just 3 months minimum, then month-to-month. And you can pause anytime if life gets crazy. The weekly payments make it way easier to budget than hoping you have \$270 every 6 weeks.

What if I need to pause?

Life happens. You can pause payments anytime. For subscriptions, just restart when you're ready. For treatment plans, we extend your end date. For wallet, pause contributions and use what you've saved. aglow handles all the admin.

What if I need to reschedule my appointment?

You can reschedule once per cycle with 24 hours notice – life happens, we get it. Just give us a day's notice and we'll find you another time. But if you need to reschedule again in the same cycle or don't give 24 hours notice, you'd forfeit that treatment for the cycle. This protects your slot and keeps things fair for everyone.

What happens if I want to cancel my treatment plan?

We understand life changes. If you need to cancel, there's a cancellation fee of 20% of your remaining balance. But before cancelling, we can pause your payments for up to 3 months without any penalty – which often helps when life gets busy or finances get tight temporarily. We want to work with you to complete your journey.

What happens if I want to cancel my subscription?

After your 3-month minimum term, you can cancel anytime with 30 days notice. We keep minimum terms short because we'd rather keep you through exceptional service and value, not lock-in contracts. That's how we earn long-term members who become our biggest advocates.

Can I use wallet for retail?

Absolutely. That's one of the best parts. Your purple shampoo, your styling cream, your Olaplex to take home – it all comes out of your wallet. And you get 10% off retail as a member.

How does the wallet work with variable pricing?

That's exactly why wallet is perfect for hair. Your balayage might be \$350, roots might be \$240, a gloss might be \$85. Wallet covers it all – just tap your phone at checkout. If the service costs more than your balance, you can top up on the day or split the payment.

What if I have both a subscription and a wallet?

Tons of our clients do this. Subscription covers your regular service – like 6-weekly colour. Wallet covers your retail, add-ons, occasional treatments.

They work together beautifully.

A reminder of what memberships unlock

For your clients

- ✓ Budget-friendly access to regular salon care
- ✓ Never fall behind on their hair routine
- ✓ Priority booking that protects their regular slot
- ✓ VIP treatment and exclusive perks (including extended scalp massages)
- ✓ Flexibility across subscriptions, plans, and wallet spending



For your business



- ✓ Predictable monthly revenue you can forecast
- ✓ Fuller calendar with committed clients
- ✓ Better retention (89% longer)
- ✓ Higher spending (45% more annually)
- ✓ Team stability with consistent shifts
- ✓ Business confidence to plan, invest, grow

Ready to start?

You don't need everything perfect.

Pick one membership type that makes sense for your salon right now:

- ✓ One subscription for your most popular regular service
- ✓ One treatment plan for your next transformation consultation
- ✓ Wallet for clients who mention budgeting

Start free trial →

Questions?

Book a complimentary 1:1 session with our team. We'll help you set up, plan your launch, train your team – whatever you need. Your success is our success.

This playbook is part of the aglow membership success series. Also available: guides for skin clinics, lash and brow studios, and nail techs.

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learn more at getaglow.co