

Where Your Next Colour Clients Are Hiding

EASY WAYS TO FILL YOUR COLOUR COLUMN,
MOST OF THEM FREE!

The best colour clients you'll ever get
are closer than you think.

Read this bit first.

An empty colour column does something to you nobody talks about. Your work is beautiful, your team is good, and still there's that gap in the book on a Thursday and that little knot in your stomach when next week looks emptier than you'd like! Even worse, you start to feel like it's you, like a 'real' salon owner would have this sorted and you don't know where to start!

Here's what's really going on:

"You don't have a talent problem, and it's probably not even a marketing problem. You have a visibility problem, and it's the most fixable problem for any salon owner."

Your next colour clients aren't strangers you have to buy. Most are already within arm's reach, in your cut only chairs, in the list of people who have drifted off, or in your best client's group chat. This guide finds them, starting with the warmest first.

A Word From Janine

'You don't need a bigger audience, you need to stop overlooking the one you already have. If you only ever do Ring 1, you'll still fill your column.'

The Inside-Out Method.

Most salons do this backwards, spending money chasing cold strangers while warm, ready to book people sit right under their nose. So we flip it. Picture three rings around your salon and work from the middle out.

1 IN YOUR CHAIR

People who already trust you and pay you, they're just not booking colour with you yet. Free and fast.

2 ONE INTRODUCTION AWAY

The friends and family of the people who already love you. Affordable, and it adds instant value to all.

3 OUT IN THE WORLD

People who don't know you yet but are actively looking for exactly what you do. This takes a little more effort, so we do this one last and we do it smart.

Cost and effort go up as you move outward. Warmth and conversion go down. So we start in the middle with ring 2.

\$150

one regular colour client, every
seven weeks

\$1,100

what that client is worth over
a year

~\$7,000

friend

COLOR BAR MANAGER INSIGHTS

Quick math, because it changes everything. One regular colour client at \$150 every seven weeks is worth over \$1,100 a year. Keep them for three years and have them bring one friend, and that's close to \$7,000, from a conversation that costs you nothing.

Ring 1: In Your Chair

Free. Fast. Do these before you spend a dollar anywhere else.

PLAY 01 The Colour Curious Conversation

Your cut only and blowdry-only regulars trust you completely, they just don't think of you for colour, and possibly because you've never brought it up. This isn't selling, it's noticing out loud.

SAY THIS

"This cut would look gorgeous with a few soft lightened pieces round the face, want me to show you and we can consider it for next time?"

Half will say "not for me" and keep loving you. The other half have been waiting for someone they trust to say it.

PLAY 02 Win Back The Ones Who Drifted

The most affordable colour client you'll ever get is one you already had. Somewhere in your system is a list of people who came on the regular, and just... drifted away. They didn't storm out, life got busy.

SAY THIS

"Hi Sarah, it's [name] from [salon], realised it's been a while and your colour's likely due some love. I've got a spot Thursday if you'd like it."

Do it once a month, not once a year, and you'll find clients will never fully drift off.

COLOR BAR MANAGER INSIGHTS

Count your cut only regulars and your lapsed list. That's your warmest colour pipeline, and most owners have never added it up. Turn one a month into a colour client and you've added a new regular every month for the price of a sentence.

Ring 2: One Introduction Away

The people your best clients already know.

PLAY 03 Referrals That Feel Like A Gift

Most referral schemes are a race to the bottom — “\$20 off for you and them” — and all they do is train people to expect discounts. Flip it: make referring feel generous, not transactional.

Give your loyal clients a few “bring a friend” cards, a first visit gloss for someone they love. It's a gift they get to give, and the friend arrives already sold.

SAY THIS

“Who's the friend who always asks who does your colour? I'd love to treat her to a first [salon name] gloss on me.”

PLAY 04 Borrow Someone Else's Clients

Near you is a business full of people who care how they look and don't do colour: brow techs, nail techs, beauty rooms, bridal boutiques, a PT studio full of event season clients, whose owner would happily send business your way. Pick two or three, walk in as a human (not a flyer), and set up a genuine two way swap.

COLOR BAR MANAGER INSIGHTS

Two good partnerships beat twenty half-hearted ones. Only hand referral cards to clients who already adore you, you're not begging, you're giving your favourites a way to look generous to their people.

Ring 3: Out In The World

People who don't know you yet, but they are looking for exactly you!

PLAY 05 Become The Box Dye Rescue

There's a steady stream of people who've coloured at home or been to a cowboy colourist and are now nearly in tears about it. They'll pay properly and stay loyal for life to whoever fixes it well.

Openly be the safe place:

SAY THIS

"Home colour gone wrong? We fix these often, no judgement."

That last bit is everything, most are braced to be told off. Be the salon that doesn't. (Price correction work as skilled work, and quote it properly before you start.)

PLAY 06 Chase The Growing Market

Everyone's scrapping over the same lived in blonde balayage client. Meanwhile two markets are booming and barely served:

Women transitioning to grey

Who want it to look intentional, not neglected.

Men's colour

Low competition, growing demand, clients who rebook like clockwork.

Pick one, make it a proper named part of your menu, and show that work so the people looking for it can finally find you.

COLOR BAR MANAGER INSIGHTS

Being known for one thing feels risky, like turning people away. It isn't always. Specialists get booked out, generalists get compared on price.

Count it, and get your team on side.

1 Count it.

At the end of each month, ask two questions: How many new colour clients came in, and where did each one come from? Jot the source when you book them, use pen and paper or systems like Trello, Slack, Asana. After a month your winners are obvious, then just do more of those two or three things until your columns are full.

2 Get your team on side.

Most colourists hate feeling “salesy,” so they say nothing, and a colourist with gaps in their column starts to feel unwanted, like they should update their CV. Don't ask them to sell. Ask them to notice out loud. Pick one play a week, put it on the board, and celebrate the wins:

“Emma turned a blowdry into a full colour today, new regular, nice one!”

COLOR BAR MANAGER INSIGHTS

A full column is the best thing you can give a colourist, confidence, income, the feeling of being wanted. Frame it as “let's keep everyone's column full,” not “sell more,” and the whole team leans in. (Exactly what the Colour Profit Incentive System games are built for:.

Final Word: Your next colour clients aren't far away.

They're in your cut only chairs, they're in the list of lovely people who drifted off and would come back in a heartbeat if you asked, they're in your best client's group chat, they're typing "grey hair colour blending near me" right now, hoping to find somewhere exactly like you.

You don't need a big budget or a huge following. You don't need to feel like you've got it all figured out. Start where it's warmest (Ring 2), say one sentence more often than last week and keep count of what works.

Start in the middle. Work outward. Watch your column fill.

Keep it warm, keep it human, keep it simple. One conversation at a time. Let the warm clients do the heavy lifting, they're right there, and they already like you. And honestly? If your column's quiet and your head's full, come and have a chat.

I've been exactly where you are, backroom and all. No shame, no jargon, no pretending we've got it all sorted.

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