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Free sample
Hair & Beauty Vault

One complete playbook from the Vault, free, plus the full list of what's inside. Written for hair, barber, nail and beauty salons. Doable yourself, no coding, no setup from us.

5 pages

1 full playbook

12 in the full Vault

lumin42.com/store

What's inside the full Vault

12 step-by-step playbooks and 13 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

Section	Playbook	Time
Fill the chairs	**Online booking clients actually use**	2–3 hours
Fill the chairs	**Google and Instagram that bring bookings**	2 hours, then 20 minutes a few times a week
Fill the chairs	**Fill the quiet days**	1 hour a month
Fill the chairs	**Never miss a call or DM while you're with a client**	45 minutes
Protect your time	**Deposits and a fair no-show policy** (this sample)	1–2 hours
Protect your time	**Patch tests and consultations, recorded every time**	1 hour to set up
Protect your time	**Client records and data done right**	1–2 hours
Protect your time	**A clear price list with no surprises**	1–2 hours
Grow the salon	**Rebook every client before they leave**	30 minutes to set up
Grow the salon	**Reviews from every happy client**	30 minutes to set up
Grow the salon	**Retail that helps clients, not hard selling**	1 hour to set up
Grow the salon	**Gift vouchers and loyalty**	1–2 hours

Sample playbook: Deposits and a fair no-show policy

Long or high-value appointments are protected by a deposit or card on file, and clients know the rules before they book.

Time	Cost	Level
1–2 hours	Card fees only	Beginner

Why it matters

A no-show on a long colour or extensions appointment can wipe out most of a day's takings. A clear, fair policy protects you.

Tools

- Your booking app's deposit or card-on-file feature
- A written policy

Steps

1. **Decide which services need it**: Usually long, high-value or new-client appointments. Not necessarily every booking.
2. **Set a fair amount**: A deposit that reflects your real loss, taken off the final bill.
3. **Write the policy clearly**: How much notice you need to cancel or move, when the deposit is kept, and how late arrivals are handled.

Steps (continued)

4. **Show it before booking**: In the booking app, confirmation message and on your website. Clients must see it before they agree.
5. **Apply it consistently and kindly**: Use discretion for genuine emergencies, but apply the policy the same way for everyone.

Copy-paste templates

> **Policy wording:** A deposit of £[x] is needed to secure [services]. It comes off your final bill. If you cancel or move your appointment with at least [48] hours' notice, we'll transfer or refund your deposit. With less notice, or if you don't attend, the deposit is kept to cover the time reserved for you.

Done when

- [ ] Services needing deposits chosen
- [ ] Fair deposit amount
- [ ] Policy written
- [ ] Shown before booking
- [ ] Applied consistently

Avoid these

- Deposits and charges must be clear before booking and fair: hidden or excessive charges can be unenforceable under consumer law.
- Check your booking app's rules on card-on-file charges.

The 90-day quick start in the full Vault

1. Week 1: Online booking set up and linked everywhere, plus missed-message auto-replies.
2. Week 2: Deposits and a fair no-show policy shown before booking.
3. Week 3: Patch test booking rule and digital consultation forms.
4. Week 4: Rebooking at every appointment and the review routine.
5. Month 2: Google and Instagram rhythm with photo consent, and a clear price list.
6. Month 3: Quiet-day offers, retail aftercare and gift vouchers.

Get the full Hair & Beauty Vault

All 12 playbooks and 13 templates, £47 one-off, lifetime access, instant access after payment.
See inside: **lumin42.com/salon-vault**

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