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'What's everyone charging for lashes?'

BY MADDI COOK

'What's everyone charging for lashes??'

Sounds familiar? This is one of the most asked questions in industry Facebook groups, but it's also one of the most problematic.

What do the replies to this usually say? - 'I charge £40, I'm in Newcastle', 'I charge £35 but I just work from home'. 'It depends where you are, check what other techs are charging around you and base yours on that'.

Let's go back to the beginning for a second, when you first started your lash business, how did you work out your prices? The chances are that your trainer didn't even touch on pricing, since there's so much of the technical skill to teach. Or even worse - they told you to look at your local competitors.

I run free pricing and money mindset classes and have delivered them to over 5,000 hair and beauty business owners so far. When I ask the question, 'how did you work out your prices?', usually anywhere from 50% to 95% of attendees tell me that they based theirs on their local competition. So if this is what you did, think about the people you based yours on - where do you think they got theirs from? Yep, you guessed it - they copied theirs from other people too.

Where does this leave us?

For me, it's like we're stuck in this 'blind leading the blind' situation when it comes to pricing. Someone, once upon a time, decided how much full sets and infills should be, and we've never really deviated from this (bar maybe the odd pound or two for

being in a bit of a posher area, but that's about it).

Do you know exactly how much profit you make from a set of lashes? And I don't mean what you charge minus the cost of the stock. What are you left with after tax and national insurance, factoring in the cost for your education, tools, website, insurance, uniform, phone, and even a bit for savings (yes you read that right!). Probably nowhere near what you think, right?

In a lot of cases, I've had messages from lash techs in tears because they're making less than minimum wage once everything's taken into account.

Is this fair? Absolutely not. When you run your own business you take on the risk, you invest your time and money, you sacrifice time with family and friends to keep your clients happy. And at the worst, you feel the gut-wrenching stress of lockdowns, dealing with client complaints and panicking over no-shows.

If it makes more financial sense for you to go and work in a minimum wage job, then something seriously needs to change.

Charging your worth is not about profiteering. For a lot of the industry it's about survival.

Do you think a price increase will result in losing clients, getting grilled or people thinking you're an awful person? Think again.

What lies beyond a price increase is truly magical. Not only will you not



get the response you're expecting (in fact, it's almost offensive how little your clients will actually care), but in a lot of cases clients can actually be really positive - I've even seen someone be sent flowers with a card saying 'charge your worth!'.

You will also actually start to attract a different type of client. The confidence you'll feel once you realise clients are happy to pay, will gather momentum and will be reflected back to you in the form of clients respecting your time and boundaries, paying deposits/booking fees and following your policies (one nail tech I worked with made \$5,000 in three months from cancellation / no-show fees alone!).

I'll leave you with this final thought, what is the cost to you when you DON'T charge your worth? And I don't just mean financial, but the emotional, mental and physical cost to you too.

Is it worth it? Can you afford to not increase your prices?

If you'd like to charge your worth (and then add tax!), **register to attend one of my free pricing and money mindset classes** at: bossyoursalon.com/chargeyourworth

Maddi Cook
Boss Your Salon