

Silent Income Boosters Checklist

Small details that quietly increase tips, add-ons, and rebooking

How to use:

Review once. Implement gradually. Revisit monthly.

ENVIRONMENT SIGNALS (Affect Tips & Comfort)

- My station is clean, uncluttered, and calm
- Lighting is flattering and not harsh
- Music volume allows easy conversation
- Water or coffee is offered at the start
- The appointment feels unhurried, even when busy

RELATABILITY SIGNALS (Affect Tips & Trust)

- A small, tasteful personal photo is visible (child, family, pet, milestone)
- The photo is neutral and warm, not emotional
- I don't draw attention to it unless asked

DECISION-REDUCING TOOLS (Affect Upsells)

- Only 3–4 service bundles are presented
- Bundles are explained visually, not verbally
- “Most clients choose...” language is used
- No long lists or overwhelming options

LANGUAGE SIGNALS (Affect Compliance)

- I say “I recommend” instead of “Do you want”
- I frame options around results, not price
- I speak with calm confidence, not urgency

END-OF-APPOINTMENT RITUAL (Affects Tips & Rebooking)

- I slow down at the end
- I show the result calmly
- I ask one check-in question
- I thank the client deliberately

Reminder:

Income doesn't always increase by doing more.
It often increases by removing friction.