



# Hair Extension Tech's Business Scorecard

		<b>0 = Common mistake pattern</b>	<b>5 = Improving but inconsistent</b>	<b>10 = Structured, intentional, repeatable</b>	<b>YOUR SCORE</b>
<b>FOUNDATION — Skills, Confidence &amp; Technical Standards</b>	<b>Do you fit extensions with full confidence, knowing suitability, placement, and hair protection?</b>	<input type="checkbox"/> You second-guess fittings, worry about mistakes, or accept unsuitable clients because you don't want to turn them away.	<input type="checkbox"/> Mostly confident but still unsure in complex situations.	<input type="checkbox"/> Calm, decisive fitting with strong consultation judgement and repeatable results (you know you're the bomb at precision fittings).	
<b>PILLAR 1 — Strategy</b>	<b>Are you intentionally building a specialist salon — or saying yes to everything?</b>	<input type="checkbox"/> Take any client, any method, no niche. Days feel reactive.	<input type="checkbox"/> Some idea of specialism, but customers looking at socials or your website might not really know.	<input type="checkbox"/> Clear niche (fine hair specialist / weave expert / luxury hair loss transformations, etc.), aligned pricing, focused growth direction.	
<b>PILLAR 2 — Value</b>	<b>Do clients understand why you choose methods — or do you rely on before/after photos and stunning images to sell your skills?</b>	<input type="checkbox"/> Mostly posting transformations with basic captions.  Example copy: "Before & after — love this set!"	<input type="checkbox"/> Occasionally explain process but inconsistently.	<input type="checkbox"/> Regularly explain suitability, benefits, limitations, reasoning, and expected outcomes specific to your niche.  Example: "Fine hair client — this placement protects the natural hair, improves coverage, and suits her maintenance routine. Not ideal for thicker hair — here's why..."	
<b>PILLAR 3 — Marketing &amp; Visibility</b>	<b>Does your online presence answer client fears and questions — or just show pretty hair?</b>	<input type="checkbox"/> Photos with no explanation or clarity. Or trends to get views.	<input type="checkbox"/> Some explanation posts mixed with generic content — and we love a meme.	<input type="checkbox"/> Content consistently explains who services are for, who they're not for, and what clients should expect. Occasional funny posts when customers relate to it, with copy that refers back to what they get from you.	
<b>PILLAR 4 — Sales &amp; Conversion</b>	<b>Do enquiries flow smoothly — or get stuck in messy DMs?</b>	<input type="checkbox"/> Slow replies, unclear or no visible pricing, back-and-forth ping-pong in DMs.	<input type="checkbox"/> Basic booking system, but no way to know if the client booking has the right hair type and is aligned with you until you see them in person.	<input type="checkbox"/> Clear enquiry flow, upfront information, client self-qualification, structured booking pathway.	

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<b>PILLAR 5 — Delivery &amp; Experience</b>	<b>Is your client journey intentional — or dependent on how busy you are?</b>	<input type="checkbox"/> Rushed appointments, breezing through aftercare explanations, or if they tell you they know how to care for extensions because they've had them for years, you let them lead as you're frightened they may think you're stating the obvious.	<input type="checkbox"/> Good service and consultation, but unless they contact you afterwards, you don't follow up.	<input type="checkbox"/> Clear consultation structure that's not rushed, expectation setting, aftercare guidance, and post-appointment follow-up.	
<b>PILLAR 6 — Operations &amp; Systems</b>	<b>Can your business run when you step away — or does everything fall behind?</b>	<input type="checkbox"/> Manual reminders, scattered messages, admin chaos.	<input type="checkbox"/> Some automation, but gaps cause stress.	<input type="checkbox"/> Structured enquiry routing, reminders, consultation prep, and client education systems are all automated.	
<b>PILLAR 7 — Finance &amp; Sustainability</b>	<b>Is your pricing based on confidence and margins — or fear of losing clients?</b>	<input type="checkbox"/> Copying competitors or undercharging to feel safe.	<input type="checkbox"/> Rough awareness of costs, but inconsistent adjustments and fear of losing clients to a price increase	<input type="checkbox"/> Strategic pricing based on margins, expertise, and long-term sustainability. Profit feels predictable.	
<b>Client Qualification — Boundaries &amp; Suitability</b>	<b>Question: Do you confidently filter clients who aren't a good fit?</b>	<input type="checkbox"/> Accept everyone, even enquiries that make you feel uncomfortable.	<input type="checkbox"/> Some hesitation filtering clients, but you cover your back with policies.	<input type="checkbox"/> Clear suitability boundaries that protect results and energy.	
<b>Consistency</b>	<b>Are you consistent with your skilled work, systems, marketing, and pricing — or do standards fluctuate depending on motivation or workload?</b>	<input type="checkbox"/> Reactive habits. Standards change day to day. Marketing drops when you're busy, systems are inconsistent, and you sometimes even hold prices for some clients.	<input type="checkbox"/> Improving structure, but execution varies under time constraints and pressure.	<input type="checkbox"/> Repeatable routines, consistent standards, and disciplined execution across all areas.	



**TOTAL SCORE: \_\_\_\_\_ / 100**

**Interpretation**

**0–30 → Reactive technician**

**31–60 → Developing structure**

**61–85 → Structured salon**

**86–100 → High-performance technician**

**ACTION STEP**

**Your lowest score reveals your next focus.**

**Strengthen that pillar first — structure creates momentum.**

**Repeat this audit every 30 days to track progress.**

