

# Nail techs

A guide to transforming occasional clients  
into committed regulars

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2026

MEMBERSHIPS GUIDE

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*aglow*

# What is a membership?

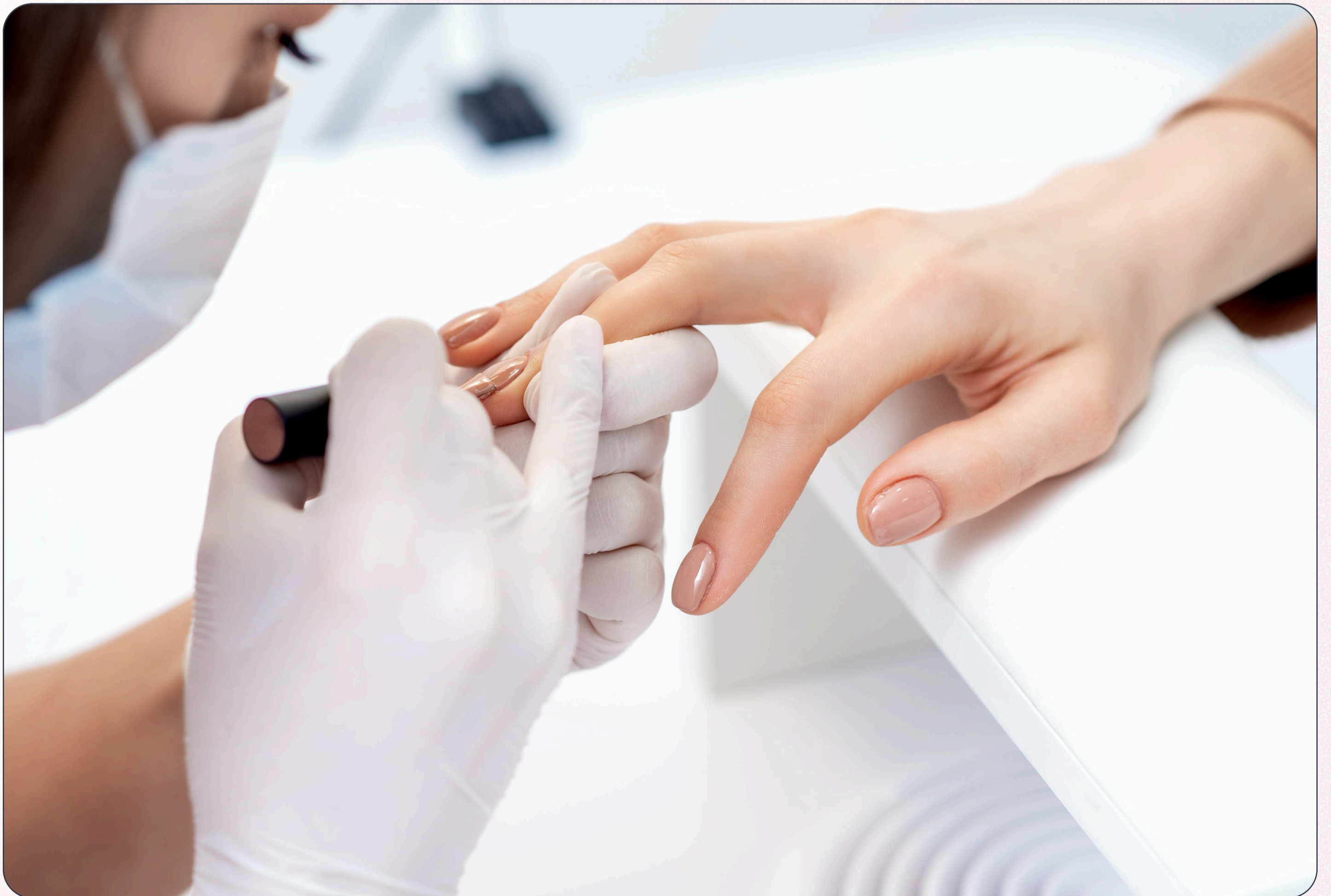
A membership turns your regular services into automatic, recurring appointments with manageable payments.

Instead of clients paying \$80 every three weeks at checkout, they pay \$27 weekly. The appointment is already paid for when they arrive. No payment shock. No rebooking friction. Just routine nail care that happens automatically.

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## *Think*

Netflix for nails. Set it up once, enjoy ongoing access, payments happen in the background.



# Why your clients will love it.



## **Budget-friendly nail care**

Premium gel manicures fit into weekly household budgets. That \$80 three-weekly appointment becomes \$27 weekly.



## **Treatments feel free**

Arrive knowing it's already paid for. No checkout moment, no card out. Just enjoy your appointment.



## **Never miss their routine**

Automatic renewal means their maintenance schedule stays on track without mental load.



## **VIP treatment**

Priority booking, birthday treats, exclusive perks – the full member experience.

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# Why you'll love it.



## Predictable revenue

Know exactly what's coming in next week, next month. No more feast-or-famine cycles.



## Zero no-show risk

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



## Better retention

Members stay 89% longer than casual clients. That three-weekly regular 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.

### *Example*

100 clients × \$27/week = \$11,700 monthly guaranteed revenue.

## *a* Memberships

Number of clients **100**

Payments **\$27**

Clients return every: 4 weeks



Monthly  
Guaranteed revenue

**\$11,700**



*I really love how convenient a membership is! As a single mum, it helps me manage my budget and prioritise me-time.*

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**Member at Wellington Cosmetic Clinic**

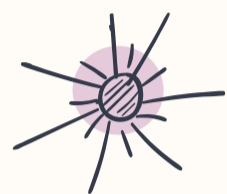
# What makes aglow different?



## 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.

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



## Built exclusively for beauty

We don't serve gyms, co-working spaces, or anyone else. Every feature is designed for beauty service memberships.

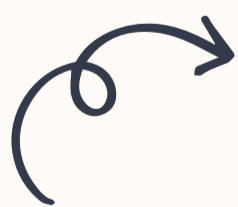
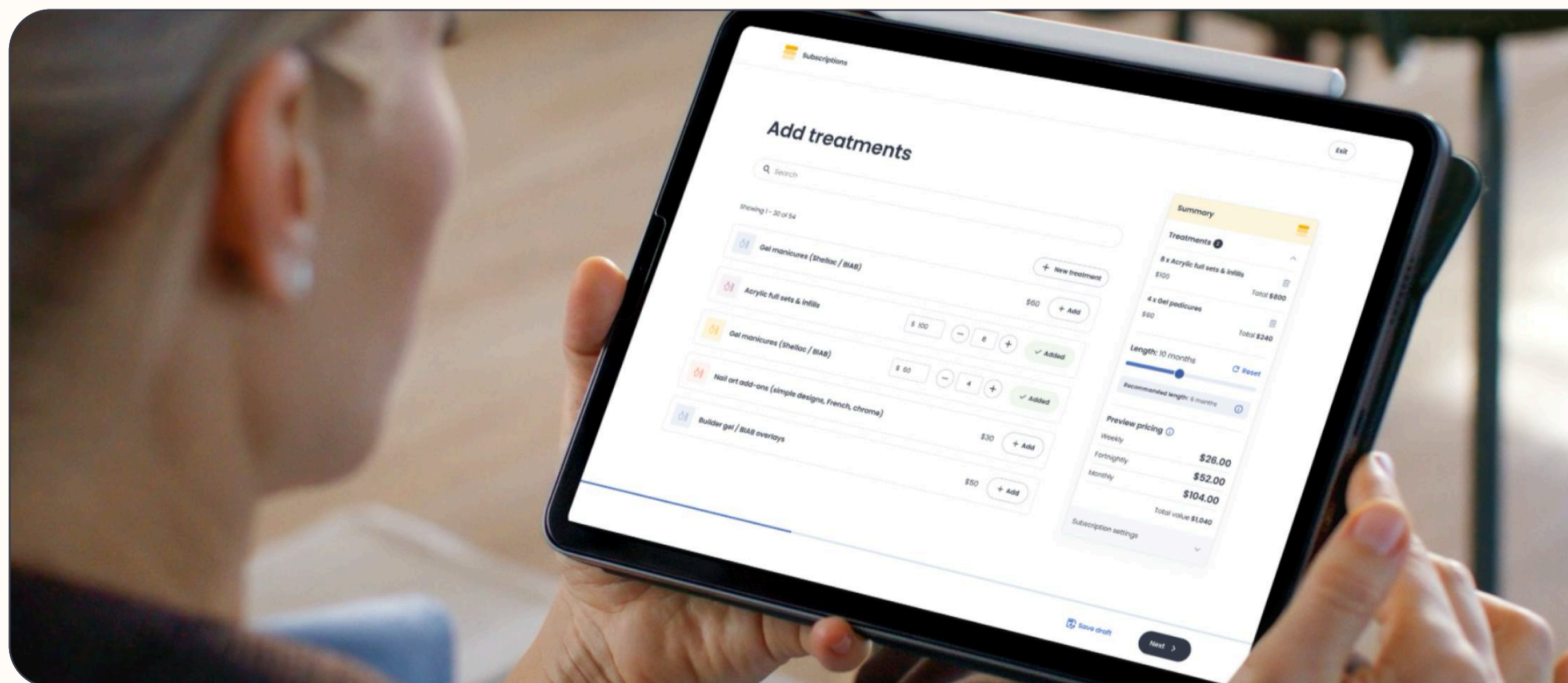
Generic platforms make you bend your business to fit their software. aglow bends to fit how you actually work.



## The power of focus

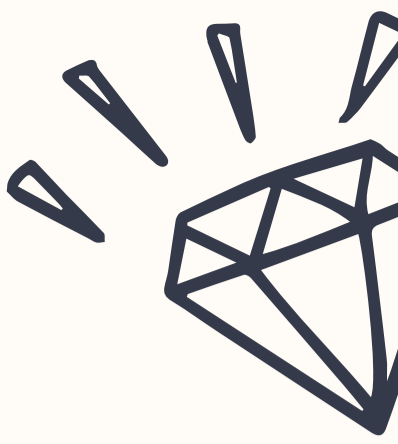
Booking software adds "memberships" as a feature then moves on. We're going deeper on memberships than anyone else because it's all we do.

Features like client-controlled payment timing, sophisticated refund frameworks, white-glove member support – this only gets built when your service provider is 100% focused on solving one problem brilliantly.



## The result

A solo nail tech can confidently manage 100+ members with less admin than manually chasing 20 clients to rebook.



# Nail techs

## *The best membership option*

### Subscriptions are your sweet spot

Your services need regular maintenance at predictable intervals:

Gel manicures: every 2-3 weeks

Acrylic fills: every 2-3 weeks


Gel pedicures: every 4-6 weeks


BIAB: every 3-4 weeks


Subscriptions match this rhythm perfectly. Create standardised templates, clients sign up once, recurring revenue on autopilot.



### Popular subscription examples

 Fortnightly Gel Manicure

 **Gel manicure** (Every 2 weeks)

 **Perks**

- Priority booking
- 10% discount on nail art
- Complimentary birthday upgrade

**Weekly** **\$35**

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**Monthly** (total per appointment) **\$70**

 Three-Weekly Acrylic Fills

 **Full set maintenance** (Every 3 weeks)


 **Perks**


- Free shape change
- 10% discount on retail
- Complimentary cuticle oil


**Weekly** **\$27**

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**Monthly** (total per appointment) **\$80**

 Monthly Mani + Pedi Plan

 **Gel manicure + pedicure** (same appointment, monthly)

 **Perks**

- Priority booking
- 10% discount on retail
- 20min foot & hand massage

**Weekly** **\$42**

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**Monthly** (total per appointment) **\$182**

## Stacking for higher value

Clients can run multiple subscriptions at different frequencies:

- **Start:** Fortnightly gel manis (\$35/week)
- **Add:** Monthly pedicures (\$30/week)
- **Total:** \$65/week = \$3,380 annually from one client



### Subscription

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<b>Gel manicure</b> 🕒 Every 2 weeks	<b>\$35</b> /week
<b>Spa Pedicure</b> 🕒 Every month	<b>\$30</b> /week

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**Subscription Term:** One year

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Weekly	<b>\$65</b>
Yearly	<b>\$3,380</b>

### *Putting it together*

That client who started with basic gel manis? Six months later she's running multiple subscriptions. That's the power of stacking.





≡ *We went from \$197k to over \$500k in revenue. Retention rates up from 30% to 70%.*

*80% of our clients are on aglow because we make it the obvious choice.* ≡

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**Kelly, The Facial Bar**

# Getting started

*It's easier than you think*

## Test before you commit

You can try aglow for free and ask your next regular client:

You're already coming in every three weeks - what if instead of paying \$80, you could pay \$27 per week and get priority booking plus exclusive perks? Would that interest you?

Listen to their response. Most will say yes. That tells you everything you need to know. Signing up for a subscription takes less than 2 mins.

*Fast is better than perfect.*

One conversation teaches you more than hours of planning.



# Your first member is already in your book

- 1 Look at next week's appointments.  
Which clients:

Book every 2-3 weeks like clockwork?

Sometimes stretch appointments when budgets are tight?

Spend \$60+ per visit consistently?

- 2 Those are your first members.  
At their next appointment:

You're already doing this regularly - want to make it official and access exclusive member-only perks?

- 3 Send them the membership link via SMS right there. Most sign up before they leave.

## No big launch needed

### This week

- Create one subscription in aglow
- Generate a QR code
- Mention it to regular clients

### Next week

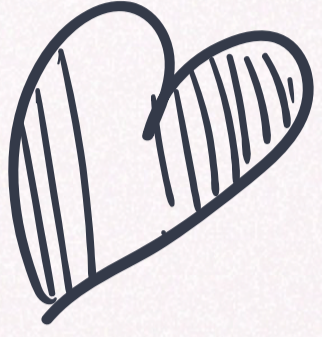
- Get your first few members
- See what questions they ask
- Adjust based on feedback

### Following weeks

- Add membership links to SMS/email confirmations
- Post benefits on Instagram
- Keep mentioning at appointments

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





*I love the convenience - you just attend your appointment and go!*

*Being a member also means you get little perks added to your appointment, which makes me feel really special and taken care of!*



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**Member at Wink Newcastle, Charlestown**

# Conversations with clients

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## For regulars

“You're already coming every three weeks like clockwork - have you thought about becoming a member? You'd get priority booking, 10% off nail art, and instead of \$80 on the day, it'd be \$27 weekly. Way easier to budget for.”

## For inconsistent clients

“I've noticed you love getting your nails done but sometimes stretch appointments. Our membership makes it easier – \$27 weekly instead of \$80 every visit. Plus priority booking and other exclusive perks.”

## At checkout

“Before you go, I'll text you info about our membership. Makes your routine automatic and gets you [specific perk]. Sign up from your phone in two minutes.”



# Handling common questions

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What if I go on holiday?

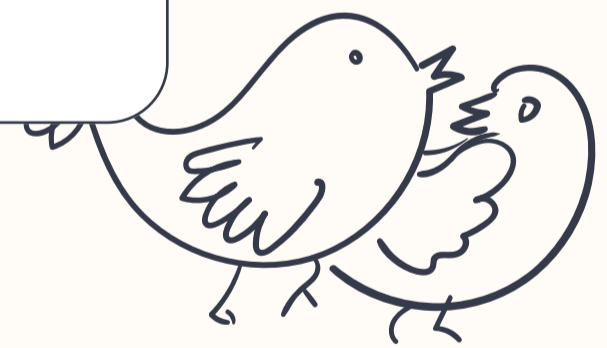
“Just let us know and we pause your payments while you're away. Most memberships include a pause option, so you're not paying for something you can't use.”

What if I don't need it every fortnight?

“We do have monthly options if that suits you better. The fortnightly membership just keeps your nails consistently where you want them.”

What's the commitment?

“We have a 3-month minimum term, then it's month-to-month. Cancel anytime with 30 days notice. But honestly, most members love the convenience so much they stay for years.”



What if I need to reschedule an appointment?

“Give us 48 hours notice and we'll reschedule you, no worries. Less than that and you'll forfeit that prepaid appointment - we've held that time just for you. A quick text or call is all we need.”

Why not just pay as I go?

“You totally can! But with a membership it's already paid for before you walk in. Just show up, stay on track, and unlock perks you won't get paying as you go.”



As soon as I heard about aglow,  
I was like, this is it. I'm sold. It just  
makes it so much easier because  
clients are more consistent with  
their treatments and skincare.  
So they're getting better results.

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Erin, Golden Hour Skin

# What memberships unlock

## For your clients

- ✓ Priority booking
- ✓ Budget-friendly access to regular nail maintenance
- ✓ Never fall behind on their routine
- ✓ VIP treatment and exclusive perks
- ✓ Treatments feel free when they're already paid for

## For your business

- ✓ Predictable revenue you can forecast
- ✓ Better retention (89% longer)
- ✓ Higher spending (45% more annually)
- ✓ Fuller calendar with less effort
- ✓ Business stability
- ✓ Confidence to plan, invest, take holidays

Total membership value

\$8,570

Total Revenue

\$260,450

# Ready to start?

You don't need everything to be perfect. You need one conversation with your next regular client to lock in your first member.

Start your free trial →

Got questions? Our team is here to help you succeed with memberships.

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This playbook is part of the aglow membership success series.  
Coming soon: guides for nail techs, hair salons, and skin clinics.

*aglow*

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learn more at [getaglow.co](https://getaglow.co)