

Bonus Cheat Sheet: How to charge for all of your services!

If you are a niche nail artist trained in a specialty beyond just a beginners nail program, and you meet the following 3 criteria, you merit at least the “\$1 per 1 minute of your time” price rate.

1. You are using high-quality products and equipment
2. You have mastered retention
3. You have achieved beautiful application of your services

The “\$1 per 1 minute of your time” rate is what is considered in the industry to be on the “high-end”... And as your skill and demand grows, you can definitely charge more.

My philosophy on pricing is doing so at a “flat rate” principle.

Meaning... Not a ‘base’ low price, where throughout the service duration you’re looking for “add-ons” to upsell your client on, and then shock him/her at the end with their bill, when you reveal that they are not paying the “base price” of the service.

Charging “base” and working to upsell also can make your earnings non-predictable.

When my client books their appointment I want it to truly be a positive, exciting 1 or 2 hours of their time. And truly, I can tell you that many times, my clients would tell me just that. Words to the tenor of “You don’t know how much I look forward to this appointment.” And I truly believe this was because I eliminated what I call “price friction” *before* they came to see me.

In other words, when they came to see me, they knew what they could expect their bill to be, and could therefore just relax and enjoy the experience.

Alright, so I just wanted to provide a bit of the psychology behind my pricing structure. These pricing principles worked incredibly well for me and helped me cultivate a loyal group of returning clientele. They can also help you reach your yearly earning goals a lot quicker because when the income is predictable, it makes for easy calculations.

For example, say I offered only two services, and my most booked one was \$90.

If I want to gross \$90k per year, I can just work backwards to see how many clients I will need to hit this goal.

I.e. ...

$\$90,000 \text{ (per year)} / 12 \text{ (months)}$

= \$7500 in revenue each month.

Working 20 days per month this would mean ...

\$7500 (per month) / \$90 (per service)

= 84 clients per month, or 21 clients per week. About 4 or 5 clients per day.

Keep in mind that this is using my lower priced service only. Naturally, I will have a lot of other clients paying me more with my higher priced service, and therefore that higher priced service will help me bring down the total amount of clients I see per month, helping me achieve my yearly goal easier.

Before jumping on to how I personally set up my service menu, I want you to consider these lingering 4 factors that come up for just about every appointment, and which is why you need to consider right now, how are you going to charge for them. They are certainly not FREE, but they can be included in services to increase their actual and perceived value.

These 4 factors are:

- Removal
- Length
- Simple efile, or advanced Russian Manicure Technique
- Simple nail art

And, yes, I believe that the more you include, the more you can charge and feel confident about what you charge. Think of your services as all-inclusive. Going back to that “flat rate” concept.

Service Pricing:

RULE OF THUMB:

Remember, as a specialist, your value is worth no less than \$1 per minute. The times below include a 10-15min break so that you set yourself up for self-care at the workplace by getting up after every service for a quick break.

Gel Manicure (60-90 mins) \$60+

- Includes at least simple efile mani, self-leveled base, color, & top gel
- If you're timid to charge this much, adding 'complimentary gel removal' (of your own work only) will help. You can also add French Tip or a one color simple Glitter Gradient in the price, but only if these do not add any extra time to the service.
- You should be able to apply this gel manicure service comfortably within 75 mins, but booking the 90 mins leaves a big buffer in case your client wants extras, or needs a repair. Most importantly, it **guarantees** you will have a break, or two, in your schedule.
 - This means you never have to manually book a break in your schedule. I love this because let's just say I did, and my client was a no-show! I now have a 2-3 hours unpaid break!

Removal (Not Reapplying) (50-60 mins) \$50+

- Base price of Gel Manicure Service minus \$10.
- Keep in mind dry time, if applying regular polish after! (I offered 2 coats of nail strengthener with this service).
- You would do a thorough mani (as if applying gels).
- And I made sure to market in my menu that this removal service included a thorough manicure afterwards (dry mani is fine!), and so I felt very comfortable charging at my hourly rate.

Foreign Removals w/ Service (10-20 additional mins) \$10-\$20

- Removals were complimentary for all of my returning clients (this builds major client loyalty!)
- All foreign removals are an extra \$10, and \$20 for anything other than just a relatively thin gel application (dip, polygel, hard gel, acrylic, etc. because these wear out your e-bits!)

Gel Overlay (70-105 mins): \$70+

- Includes at least simple efile mani, base, structured builder, color, & top gel.
- If you're still a bit timid about charging this much, refer back to the pointers I mentioned in the "Gel Manicure Service" above.
- Extreme lengths (over ¾" from cuticle to free-edge, I charged \$10 more. Yes you're allowed to measure the nails!)

Gel Extensions (90-135 mins): \$90+

- Either tips, forms, or full coverage tips
- Includes at least simple efile mani, base, extension materials (tips/builder gel), color, & top gel.
- If a client wants an extreme length, and you're using a soft gel builder, use full coverage tips.

Gel Fill (60 mins) -NOT LISTED ON MY PRINTED MENU OR ONLINE-

- This was only offered at my discretion, and only for clients that came in within 14 days (not a single day after!)
- These were clients who typically did not like to wear grown out gel for 3+ weeks, and had a personal preference to keep a bi-weekly schedule
- Includes thinning down just enough to remove color, do not remove your apex/structure. Re-apply gel base, color & top.
- Usually the service would take me about 10-15 mins less than a brand new set and I discounted it only \$5 or \$10.

Gel Rebalance (60-105) -NOT LISTED ON MY PRINTED MENU OR ONLINE-

- Rebalancing soft gel nails past 3 weeks is a must, and therefore any sets 15 days or older were treated as a new set. The price is the price of the original service- gel manicure or gel overlay.

Nail Repairs

- Price of the service they're wearing, divided by 10.
- If just coming in for a repair at least \$3 on top of the repair charge (if not your fault)
- Consider credit for the next visit. (So that you don't book 20 mins for a repair @ \$6-\$13)

Nail Art (20-30 additional mins)

Your nail art may take longer, but I did not specialize in any nail art that took me more than 30 mins of additional time.

Here, YOU need to decide what comes easy to you in nail art (categorize that as BASIC) and what is more difficult and costs you more time or requires extra materials (categorize that as COMPLEX)

Again, I did not consider myself a nail art master, I did simple designs.

If you have a high value skill in nail art, PLEASE feel free to charge more than what I did.

Here's how I priced my nail art...

- A la Carte (price per nail) starts at \$5 (often encourages full nail art instead)
- Unlimited 6+ Nails Basic Art \$25
- Unlimited 6+ Nails Complex Art \$35

You can add more tiers if you'd like, but nail art was not the #1 reason I had clients. But I still loved it!... and so charging too much will discourage clients from getting it. If you're amazing at nail art and this is why you get clients charge more!

CONCLUSION

So as you can see in my service menu, I never booked a 1 hour service for less than my \$60 per minute hourly rate. This helped me cover my overhead, my pay as a specialized tech, and most importantly helped with the predictability of my income.

The times shown above per service were *internally* what I booked. You'll see below, the times I published in my service menu are specific. In other words, I usually booked more time (usually an extra 15 mins) than what my client saw on my menu.

Also I listed various services above, but this list above is like your "internal" sheet. Your client does not need to see all of this and become overwhelmed when she/he first meets you.

Consider this...

Imagine you were at your favorite gourmet burger joint.

All you know is that you're there for a great burger. You don't need to look behind at the cashier's register and see all of the extras or upgrades you can add to your burger. You know you're minimally going to get a patty, a couple of buns, some leafy greens maybe and a spread.

If you don't see what you want in the standard offering... You simply ask to see more.

So with that in mind, this is how your published menu should read:

(Feel free to copy and paste the descriptions or make them your own!)

These are the prices I had *years* ago. Analyze the information above to set yours!

And you SHOULD DEFINITELY NOT charge anything less than the prices below as a specialized nail artist.

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Gel Manicure \$60

Approximately 60 minutes. This service is for clients with short to medium-length natural nails. It includes a thorough dry electric file machine manicure for cuticle exfoliation and 4 layers of premium soft gel (i.e. a strengthened self-leveled base gel application, two coats of color, and finished with super glossy top gel). Gel removal is complimentary if the service was applied by me and will be re-applied.

Gel Overlay \$70

Approximately 70 minutes. This service is for clients with medium to long-length natural nails. It includes a thorough dry electric file machine manicure for cuticle exfoliation and 5 layers of premium soft gel (i.e. a coat of base gel, one layer of structured builder gel application, two coats of color, and finished with super glossy top gel). Gel removal is complimentary if the service was applied by me and will be re-applied.

Gel Extensions \$90

Approximately 90 minutes. This service is for clients who want to go from short natural nails to instant artificial nail length. It includes a thorough dry electric file machine manicure for cuticle exfoliation and extension of the natural nails via _____ (fill in the blank: forms/tips/ and/ or Gel-X). The set is finished with your choice of premium soft gel color and super glossy top gel.

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ALRIGHT! From here proceed to listing extras or stipulations! Proceed with caution, remember to not overwhelm your client, or they will feel like your services are completely out of reach for them.

Was this helpful!? I hope so <3

Feel free to send me a DM on Instagram @paolaponcenails to share or clarify anything on here.