



ONE UPS

What the heck is a One Up?

A One Up is a strategy designed to keep your clients loyal and invested by consistently exceeding their expectations through small, manageable improvements. The concept is simple: move your business one step up at a time. This approach not only helps you grow your business but also keeps your clients engaged and excited about each visit - what's going to be new and improved this time?!

How do they work?

The way One Ups work, is that once a fortnight, you make one small improvement to your salon or services. We say fortnight, because it's just under the average return rate for nail clients, so EVERY time they come back, something has changed. If you're in a different zone of the beauty industry though, you might be able to tweak that.

I can't afford that...

These changes don't need to be drastic (Check out [this Podcast Episode](#) for inspo). But they can be big - new services, new desks or chairs, new locations even - or they can be small - a new colour polish, a new plant, a new piece of art - and they can also be free - offering chilled water from your fridge, offering kid friendly hours one morning a week, or rearranging your furniture.

Be strategic with the changes you make too - if you get a new collection of 6 colours, put two out each month, alternating with non-colour One Ups to spread the excitement.

Give it a go!

The ultimate goal is to make your clients feel valued and pleasantly surprised with each visit. By consistently implementing these small, thoughtful changes, you create a sense of anticipation and loyalty, ensuring your clients are always looking forward to their next appointment.

Now, let's dive into a collection of 100 One Up ideas that you can start implementing in your salon to keep your clients impressed and coming back for more.



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Small & Free One Ups

1. Offer chilled water with lemon or cucumber slices.
2. Introduce a kid-friendly hour with toys and activities.
3. Play relaxing background music tailored to client preferences.
4. Rearrange your salon layout for a fresh look.
5. Provide hand lotion for clients to use after their service.
6. Offer a phone charging station.
7. Offer a variety of tea or coffee options.
8. Send a personalised thank-you note after appointments.
9. Offer a book or magazine lending library.
10. Provide a "thought of the day" or positive quote board.
11. Share a list of local events on a community board.
12. Display fresh flowers.
13. Start a referral program.
14. Offer a blanket for clients during their winter services.
15. Provide scented candles or diffusers.
16. Offer free Wi-Fi with a fun, easy-to-remember password.



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Medium & Low-Cost One Ups

1. Introduce a new seasonal nail polish colour.
2. Add a new piece of artwork to your salon walls.
3. Provide mini hand sanitisers with your branding.
4. Offer a "quiet service" option for clients who prefer silence.
5. Offer a small bonus (eg a hand massage) for clients who book their next appointment in advance.
6. Create a reading nook in the waiting area.
7. Display client testimonials and reviews in the salon.
8. Offer a free nail file or buffer with each appointment.
9. Provide a variety of aromatherapy oils for hand massages.
10. Offer a free skincare consultation during appointments.
11. Add a small candy or treat jar.
12. Provide complimentary hair ties or bobby pins.
13. Offer a small, branded gift bag for first-time clients.
14. Display a rotating selection of local artwork.
15. Update your salon's website with new photos and information.



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Larger Investments & High-Impact One Ups

1. Introduce a new premium service (eg paraffin wax treatment).
2. Upgrade your salon chairs for added comfort.
3. Add a new manicure or pedicure station to accommodate more clients.
4. Offer a complimentary paraffin hand dip with each service.
5. Install a high-quality coffee or espresso machine for clients.
6. Introduce a monthly subscription service for regular clients.
7. Offer a free service on a client's birthday.
8. Create a VIP program with exclusive perks and discounts.
9. Introduce a new collection of high-end products.
10. Upgrade your salon's lighting for a more inviting atmosphere.
11. Provide personalised nail care kits for purchase.
12. Add a new retail section with exclusive beauty products.
13. Host a client appreciation event with refreshments and giveaways.
14. Start a "bring a friend" promotion with special pricing.
15. Create a relaxing outdoor seating area for clients.



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Seasonal & Themed One Ups

1. Create a “summer spa” package with cooling treatments.
2. Host a spring-themed event with floral decorations and refreshments.
3. Offer a special “back-to-school” promotion for parents.
4. Create a festive photo booth for clients to take pictures with their new nails.
5. Offer a winter hand care treatment with warming lotions.
6. Provide a complimentary hot beverage during winter months.
7. Host a charity event where a portion of proceeds goes to a good cause.
8. Provide a free sunscreen sample during summer appointments.
9. Offer a back-to-school manicure for teachers.



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Unique & Creative One Ups

1. Offer a mystery nail polish option where the client doesn't see the colour until the end.
2. Create a "nail inspiration board" for clients to share ideas.
3. Offer a "build your own" manicure where clients choose each step.
4. Provide a small plant or succulent as a thank-you gift for loyal clients.
5. Start a "nail art passport" where clients collect stamps for each unique design.
6. Offer a surprise service upgrade once a month to a random client.
7. Offer a limited-time themed manicure based on current trends or pop culture.
8. Start a referral program where both the referrer and referee get rewards.
9. Offer a nail care class for clients interested in maintaining their nails between appointments.
10. Provide a pet-friendly service option with treats or water for pets.
11. Offer a free add-on service for clients who check in on social media.



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Hairdresser-Specific One Up Ideas

1. Introduce a new line of haircare products.
2. Provide complimentary hair masks with colour treatments.
3. Offer a free consultation for new styles or cuts.
4. Launch a new range of hair accessories.
5. Offer a new type of hair treatment or service.
6. Host a styling workshop or tutorial.
7. Offer free mini blow-dries with certain services.
8. Provide complimentary hair consultations for new clients.
9. Offer a special discount on products with services.
10. Introduce a new haircare line with eco-friendly options.
11. Introduce a 'Style of the Month' featuring new trends.
12. Provide a free hair care sample with every appointment.
13. Offer a complimentary scalp massage with treatments.
14. Offer mini styling sessions during quieter times.
15. Provide a complimentary haircare guide for clients.
16. Host a hair tutorial night with live demonstrations.



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Beauty Therapist-Specific One Up Ideas

1. Introduce a new line of skincare products.
2. Offer complimentary facial masks with certain treatments.
3. Launch a new type of beauty treatment or service.
4. Host a skincare workshop or tutorial.
5. Provide mini beauty touch-ups between appointments.
6. Introduce a new range of eco-friendly beauty products.
7. Offer complimentary consultations for new treatments.
8. Host a beauty product demo or workshop.
9. Introduce a new beauty accessory line.
10. Organise a beauty-themed open day with special offers.
11. Provide a selection of current beauty magazines.
12. Offer a free mini treatment with a larger service.