



THE SECRET FORMULA FOR BOOKING MORE BRIDES AND GETTING PAID WHAT YOU'RE WORTH

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I hate when people claim to have the “secret formula” for success. I hate it because it is usually a ploy to try and get you to buy something so I know I must sound hypocritical because here I am claiming to have just that but I have to tell you when I was coming up with this concept, that’s exactly what it felt like.

I know that a lot of you watching this are struggling. You’re frustrated! You’re confused! You’re overwhelmed! Everyone seems to be so focused on price. You aren’t getting the kind of bookings you’d like to get and you certainly aren’t making the kind of money that you want to make!

You’re not quite sure why? Well, I can tell you why...you are going about things backwards. You are focusing on marketing strategies and tactics believing that if you could just get enough brides to contact you, then you could “convince” them to book with you. This is costing you a lot of valuable time and money and causing a lot of frustration. But you keep hustling...looking for the next marketing strategy or tactic that will finally work because you don’t know what else to do.

What I am going to show you is not a marketing strategy or tactic but it is the reason that all of your marketing strategies and tactics either succeed or fail. It’s a very simple and basic concept but it’s one that can truly change the way you think about and run your business forever. It could be the one simple shift in thinking that could change everything! But, I have to tell you, my "secret formula" is not about "get rich quick" it's about really understanding what makes someone want to do business with you (or not) and being willing to put in the work that it takes to make your business one that people want to do business with on a steady and consistent basis, without you having to struggle or hustle.

I want to start by asking you a question...why would someone choose to do business with you over anyone else? I ask this question all the time throughout my videos and when consulting with business owners and I get a lot of different answers but they are typically very broad, generic answers...because we do great work, because we have great customer service, we truly care about our brides. While these things are important, they are not why someone chooses to do business with you over anyone else. There is only ONE answer to this question...the ONLY reason that someone chooses to do business with you over anyone else is because they trust you the most...period!

Now, I know this isn’t some shocking revelation. I know that this is a pretty basic principle in business. Knowing that someone needs to trust you before they will do business with you is common sense but knowing HOW to gain trust is the hard part! This is where it can get really complicated and confusing. And, as I mentioned, most of you are going about things backwards. You are hustling to try and attract interested brides and then hoping that you can “sell” them on your services once they contact you. If you can talk to them on the phone or craft the perfect email, then you can convince them to book with you! But the key is to gain a bride’s trust *before* you ever make contact with her so that when she does contact you, she is ready to book! That is exactly what I am going to show you how to do. I am going to give you very specific actionable steps you can take but before I do that I think it’s really important to understand the basic concept of trust and what it takes to build that trust. Again, these are pretty basic simple things but I am going to explain them in a way that will help you to understand exactly why you are not seeing the success you would like to see in your business.

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Let's start with my favorite definition of trust from Charles Feltman's book, The Thin Book of Trust

"Trust is choosing to risk making something you value vulnerable to another person's actions."

In this definition, what your potential brides value and are making vulnerable to your actions is their time, money and how they will look and ultimately feel on their wedding day.

Trust is psychological safety that is typically built slowly, over time, and based on small actions and it is brilliantly and simply illustrated in a metaphor based on a story told by one of my favorite author's Brene Brown, when she was trying to teach her daughter about the concept of trust.

Brene's daughter had told Brene how she had shared some personal information with some of the kids at recess and by the time they got back to class, everyone in the class knew about it and were laughing at her and calling her names. She went on to tell her mom, "It was so disruptive that the teacher had to take marbles out of the marble jar." The marble jar was a system that the teacher used to either reward students for good behavior by adding marbles to the jar OR for bad behavior by taking marbles out of the jar. When the jar was full, the class would get a celebration. Brene went on to explain to her daughter that trust was like the marble jar. When she shared personal information with her friends and they shared it with the class, it was like taking marbles out of the jar. When her friends showed her kindness or acted in a way that made her feel safe, it was like she was adding marbles to the jar. I love this story because it is so simple yet so profound. We need to be shown that we can trust someone, usually slowly over time and built on small actions. It's the same in business with one distinction...we don't typically have time to build it slowly so what we are left with are the small actions. Lots of small actions. This is where many business owners fail. They are focused on what they think are the big things (like doing great hair) and don't even realize how all of the little things in their business have a very significant effect on people, sometimes even unconsciously. I am going to show you a few big things that you can do but my main focus is going to be on all of the small things in your business that make people trust or distrust you!

Business is all about fulfilling needs and wants and ultimately solving problems. Whenever we are deciding who to hire or where to spend our hard earned money...we are always asking ourselves (whether consciously or unconsciously) where I am most guaranteed to get exactly what I want or need or to have my problems solved? And, more specifically, where am I most guaranteed to get exactly what I want or need or to have my problem solved in the easiest, quickest and most enjoyable way possible? AND, of course, for the least amount of money possible.

Now, let's talk about that last statement for a minute. Yes, cost is absolutely a factor in most everyone's decision but contrary to popular belief, it is not the main factor. I know that many of you are strongly disagreeing with me right now because you have been dealing with brides who seem overly price conscious and you have also been losing brides to companies who are charging less. I'm going to explain to you why this is happening.

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You are going to be dealing with two types of brides when it comes to price.

First is the bride for whom your prices are totally out of her price range. This is actually going to be a much smaller percentage of brides than you think. Yes, there are going to be some brides who just don't have the money OR who just absolutely can not justify paying over a certain amount. But we aren't talking about the difference between a Hyundai and a Ferrari here. Compared to almost every other wedding expense, hair and makeup is going to be one of the least expensive. So unless you are a super high end luxury brand, charging three or four times the standard amount...this shouldn't typically be an issue.

So that leaves us with everyone else. Most brides have done their research and know about how much it is going to cost to have their hair and makeup done so now, they are looking to have all of their needs met for the least amount of money possible. Let me put it this way, if all other determining factors besides price are equal, price is going to be THE only determining factor. If a bride is deciding between several different stylists and her level of trust is the same across the board, the only logical thing for her to do is to choose based on price, why wouldn't she?

How much you can charge is in direct proportion to how much someone trusts you!

From this point forward, any time you are feeling overwhelmed or struggling in your business instead of asking yourself what you are doing wrong, I want you to ask yourself what can I do to gain more trust? And, that's exactly what I am going to show you how to do...so let's get into my formula.

THE FORMULA

The basic formula that I have created is based around a classic business principle. I have taken the business principle of USP or Unique Selling Proposition and expanded on it to create a complete step-by-step actionable system for gaining trust.

The formula is:

USP³

This stands for:

Unique Selling Position
Unique Selling Proposition
Unique Selling Points

Each one of these principles work together and build off one another. These are going to be the "marbles" that are going to fill your jar of trust.

UNIQUE SELLING POSITION

Let's start with the first USP...**Unique Selling Position** and this is a big one. This is something that can almost fill someone's trust "marble jar" to the top right from the get go.

Let me ask you a question...if you were diagnosed with cancer, would you feel more comfortable putting yourself in the care of a primary physician to treat you or going to an oncologist? Obviously an oncologist! How about an oncologist that specializes in your exact type of cancer? Someone whose whole practice and life's work is solely focused on treating your exact illness?

I know this is an extreme example but it illustrates my point perfectly. We have more faith and trust in someone who specializes in exactly what we are looking for. Someone who fulfills our **very specific** needs and wants. Someone who we feel can help solve our **exact** problems.

This is what the first USP is all about. Your Unique Selling Position is just that, the UNIQUE position that you hold in the industry. It's a niche or specialty and in order for it to be successful, it has to be unique! If you can find a specific niche within the industry that no one else is doing at least not within your area, that bride for whom that niche appeals to is going to automatically trust you above everyone else because you are fulfilling her **very specific** needs and wants. You are solving her **very specific** problems.

Examples of a Unique Selling Position within the bridal beauty industry might be things like specializing in brides with curly hair or brides over 40. These brides are going to have very specific concerns that other brides don't have.

Now, I want to point out a few things about Unique Selling Positions, one is the concept of supply and demand. Most business owners are afraid to niche because they don't want to narrow down their pool of potential clients and this is something that should be taken into consideration. Obviously, the smaller the niche, the fewer potential customers there are going to be but if you live in a larger metropolitan area, this shouldn't be an issue. Yes, your pool of potential brides is going to be smaller than if you were trying to appeal to everyone but the level of trust that your ideal bride will have in you will be so high that it will become a no-brainer for her to book you AND she will be willing to pay a premium.

The second thing that I want to point out is that in order for something to be a Unique Selling Position, it has to be unique! Specializing in a certain style of hair and makeup for example, while it is a Selling Point, it is not necessarily a Unique Selling Position. If you specialize in, say, clean minimalistic hair and makeup styles, that's not very unique but specializing in vintage hair and makeup is. All you need to do in order to determine if something is a Unique Selling Position is to ask yourself "Is anyone else in my area offering this specific service to this specific client?" If the answer is no, then it's a Unique Selling Position.

I know that most of you are not going to feel comfortable putting all your eggs in one basket so to speak and creating a Unique Selling Position because it's risky and scary and I get that but for those of you who do decide to take the risk and do it right, it can be an incredibly advantageous and lucrative position to put yourselves in. If that's not you, that's ok..., there is still a lot you can do.

UNIQUE SELLING PROPOSITION

The second USP in my formula stands for **Unique Selling Proposition** and this is another marble jar filler! While the first USP was all about your place or position in the industry, the second USP is about something that you offer that is unique. The most effective example of a unique selling proposition is a guarantee. And, while a guarantee may not seem very unique, what makes it unique is that most people are not willing to offer one.

Imagine a bride lost in a sea of stylists whose work is all about the same, whose position in the industry is all about the same and whose pricing is all about the same. That bride becomes confused and anxious...because there is no obvious choice. It becomes a game of eeny meeny miney moe to choose her stylist. BUT, imagine if out of that sea of stylists, there is one who is so confident that they are willing to offer a money back guarantee? It becomes a no-brainer.

In any given transaction, there is always a risk and it is typically assumed by the buyer. By offering a guarantee, you are now taking the burden of risk off of the buyer and assuming it yourself. It makes her less vulnerable and therefore more trusting of you.

Why is offering a money back guarantee so unique? Why don't more people do it? There are typically two reasons.

#1 Most business owners are scared of "scammers" but this rarely happens and the sales that you make by offering a guarantee will far outweigh any potential money lost by dishonest people.

#2 You aren't confident enough in yourself. If you aren't willing to offer a guarantee...ask yourself why? You need to take your business to the level in which you are so confident, offering a guarantee is a no-brainer.

When we were still doing hair and makeup services at Hair Comes the Bride, we offered several guarantees. If a bride was not happy with her hair and makeup trial, we would do another trial for free (with the same or a different stylist) OR we would give her her money back. We also offered an on-time guarantee. If we were more than 30 minutes late getting the bride's hair and makeup done on the wedding day, we would give her her money back. Now, I know that a lot of you are thinking, "NO friggen way...how can you offer that?!" And, that's exactly the response I hope you have because it shows you the kind of response that you want to elicit in your potential clients. You want your potential brides to think, "WOW, how can they offer that?" And the answer is simple, because you know that you can deliver! You are that confident! Another example is what we offer now with our accessories. Our Try Then Buy program allows brides to borrow 3 hair pieces for her hair trial at no cost and with no obligation. We assume the burden of risk and take it off the buyer. She is no longer afraid that she will make a mistake or not have her needs or wants met because she has nothing to lose. We believe in our product strongly enough that we are willing to assume all of the risk.

So, what if you **don't** think you can deliver? If you aren't that confident? Again, ask yourself why? And then ask yourself, what would I need to do in my business to get to that level? And, the most important question...am I willing to do what it takes? Even if you never plan on offering a money back guarantee, these are still great questions you should be asking yourself.

UNIQUE SELLING POINTS

So, the first two USPs are the big ones...these are the marble jar fillers but I understand that they are risky and scary and most of you are not in a place to take that kind of risk. That's ok, so what you need to do then is focus on all of the other little things in your business that are going to create that trust. These are your individual marbles, or your **Unique Selling Points**.

I wanted to keep with my USP theme so I am calling them Unique Selling Points, although many of the things I am going to list are not very unique but they do have a cumulative effect and the more of these your business has or does, the more trust it is going to instill in your potential customers, just like the marble jar analogy. It's your job to go down the list and make sure that you can offer as many of these selling points as possible.

Also understand that some of these things are going to have a greater impact on your potential customers than others which is why it's so important to have a clear understanding of who your "ideal" customer is.

It's like relationships, there are certain traits that a person can possess that appeal to you and some of these things are going to appeal to you more than others because they are more important to you, the same is true in business.

In this section, I am going to do a lot of the work for you by listing the most important selling points your business should have. You can use this as a checklist or "formula" for creating a successful business. I have also included a worksheet for you to use. Some of these things are going to be very specific and some of them are going to be more broad suggestions but again, your job is to create as many selling points as possible in your business. All of these little things are going to be what fills up your prospective client's marble jar to build that trust and get them to be inspired to book you AND happily pay you what you're worth.

At the end of this list, I am going to share with you the one secret or "hack" within my secret formula that can immediately and dramatically instill trust in your prospective clients. So, let's get started with the basics...

HAIR & MAKEUP

This is the foundation of your business and where it all starts. So, let's look at the aspects of hair and makeup that you need to focus on.

Quality- Obviously, you have to be doing great hair and makeup...that's a given.

Ask yourself honestly if this is something you need to work on and if so, how can you get your skill level to a place that you are SO confident, you would be willing to offer a money back guarantee? What about your team?

Style- What type of hair and makeup are you known for? I touched on this a little bit earlier when we talked about your unique selling position and this is where it's important to know who your ideal bride is. If your ideal bride is a minimalist vegan who shops at vintage stores, her style is going to be a lot different than the classic businesswoman who shops at Neiman Marcus. This doesn't mean that you can't do all styles of hair and makeup but the majority (if not all) of the styles you showcase on your website, social media and marketing materials should represent a certain recognizable style of hair and makeup. You want your potential bride to recognize herself in all of the styles represented, this is going to make it easier for her to trust that you understand who she is and will be able to deliver on her needs and wants.

Consistency- You are going to hear this word come up a lot in this list and there is a good reason for that. Just like in relationships, inconsistency can be an absolute destroyer of trust. We all know that person who we never quite know what to expect from them. It creates anxiety and distrust. We need to know what we can expect from someone in order to trust them and the same is true in business. There is a saying in business, "If you confuse them, you lose them". Make sure that the photos you showcase of your hair and makeup are consistent...not only in style but in quality AND not only the quality of the work but also the quality of the photo. I personally think it's better to have 20 beautiful quality photos that show a consistent style than to have 200 photos that are a mish mosh of different styles and quality.

BRAND

“Brand” is a word that we throw around a lot and can be confusing to a lot of people. There are several different things that go into creating a brand but simply put, your brand is someone’s overall perception or impression of your business. Think of it as your company’s personality...everything that you say, do and show in your business makes up your brand.

Website- Your website is typically what will form the first impression that a customer gets about your brand so it is vitally important that it is representative of you who you are and most importantly, appeals to and connects with your ideal bride. It is also very important that it is up to date. When there are outdated announcements, broken links or your last blog post was three years ago, it can send the message that you are either disorganized or that you simply don’t care and that can be an immediate turn off to a potential client...sometimes even unconsciously.

Social Media- A close second to your website when it comes to what opinion your potential customers will form about your business is your social media. I know that social media can feel like a daunting task sometimes but it is something that you can’t ignore in today’s internet age. My first piece of advice when it comes to social media is that it doesn’t have to be perfect! If you have time to create dynamic content including stories and reels, that’s awesome and can help greatly with your marketing but if you don’t...that’s ok, it’s not going to make or break your business. What will have a negative impact on your business and your bookings is to NOT have any social media presence and/or for your social media to be inconsistent. Quality and consistency absolutely trumps quantity! It is much better to post beautiful quality photos or content that are in line with your brand and appeal to your ideal customer twice a week than to post content twice a day that does not accurately represent or appeal to your ideal customer!

Marketing Message- This is something that a lot of business owners don’t even think about but should! Your marketing message is basically how you speak to your target audience. There are a few general rules for creating a compelling marketing message that will instill trust in your prospective clients. First of all, you need to keep it customer focused. I see this over and over again...business owners focused on themselves when communicating to clients, WE’VE been in business this long, WE’RE the best in the business, WE truly care about our brides! These things are all great but what exactly does that mean to the customer? How will these things help them to fulfill THEIR wants and needs or solve their problems? THIS is what should be communicated in your marketing message. Second is that your marketing message should be focused on your ideal customer. Let’s think back to our two brides I mentioned earlier...the boho vegan bride vs the classic businesswoman...when you envision these two brides, you can imagine that the way they speak, the words and phrases they use are going to be very different. Don’t be afraid to get very specific and very personal with your ideal customer when you are deciding what words and phrases to use on your websites, social media and marketing materials AND most importantly, make sure everything is consistent!

CONVENIENCE

We are living in a world where everyone wants what they want when they want it! Convenience is a huge selling point in today's business world! You want to make things as simple and convenient as you can in everything that you do.

Website- I mentioned your website and how important it is that it is in line with your brand and appeals to your ideal customers but you also want to make sure that it is easy and convenient to use! Make sure that all of the pertinent information that a bride would want and need and your contact information is easy to find. It's also a good idea to have some type of "call to action" easily accessible on each page.

Booking- One of the things that had the biggest impact on our bookings at Hair Comes the Bride was adding an online booking option to our website AND to all of our email correspondence. It was the best feeling to come into work in the morning and have new brides who had booked their weddings while we weren't even there. Again, it is sometimes the little things that make the biggest difference and giving a bride the option of booking whenever she is ready is one of these things. She doesn't have to email you and then wait for you to get back to her to collect her deposit, she could simply click a button, pay her deposit and cross finding her hair and makeup artist off her "to-do" list. It was also a game-changer when we started using a scheduling software to book trials for all of our stylists. Again, no more going back and forth checking availability...we simply plugged in available times for each stylist and then sent the bride a link for her to schedule her trial. All of these things are not only going to save you time in your business but they are also going to show a level of professionalism that is going to help instill trust in your potential brides.

CUSTOMER SERVICE

Everyone likes to think that they have great customer service but what does that really mean? In simple terms, customer service is the support you give your customers both before and after they buy your services. It is how easy and enjoyable you make their experience.

Communication- A HUGE part of customer service is communication. This should go without saying but I need to say it because it is so lacking in business today but you need to be easily accessible to your clients! Answer your phone when it rings! Answer your emails in a very timely manner, especially when a bride is emailing you for information! Better yet, create a system that automatically emails a bride information when she submits a form on your site. Check your Instagram DMs. Clients constantly tell me how appreciative they are that I am so available to them and if I'm not available how I get back to them so quickly. This makes me feel good, of course, but it also validates my point. The reason they are so appreciative is because this is not the norm! People want what they want when they want it and to not be available to your clients or potential clients is sending a clear message that either you are disorganized, you are spread too thin or you just don't care and NONE of those messages is going to instill trust in someone. I understand that you are busy but that is no excuse! I don't want you to lose another client simply because you took too long to get back to them.

Follow Up- This is another big one! I recently did a little "secret shopper" market research and reached out to several random stylists for information. Out of a dozen stylists I contacted, two never got back to me at all, only four got back to me within 24 hours and only two ever followed up after my initial contact! This is crazy to me! Why are you spending so much time and money trying to market your business and then letting brides slip through your fingers? Very few brides are going to book without a follow up, more likely they are booking with the company that DID follow up with them! Don't lose another bride simply because you were too busy or too scared to follow up with them!

Expectations- For most brides, this is their first time planning a wedding so they aren't quite sure what to expect. Anything that you can do to help guide them and paint a picture for them of what they can expect is going to instill trust in them. Let them know exactly what they can expect if they book with you. What will the wedding day look like? What about the hair trial? Give them helpful guidelines and even checklists to make their trial appointment and their wedding day run more smoothly and be more enjoyable for them.

Professionalism- We are in a very personal industry where we are sharing a very special day in someone's life. It's easy to cross over into the "friend zone" sometimes and while I think it is great to connect with people, it is vitally important that you always maintain a level of professionalism. You have to establish the boundaries with your clients that sends the clear message that your job is to make them happy, to make sure that their needs and wants are fulfilled. When those lines are blurred and you get too personal with your clients, it can put them in a position where they have connected with you so much that they are willing to sacrifice their happiness for fear of hurting your feelings or damaging their new "relationship" with you. If you really connect with someone, you can explore that personal relationship when they are no longer your client but while they are paying you to do a service, your focus should be 100% on servicing them and fulfilling their needs. Be friendly, be kind and courteous but don't cross over into the "friend zone".

EXPERTISE

Prospective clients need to feel like they know you and know what you are all about before they can trust you and a great way to do this is to educate them.

Free Guides & Checklists- Free guides and checklists can serve several different purposes. First, they can establish your credibility and expertise in your industry which is going to instill trust, as long as you are providing quality content that is informative and educational. AND, if you create content that is compelling enough, you can use it as a call to action to gain prospective clients information to follow up with them...what in marketing is referred to as "content marketing". To create a compelling report or checklist, start by making a list of the possible problems, concerns or questions your prospective clients may have and then create content that specifically gives them the answers to those problems, concerns or questions.

Blog Posts- Another way to demonstrate your expertise is through blogging BUT, just like social media...your blog posts should focus on quality and consistency as opposed to quantity. If you are going to blog, take the time to create a very helpful and informative post that shows you know your stuff. Creating a half-assed blog post just to get content on your site could leave potential clients feeling like their time has been wasted and could have a detrimental effect on trust building. It's better to have a few great posts on your site with quality information than 20 posts that are not so great. If you aren't able to blog on a consistent basis, just make sure that your blog posts aren't dated. That's one advantage we have to being in a business without a lot of repeat customers, people are not likely to notice that you haven't added a new blog post in a while, as long as they aren't dated.

Social Media Posts, Reels & Stories- Posting helpful tips and tricks for your brides on social media is a great way to show them that you understand their needs and wants and make them more inclined to trust that you can fulfill those specific needs and wants. You can also show off your skills by adding hair and makeup tutorials, which everyone loves! And, again, you don't have to post every day but make sure when you do post, the information is well thought out and helpful. Now, with IG reels, your content will stay available indefinitely on your IG account.

EXTRAS

Now this is where you can get really creative in your business. Where the other selling points I mentioned aren't necessarily unique the "extras" are going to be all of the little things that are truly unique about your business. These are all the little things that can set you apart from your competition and give you a little added advantage and the more of these things that you can do or offer, the better. I am going to list a few examples to get the ball rolling but this is really only limited to your imagination.

Presentation- This is going to be any of the ways that you present your business. Maybe it's the uniform that your stylist's wear or the way that you show up to a wedding...do you bring your own makeup chair or maybe a mobile lighted vanity? Do you have a beautiful studio where brides can get ready? Or do you come out to the bride's location? How do you ensure a safe experience for your clients? How are your products sanitized? Again, these all seem like little things but they do make a difference, especially when you add everything up...every little thing you offer is going to be another marble in the jar!

Products- Do you use very specific products? Maybe all vegan? Or very high end luxury brands? These are very important selling points to some potential clients and again is another reason to get very clear on who your ideal customer is.

Additional Products & Services- As I mentioned earlier, brides like convenience so any additional services that you may offer that can enhance a bride's experience can be a selling point for your business. Do you offer facials or airbrush tanning? Maybe you even offer these other services at a discounted price for your booked brides? Maybe you offer a discounted rate for the mother of the bride if she wants to do a trial run? Do you offer hair extensions or hair accessories? What other services or products can you offer that will enhance your bride's experience? How can you make these products or services extra special for your brides?

Perks & Freebies- Do you give your brides a touch up kit included with their service? Or maybe you offer a free hour of touch ups for the bride? Do you offer free lip gloss and blush for the flower girls? Is airbrush makeup included in your pricing? How about false lashes?

Values & Causes- Is there a certain social cause or certain values that your company and your brand stand for? Is it important that your customers know that you and your business are inclusive and accepting? Do you only use cruelty free products? Do you give a portion of your profits to a charity. Show what is important to you and it will help you to find your "people".

SOCIAL PROOF

My final category is going to be the secret within the secret to instilling trust in your prospective clients and that is what's called social proof. Besides having a very distinct position in the industry OR offering a money back guarantee, social proof is the one thing that is going to instill trust in your clients and prospective clients more than anything else. So what is it? Social proof is simply the concept that people will follow the actions of others assuming that it is the best or right decision.

Accomplishments & Accolades- The first example of social proof is accomplishments and accolades. These include things such as your education and experience. Were you trained in a unique and special way? Have you worked with any celebrities? Have you worked any impressive jobs in the past? Has your work been featured in any media outlets such as television, magazines or popular blogs? These things are impressive to people and are definitely a selling point but I do want to point out that even if your resume and accomplishments are very clearly impressive, you want to make sure to always keep the focus on the client. Stay humble and just sprinkle in your accomplishments here and there, that will be enough to impress yet still allow you to stay relatable and approachable.

Testimonials- Another great way to instill trust in your potential clients and to use social proof is to make sure that you are getting testimonials from your past clients. This is something that is not always going to happen on its own, you need to create a system for obtaining testimonials after the wedding day.

Personal Recommendations- My final example of social proof is the one that is going to have the greatest impact on trust and that is personal recommendations. When someone you personally know and trust recommends something, you automatically have trust in that company, product or service even if you have never had any personal experience with them yourself. This is going to come in the form of referrals from past clients as well as referrals from other wedding professionals. Many brides are SO overwhelmed by choices when planning their wedding that they almost solely rely on personal recommendations to choose their vendors. Because of this fact, it is important to make sure that your business from top to bottom is so impressive and of such a high caliber that it inspires and compels people to want to refer you. You can literally create an unpaid sales team for your business! When we still offered hair and makeup services at Hair Comes the Bride, the majority of our marketing time and money was spent on fostering relationships with other wedding vendors because we knew that getting in good with a popular venue or a high end wedding coordinator could mean dozens of weddings a year. But, I want to point out a few things, first of all, people do not owe you a referral, it is your job to go above and beyond in such a way that it inspires referrals. I also want to mention that it is important to have a plan for fostering relationships with past clients and with other wedding professionals, it's not going to always happen on its own, you need to have a system and put time into it. It will be well worth the effort.

THE SECRET FORMULA TO BOOKING MORE BRIDES AND GETTING PAID WHAT YOU'RE WORTH!

So there you have it...these are the things in your business that are going to fill your potential client's marble jars! Some of these things may seem simple or insignificant but DO NOT discount them and some of these things are going to have more of an effect than others but from this point forward, everything you do in your business should be based around building trust and it's ALL of the little things that are going to do just that! Obviously, there are other aspects of business that are important as well such as marketing but all of your marketing efforts are going to be in vain if you don't establish the foundation of trust first! I have included a worksheet which you can use as your own personal "to-do" list. Go through the list and ask yourself whether you offer this "selling point" in your business and if not, how can you begin to incorporate it. You also want to make sure that you are communicating all of your "selling points" in a simple and clear way to your prospective clients.

I hope this information has been helpful. If you feel like you need some additional help in determining the best strategy to take or a little guidance along the way, we offer a Premium membership that includes monthly business videos focused solely on starting, running and growing a successful bridal beauty business and I also offer business coaching for bridal beauty professionals if you need a little bit more personalized attention.



Gina Ludwig is the founder and CEO of Hair Comes the Bride and Hair Comes the Bride PRO. She started her career over 20 years ago as a bridal hair stylist, makeup artist and headpiece designer and now focuses her attention on helping stylists and small business owners build their dream businesses by providing resources, education and business consulting.

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