

STAYBOOKED.

StayBooked

Nail Edition

Know your numbers. Stay booked. Keep your clients coming back.

THE BUSINESS KIT FOR INDEPENDENT NAIL TECHS

MODULE 01

Know your numbers

MODULE 02

Stay booked every week

MODULE 03

Handle no-shows

MODULE 04

Stand out locally

MODULE 05

Keep clients coming back

BEFORE WE START

The nail tech who struggles to fill her table usually isn't bad at her job. She's excellent. She just wasn't taught the other half — the part that keeps the business running.

You learned the craft. The shape, the polish, the chemistry of gel and acrylic. You know what a healthy nail bed looks like. You know the difference between damage from aggressive filing and a natural ridge. You know what proper cuticle care actually does, and why a base coat isn't optional before color. You can read hands the way other people read faces.

What nobody teaches you is how to run the business around it. How to price it. How to protect your time. How to make clients come back without begging. How to stand out in an area full of people with the same skills and the same Instagram feed.

That's what this kit is for. Five modules. Each one built around a moment you already know — something that's happened to you at the table, at the desk, or on your phone. We're not introducing new problems. We're giving you tools for the ones you've been dealing with alone.

Let's get to work.

Know Your Numbers

What you're actually earning — and what to do about it.

There's a number most table renters don't know: their real hourly rate. Not what they charge per service — what they actually take home per hour worked, after table rent, supplies, no-shows, and unpaid setup time.

That number changes everything. Once you see it clearly, you stop guessing and start deciding. You stop discounting out of guilt and start charging out of knowledge.

FROM THE TABLE

"A nail tech in Atlanta had been charging \$45 for gel for three years. When she ran the real numbers — table rent, supplies, two no-shows a week — her hourly was \$11.80. She raised prices the following Monday."

Your real hourly rate

Weekly revenue – table rent – supplies = net income.

Net income ÷ hours actually worked = your real hourly rate.

Run this number honestly. Include the 15 minutes of setup before your first client. Include the appointment that cancelled with no notice. Include the gel polish you went through twice as fast because one client wanted three coats.

Your most profitable services — by the numbers

Not all services pay equally per hour. Here's what the math actually looks like:

SERVICE	TIME	REVENUE	SUPPLIES	NET / HR
Polish change	20 min	\$25	\$2	\$69.00
Gel manicure	45 min	\$45	\$8	\$49.00
Full acrylic set	2h 00	\$95	\$22	\$36.50
Nail art (full set)	2h 30	\$130	\$28	\$40.80
Dip powder	1h 00	\$55	\$12	\$43.00

Net/hr = (Revenue – Supplies) ÷ Time in hours. Table rent not included — subtract from weekly net total.

The price increase script

PRICE INCREASE SCRIPT

"Starting [date], my prices will be adjusting slightly to reflect the cost of the products I use and the time I put into every appointment. Your [service] will be \$[X] instead of \$[Y]. I wanted to let you know personally. I'm really grateful for your loyalty — it means everything."

Send it as a text. Not an email. Not a post. A text feels personal because it is.

02

MODULE 02

Stay Booked Every Week

A system for staying booked without chasing people.

You know that moment. Her hand is under the LED lamp, gel curing, sixty seconds with nothing to do but watch the timer count down. That moment — right there — is the most underused booking opportunity at your table. She's literally pinned in place, looking right at her own nails. That's the perfect moment to lock in the next appointment.

FROM THE TABLE

"A nail tech in Miami started pre-booking every client during the curing minute. In four weeks her forward bookings went from 30% to 80% of her schedule. She stopped sending 'any availability this week?' messages entirely."

The pre-booking system

PRE-BOOKING SCRIPT

"Before you leave today, let's get your next appointment in the calendar. That way you're not scrambling to find a slot when it's busy — you're already in."

Say it every time. To every client. Pre-booking is not pushy — it's professional. Doctors do it. Dentists do it. The nail techs with full books do it.

The referral script

REFERRAL SCRIPT

"If you have a friend who's been looking for someone — I have a couple of openings next month. Just have them mention your name when they text me."

The last-minute opening

LAST-MINUTE MESSAGE

"Hey [name] — I just had a cancellation for [day] at [time]. First one to grab it gets it. Let me know!"

The waitlist

Keep a running list — name, service, preferred days — in your phone or a small notebook. When a slot opens, you have names ready. A waitlist also signals demand: clients who are waiting for you don't go looking for someone else.

03

MODULE 03

Handle No-Shows Like a Pro

Protect your time without burning the relationship.

You finish soaking off your last client's old gel. You step back. You look up — and the table is empty. They didn't call. They didn't text. They're just not there. That's not just lost revenue. That's 45 minutes of your morning, a slot you could have given to someone on your waitlist, and the low-grade frustration that follows you into the next client.

FROM THE TABLE

"A nail tech in Chicago had four no-shows in one week — \$180 gone. She introduced a \$25 deposit for new clients and a 24-hour cancellation policy. The following month: zero no-shows from new clients, one from regulars."

Your cancellation policy

CANCELLATION POLICY

"I require 24 hours notice for cancellations. Late cancellations or no-shows may be subject to a fee of 50% of the scheduled service. I completely understand that life happens — just let me know as early as you can."

Put it in your booking confirmation. Say it once in person with new clients. You don't need to apologize for it.

The no-show message

NO-SHOW MESSAGE

"Hey [name], I had you down for [time] today — just checking in to make sure everything's okay. Give me a shout when you get a chance and we'll get you rescheduled."

Most no-shows are accidents. This message gives them a way back in without making it a confrontation.

The late arrival

LATE ARRIVAL NOTICE

"Just a heads up — if you're running more than 15 minutes late, we may need to adjust the service to fit the time we have. I always want to give you my full attention, so I'll do the same for the client after you."

The deposit system

For new clients and full sets or intricate nail art over 90 minutes: request a deposit. \$20–\$30 is enough. It's not about the money — it's about commitment. Clients who pay a deposit show up. It's that simple.

Stand Out in Your Area

Be the nail tech people talk about — for the right reasons.

Standing out doesn't mean being louder. It means being clearer — about who you are, what you're good at, and why someone in your area should choose you.

FROM THE TABLE

"A nail tech in Brooklyn stopped posting generic nail photos and started posting specifically for brides in her neighborhood. In six weeks she had four bridal bookings — more than the previous six months combined."

Your differentiation formula

DIFFERENTIATION FORMULA

"I'm the nail tech for [specific client] who wants [specific result] without [specific frustration]."

Example: "I'm the nail tech for brides who want their hands photo-ready without a two-hour appointment the week of the wedding." Once you have this sentence, everything else — your posts, your bio, your conversation with new clients — gets easier.

The 10-post framework

- ❖ Before & after — your best transformations
- ❖ Client reaction — a genuine moment of someone loving their nails
- ❖ The process — soak-off, cuticle care, a clean nail art line
- ❖ A tip they didn't know — quick, useful, specific
- ❖ Your space — your table, your tools, your setup
- ❖ A client story — no names, just the situation and result
- ❖ Your opinion — on a trend, a product, a common mistake
- ❖ An offer — openings this week, a referral incentive
- ❖ Something personal — why you do this
- ❖ A question — engagement builds reach

Local visibility — your real advantage

Your Instagram can reach anyone. Your table can only reach people who can actually drive to you — and that's the audience that pays.

- ❖ Set up a Google Business Profile today — free, permanent, and how people find you when they search "nail tech near me."
- ❖ Geotag every post. Not just the city — the neighborhood. "Williamsburg," "Brickell," "South Loop" reach the people who live there.

- ❖ Once a week, say explicitly where you are: "If you're in [neighborhood] and looking for a nail tech—" Most nail techs never do this.
- ❖ Introduce yourself to one local business a month — a blowout bar, a skincare studio, a yoga studio. Cross-referrals cost nothing and compound.

GOOGLE REVIEW REQUEST

"If you have a second — would you mind leaving me a Google review? It really helps people find me. I'll send you the link right now."

Keep Clients Coming Back

Build the relationship that makes loyalty automatic.

She's been coming to you for three years. You know she takes her coffee black. You know her daughter just started college. She doesn't think of you as her nail tech — she thinks of you as hers. The table is where people talk. Not just about their nails — about everything. That's not small talk. That's trust.

FROM THE TABLE

"A nail tech in Houston texted her 10 most loyal clients on their birthday — no offer, no discount, just 'Thinking of you today.' Three replied within an hour. Two booked within the week. One sent a friend."

The client profile card

- ◆ Name and contact
- ◆ Services they get and frequency
- ◆ Nail notes — gel/acrylic preferences, sensitivities, preferred shapes and lengths
- ◆ Personal details they've shared — kids, job, big events
- ◆ Last visit and next appointment

The reminder system

REMINDER MESSAGE

"Hey [name]! Just a reminder that I have you down for [service] on [day] at [time]. Can't wait to see you!"

The follow-up

FOLLOW-UP MESSAGE

"Hey! Hope you're loving your nails. I'd love to see you back in [timeframe] — your next slot is yours if you want it."

The relationship builder

BIRTHDAY / ANNIVERSARY MESSAGE

"Thinking of you today. Hope it's a good one."

They will remember it. And they will tell someone — without you ever asking.

You now have the other half.

The craft was always yours.

The numbers, the systems, the words — those were just waiting for someone to hand them to you.

Pick one module. Start there.

You don't need to do everything at once. You just need to start.

This week: open Module 01. Run your real hourly rate — the actual number, not the one you've been assuming. Write it down. Then tell us what you found.

We read every message. If there's a situation at your table that none of this covers — write to us. That's how the next edition gets better.

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