

Tanning studios

A guide to transforming occasional clients into committed regulars with effortless routine maintenance

2026

MEMBERSHIPS GUIDE

aglow

What is a membership?

A membership turns your regular spray tan appointments into an automatic routine with seamless payment.

Your weekly clients walk in, get their tan, and walk out. No checkout moment. No card transactions. Just their regular glow maintenance happening automatically.

Think

Gym membership for your tan. Set it up once, show up for your routine, everything runs in the background.



Why your clients will love it.



Effortless maintenance

Walk in, get sprayed, leave. No stopping at reception, no payment friction. Their tan routine becomes completely automatic.



Treatments feel free

When it's already paid for, appointments feel effortless. They just show up and glow.



Always event-ready

Never worry about being pale for a wedding, party, or weekend. Their glow is always maintained and they get priority booking for last-minute touch-ups.



Member perks

Offer exclusive pricing, retail discounts on tan extenders and prep products, birthday treats, priority event bookings and more.

Why you'll love it.



Predictable weekly revenue

Know exactly what's coming in every single week. Weekly tanning clients create the most predictable revenue stream in beauty.



Zero checkout friction

No processing payments between appointments. Members walk in and out seamlessly. Less time at reception, more time tanning.



Better retention

Members stay 89% longer than casual clients. That fortnightly regular becomes a multi-year relationship.



Fuller calendar

Committed members book their regular slots months ahead. Your weekly schedule fills itself with reliable appointments.



Reduce no-shows

When treatments are pre-paid, clients are far more likely to show up. Your schedule stays full and productive.

Example

100 members × \$55/week = \$23,833 monthly guaranteed revenue.

Memberships

Number of clients **100**

Weekly instalment **\$55**

Clients return every: 4 weeks



Monthly
Guaranteed revenue

\$23,833



≡ 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. ≡

Kelly, The Facial Bar

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 100+ active members and the admin load feels the same as 10. 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.

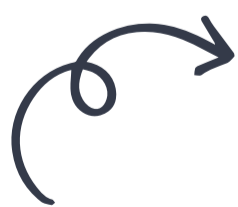
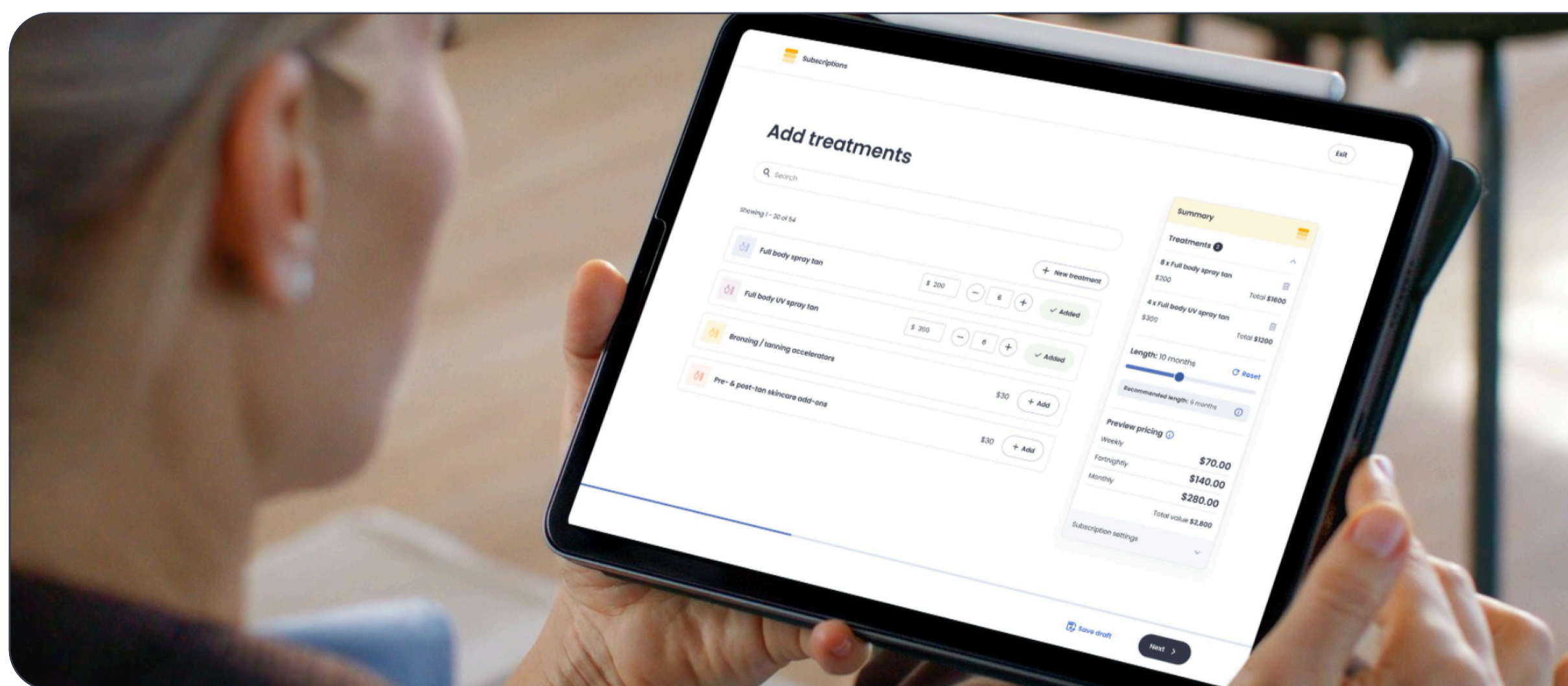
Generic platforms make you bend your business to fit their software. aglow bends to fit how you actually work.



The power of focus

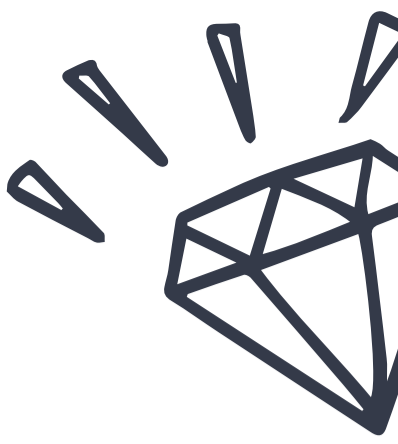
Booking software adds "memberships" as a feature then moves on. We're going deeper on memberships than anyone else because it's all we do.

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 spray tan artist can confidently manage 100+ members with less admin than manually processing 40 weekly clients.



Spray tan studios

The best membership option

Subscriptions are perfect for your business model.

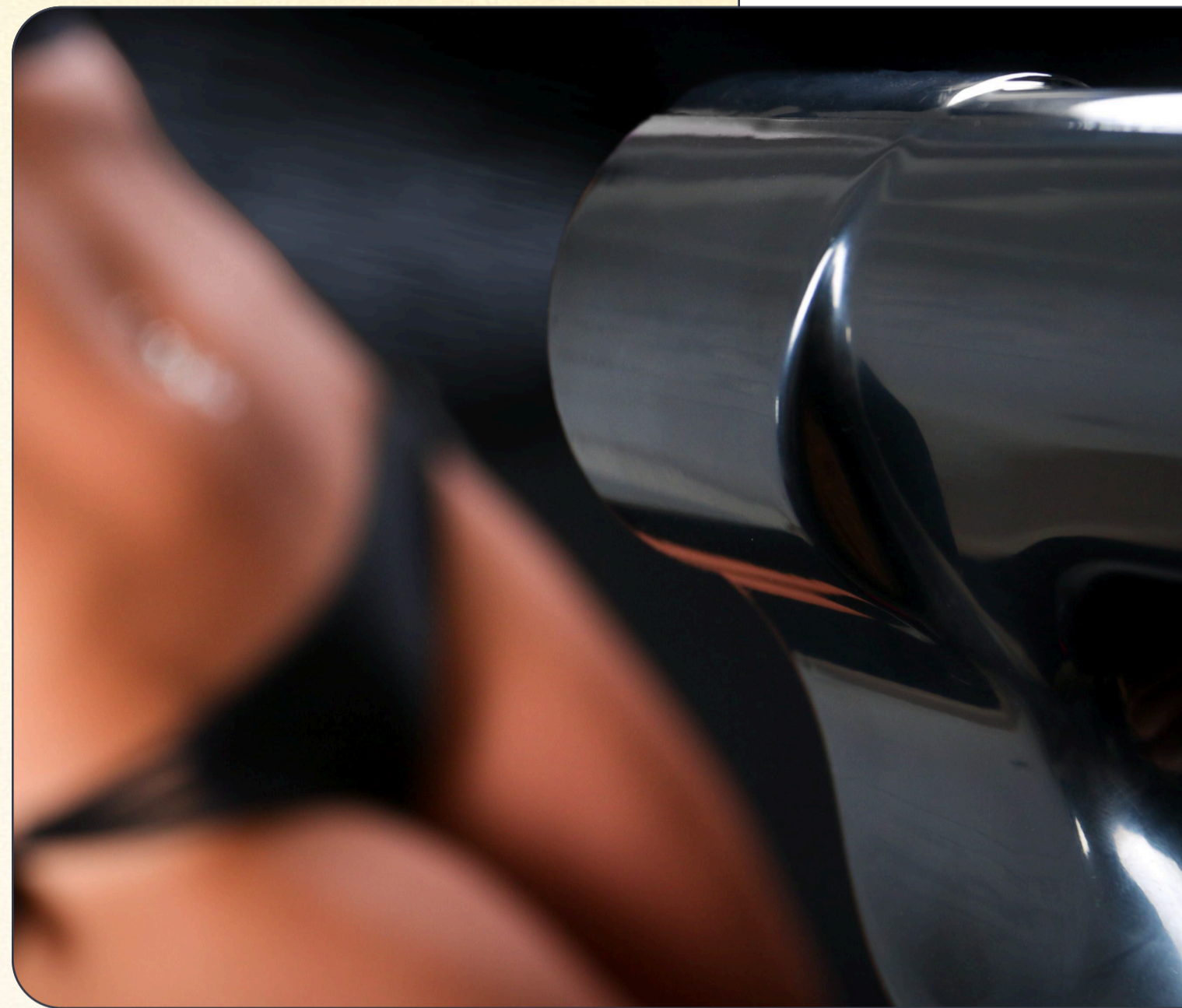
Spray tanning has the most predictable maintenance cycle in beauty:

Weekly maintenance for year-round glow

Fortnightly for lighter maintenance


Pre-event touch-ups with priority access

Subscriptions match this rhythm perfectly. Create your membership tiers, clients sign up once, recurring revenue flows automatically.



Popular membership structures

 Fortnightly Maintenance


 **Full body spray** (Every 2 weeks)

 **Perks**


- Priority booking
- 10% discount on retail

Appointment (vs \$60 casual rate) **\$58**

Weekly (member pricing) **\$29**

 Weekly Glow Membership


 **Full body spray** (Every week)


 **Perks**

- Priority event booking
- 10% discount on retail
- Complimentary birthday tan


Weekly (vs \$60 casual rate) **\$55**

Monthly (member pricing) **\$220**

 VIP Weekly + Retail Bundle

 **Spray tan** (weekly)

Tan extender products (monthly)

 **Perks**

- Premium slot priority
- 10% discount on retail
- Complimentary exfoliation care


Weekly (member pricing) **\$65**

Monthly (member pricing) **\$260**

Why member pricing works


Option 1 : Lower member rate

- **Casual clients:** \$60 per tan
- **Members:** \$55 per tan
(\$220/month vs \$240/month)
- **Savings:** \$240 annually + perks

 **Full body tan spray**

Casual rate	Member rate
\$60 (per tan)	\$55 (per tan)
\$240 (monthly)	\$220 (monthly)

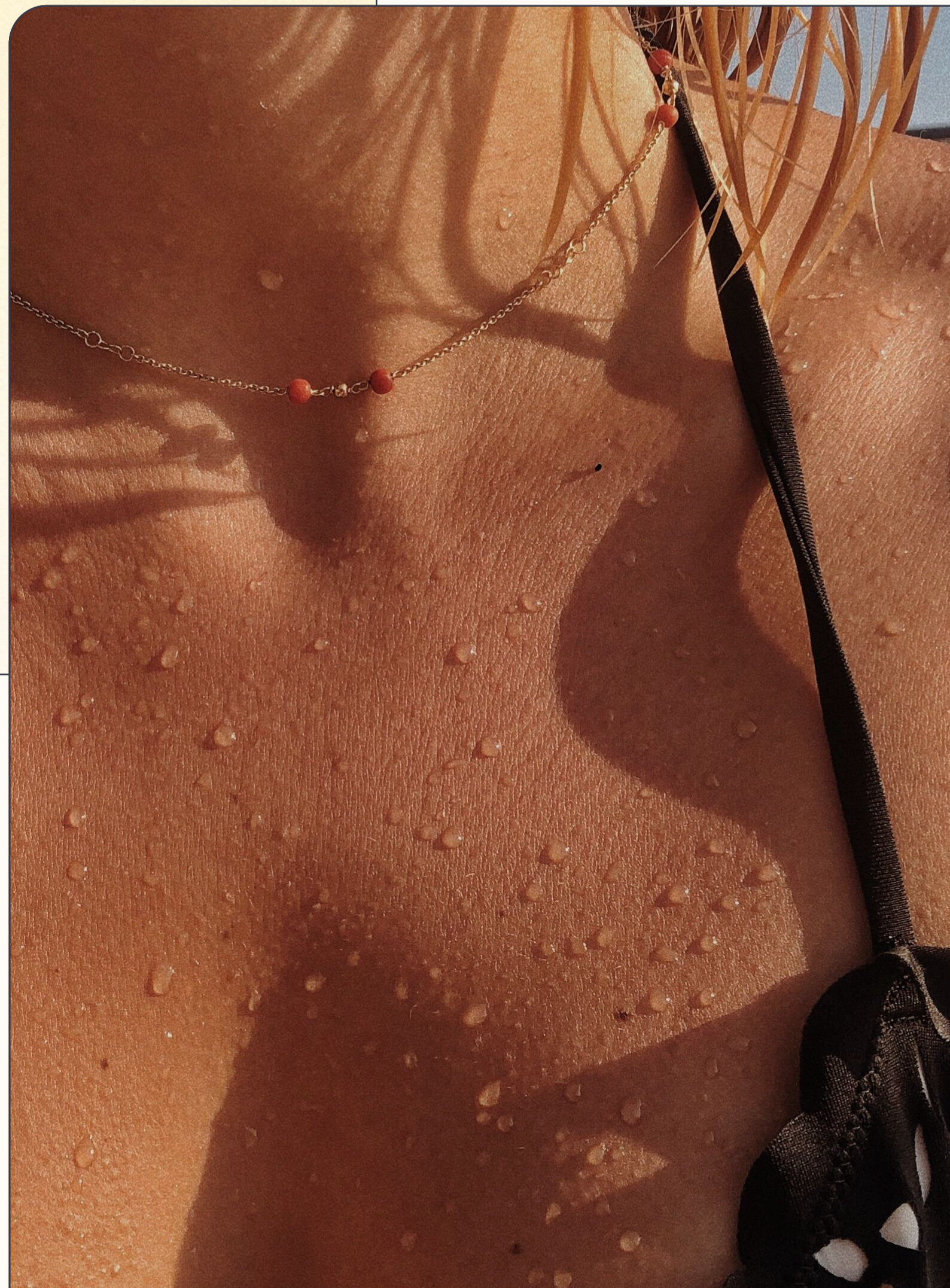
Savings:
\$240 (annually + perks!)

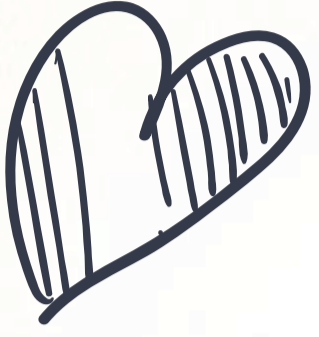


Option 2 : Same price, better perks

- Everyone pays \$60 per tan
- Members get priority event booking, free products, retail discounts
- Value add without discounting

Most successful tan studios offer favourable membership pricing (\$5-10 lower per tan) plus strong perks. This demonstrates members are VIPs and a membership is the obvious choice without devaluing your service.





Some treatments can get quite expensive - being a member means I can still get high quality services because it fits nicely into my budget. Honestly, what's not to love about it!

Member at Soul Skin and Laser, Ulladulla

Getting started

It's easier than you think

Start with a conversation

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

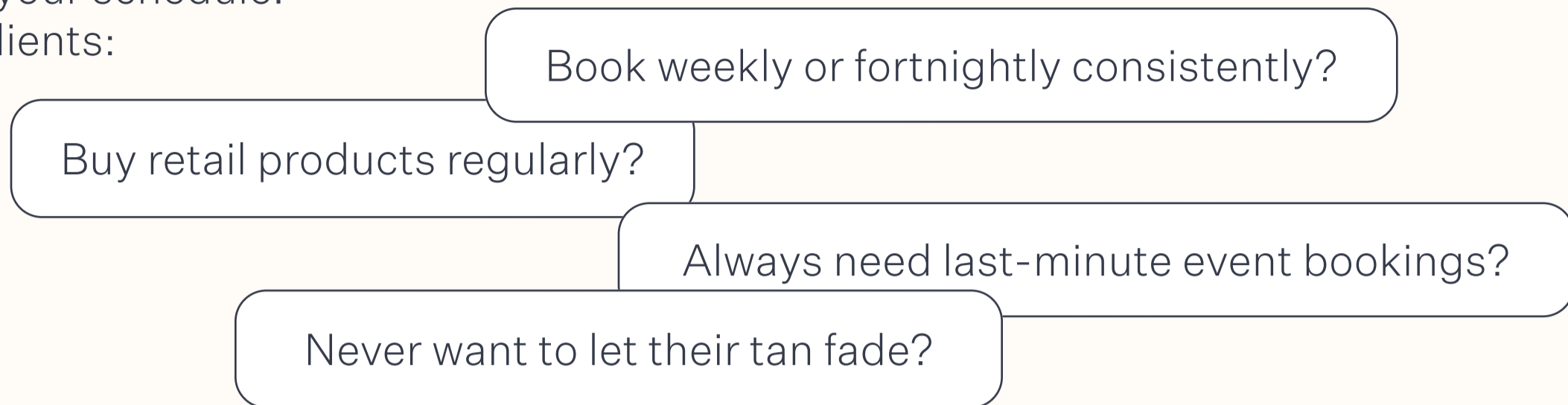
You're here every week like clockwork – have you thought about becoming a member? You'd get priority booking for events, member pricing of \$55 instead of \$60, plus retail discounts. And you'd never have to stop at checkout – just come in, get your tan, and go.

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.

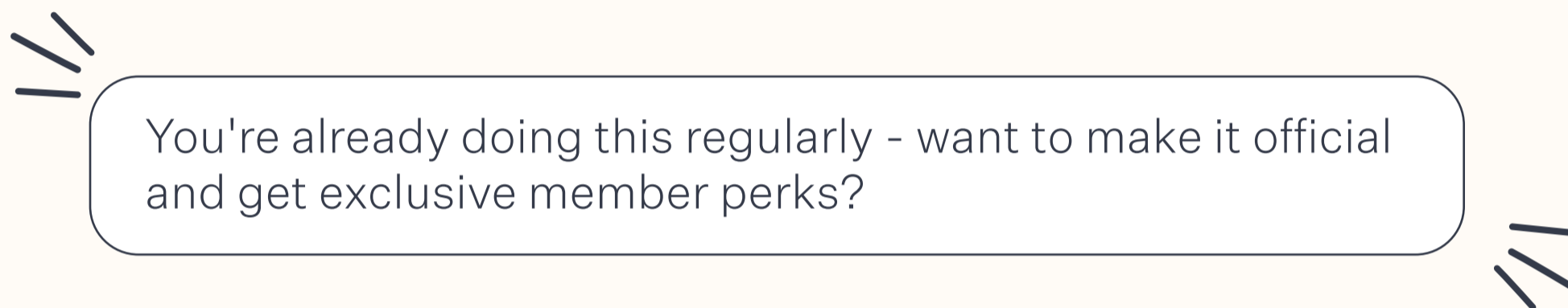


Your first member is already in your book

- 1 Look at your schedule.
Which clients:



- 2 Those are your first members.
At their next appointment,
have the conversation:



No big launch needed

This week

- Create one subscription in aglow (your most popular frequency)
- Set your member pricing
- Generate a QR code
- Mention it to your weekly clients

Next week

- Get your first few members signed up
- See what questions they ask
- Adjust perks based on what resonates

Following weeks

- Add membership info to appointment confirmations
- Post about member benefits on Instagram
- Keep mentioning at every appointment

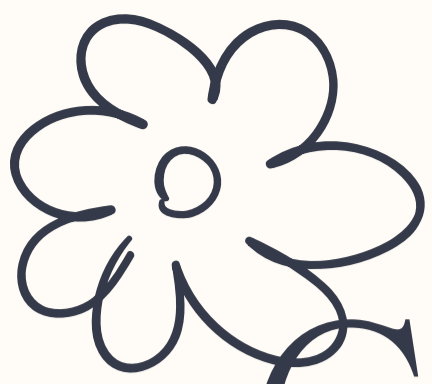
That's it. No event.
No complicated campaign. Just start.





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.

Erin, Golden Hour Skin



Conversations with clients

For weekly regulars

“You're here every single week – have you thought about becoming a member? You'd save \$5 on a weekly tan, get priority for event bookings, and you'd never have to stop at checkout. Just walk in, get your tan, and leave. Want me to text you the details?”

For event-focused clients

“I've noticed you always need us before big events – our members get priority booking so you're never stressed about getting in last-minute. Plus member pricing of \$55 instead of \$60. Makes sense if you're tanning regularly anyway.”

For clients who love your retail

“Since you're always buying our retail products, you'd save heaps as a member with 10% off everything. Plus your weekly tan is at member pricing. Want to see the numbers?”

At checkout

“Before you go – if you're planning to keep coming weekly, you should check out our membership. I'll text you the info. Takes two minutes to sign up and you start saving immediately.”

Handling common questions

What if I go on holiday?

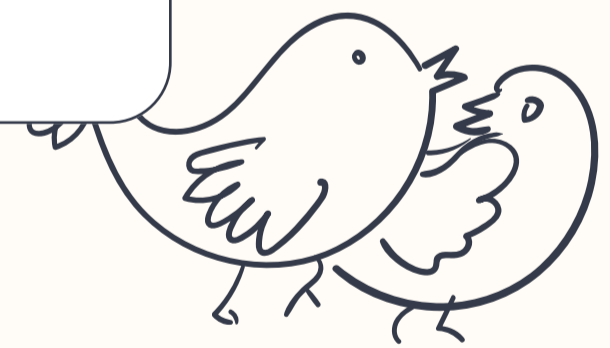
“Just let us know and we pause your payments while you're away. Most memberships include a pause option, so you're not paying for something you can't use.”

What if I don't need it every week?

“We have fortnightly and monthly tan memberships too. Or you can pause during quieter months and resume when you want that regular glow back. Totally flexible.”

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.”



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

Member at Wellington Cosmetic Clinic

What memberships unlock

For your clients

- ✔ Effortless routine – walk in, get tan, walk out
- ✔ Always event-ready with priority booking
- ✔ Retail savings on prep products and tan extenders
- ✔ Member pricing and exclusive perks
- ✔ Never worry about letting their tan fade

For your business

- ✔ Predictable weekly revenue you can forecast
- ✔ Better retention (89% longer)
- ✔ Zero payment friction – members walk straight in
- ✔ Higher lifetime value per client
- ✔ Fuller calendar with reliable weekly bookings
- ✔ Business stability through quieter seasons
- ✔ Reduced no-shows from pre-paid appointments

Total membership value

\$8,570

Total Revenue

\$260,450

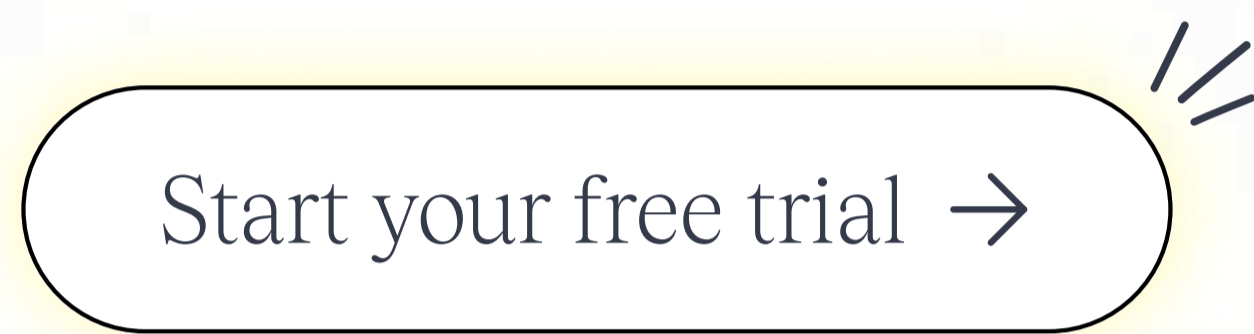
Perfect for spray tan studios that want

- ✔ Predictable weekly revenue instead of fluctuating casual bookings
- ✔ Less time processing payments, more time tanning
- ✔ Clients who show up reliably every week
- ✔ Professional membership management without the admin
- ✔ Higher client lifetime value
- ✔ Business stability through winter months



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.



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

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



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learn more at getaglow.co