arch COSMETICS

FREE GUIDE

A GUIDE FOR PMU ARTISTS

HOW TO RAISE *your prices*

The maths, the timing and the exact words to use, so a price rise doesn't cost you the clients you want to keep.

01 THE FEAR VS THE MATHS

02 YOUR NEW PRICE & TOP-UPS

03 SCRIPTS TO COPY



KENADI · ARCH COSMETICS

FREE WITH YOUR CALCULATOR RESULTS

start here

YOUR THREE NUMBERS

Why do so many artists know they're undercharging and still don't change anything? Because "I should charge more" is a feeling. A number is a decision.

You've just worked out your minimum price with my calculator. Write your numbers down here before you read anything else. Every page of this guide works from them.

WHAT I CHARGE NOW

£

Your current full-treatment price

MY MINIMUM PRICE

£

Below this, you're paying to work

MY RECOMMENDED PRICE

£

Minimum + 20% for slow months

THE GAP

Take what you charge now away from your minimum. Multiply it by how many clients you see a month, then by 12. That's what undercharging is costing you this year. Most artists never work it out, which is exactly why they never fix it.

THE PLAN IN FIVE STEPS

1 **GET OVER THE FEAR WITH MATHS**
How many clients you can lose and still earn more. It's more than you think.

2 **DECIDE YOUR NEW PRICE**
Including the top-up question, which is where most PMU prices go wrong.

3 **PICK YOUR TIMING**
How much to go up by, when, and how much notice to give.

4 **TELL PEOPLE**
Copy-and-paste scripts for your post, your existing clients and the "why?" DMs.

5 **HOLD IT**
What to do in the first 30 days, when it feels quiet and you want to cave.

CHAPTER ONE

THE FEAR *vs the maths*

1

What actually happens if you put your prices up and some people don't book? Usually, you earn the same or more for fewer hours.

The fear is always "I'll lose clients." Some people will go elsewhere. That's not a sign it failed. It's part of how a price rise works. The question isn't whether you lose anyone. It's how many you can lose before you're worse off.

HOW MANY CLIENTS YOU CAN LOSE AND STILL EARN THE SAME

PRICE RISE	CLIENTS YOU CAN LOSE	WHAT THAT MEANS
10%	1 in 11	Lose 1 client in 11 and you're level
15%	about 1 in 8	Lose 13% of bookings and you're level
20%	1 in 6	Lose 1 client in 6 and you're level
25%	1 in 5	Lose 1 client in 5 and you're level
50%	1 in 3	Lose 1 client in 3 and you're level

And "level" is the worst case. Every client you don't see is products you don't use and hours you get back.

NOW

12 × £250

£3,000 a month. With top-ups included that's 12 first sessions and 12 top-ups: 36 hours in the chair.

AFTER A 20% RISE

10 × £300

Still £3,000 a month. Two fewer clients, two fewer lots of products, and 6 hours a month back.

THE PART NOBODY SAYS

The clients most likely to leave over price are usually the ones who haggle, cancel and message at 11pm. The clients who chose you for your work rarely go anywhere over £50.

"BUT EVERYONE NEAR ME IS CHEAPER"

Their price is based on their costs, their skill and, very often, a guess. Your price is based on your numbers. Matching someone else's price means running your business on their maths, and you have no idea if their maths works. Plenty of artists charging less than you are quietly losing money.

CHAPTER TWO

DECIDE YOUR *new price*

2

Did you pick your new price because it felt brave, or because it actually pays you?

THE RULES

- **Never below your minimum.** Your minimum is the price where you break even on your goals. Under it, every booking moves you further away.
- **Aim for your recommended price.** The extra 20% is what covers a quiet January, a new machine or a week off sick.
- **Round it to a confident number.** £350, not £347. Odd numbers look like you're apologising for every pound.
- **One price per treatment.** No "from £", no "depends". Clients trust a price they can see.

THE TOP-UP QUESTION

This is where most PMU prices go wrong. If your top-up is included, your price isn't paying for one appointment. It's paying for two.

WHAT YOU THINK YOU'RE SELLING

1 session

A 2-hour first appointment with one lot of products.

WHAT YOU'RE ACTUALLY SELLING

2 sessions

A 2-hour first appointment plus a 1-hour top-up: 3 hours, two set-ups and two lots of needles and pigment.

OPTION A · ALL-INCLUSIVE

One price covers both sessions. Clients love the simplicity. But your price must cover all 3 hours and both lots of products. My calculator does this when you tick "top-up included".

OPTION B · SEPARATE TOP-UP

Your first session has its own price, and the top-up is priced on its own for the hour it takes. Your headline price looks lower, and the top-up is paid when it happens.

THE MISTAKE TO AVOID

Including the top-up but pricing as if it's one session. You end up doing 3 hours of work for a 2-hour price, and the busier you get, the worse it gets.

Colour boosts go up too. To reward loyalty, keep existing clients on their current boost price for a set time (for example, three months), then put everyone on the same list.

CHAPTER THREE

HOW MUCH *and when*

3

Should you go up in one big jump or a few small ones? It depends on where you're starting.

IF YOU'RE…	DO THIS
Below your minimum	Go straight to your minimum, at least. Small steps just mean more months of losing money.
Between minimum and recommended	Go up to your recommended price in one move, or two moves three months apart.
At or above recommended	Review every 6 months. Go up 10–15% when you're booked 4 or more weeks ahead.

THE SIGNS IT'S TIME

- ! You're booked more than 4 weeks ahead, most of the time.
- ! You've done new training, or your results have clearly improved.
- ! Your costs have gone up: rent, insurance, products or VAT.
- ! You feel tired or resentful when you look at your diary.
- ! Your calculator result is higher than what you charge.

TIMING IT

- **New enquiries first.** Anyone enquiring from today gets the new price. There's nothing to announce to someone who has never seen your old one.
- **Existing clients get 4 weeks' notice.** Long enough to be fair, short enough that it actually happens.
- **Honour what's booked.** If someone has paid a deposit, they keep the price they booked at. Saying so out loud builds a lot of trust.
- **Change everything before you announce it:** your website, booking system, price list, enquiry auto-replies and highlights. Nothing makes a price rise look shakier than three different prices online.

CHAPTER FOUR

WHAT TO *say*

What should you say? Less than you think. Explain once, don't apologise, and give the date.

YOUR POST CAPTION

Why are my prices changing? Because I want to keep giving every client the time, products and results they deserve. From [date], [treatment] will be £[price], with your top-up included. Anything booked before [date] stays at the current price. Booking link in bio.

MESSAGE TO EXISTING CLIENTS (SEND BEFORE YOU POST)

Hi [name], I wanted you to hear it from me first. From [date] my prices are changing, and [treatment] will be £[price]. If you'd like to book your colour boost before then, you'll keep the current price. Thank you for being one of my clients. It means a lot. Kenadi

WHEN SOMEONE ASKS "WHY HAVE YOUR PRICES GONE UP?"

Good question! I worked through all my costs properly, from products and insurance to training and time, and my old price wasn't covering them. This price lets me keep giving you the same standard of work.

WHEN SOMEONE SAYS "[ARTIST] IS CHEAPER"

Totally understand, and there are lots of great artists out there. My price covers [your top-up / my aftercare / a full consultation]. If you'd like to spread the cost, I offer Klarna. I'd love to work with you if it feels right.

WHAT NOT TO DO

- Don't apologise. "Sorry, but..." tells people the price is negotiable.
- Don't explain your bills. One line on why is enough. A paragraph sounds like guilt.
- Don't offer a discount to save the booking. Offer Klarna or a deposit instead: same price, easier to pay.

CHAPTER FIVE

HOLD *your price*

5

What happens if it goes quiet for a fortnight? Nothing, unless you panic and drop your price again.

Expect a quieter couple of weeks. People who were already thinking about booking often rush in before the date, then there's a dip. That's normal. It isn't your new price failing.

TRACK THREE NUMBERS FOR 30 DAYS

NUMBER	WHAT IT TELLS YOU
Enquiries	Whether people still want you. Usually this barely moves.
Consultations	Whether your content and auto-replies explain the price well.
Bookings	The one that matters. Fewer bookings at a higher price can still mean more money: check the table in chapter 1.

IF ENQUIRIES HOLD BUT BOOKINGS DROP

It's not your price. It's how you're showing your value: your consultations, your before-and-afters and how quickly you reply. That's a skill you can learn, and it's exactly what my **Consultation Blueprint** covers. It's **FREE**: find it on my website, archcosmetics.co.uk.

IF EVERYTHING HOLDS

Then the old price was too low all along. Put a reminder in your diary for 6 months' time and run the calculator again.

remember

Your price comes from your numbers, not from what anyone else charges.

If your top-up is included, you're selling two sessions. Price it that way.

Losing a few clients is part of the plan, not a sign it failed.

Say it once, don't apologise, and don't discount.

your checklist

PRICE RISE IN 10 STEPS

Tick them off in order. Most artists can get through this in a week.

- [ ] Run the calculator and write your minimum and recommended price on page 2.
  YOUR NUMBERS
- [ ] Decide: is the top-up included, or priced separately?
  CHAPTER 2
- [ ] Choose your new price: at least your minimum, and rounded.
  CHAPTER 2
- [ ] Pick a date 4 weeks from today.
  CHAPTER 3
- [ ] Update your website, booking system, price list, auto-replies and highlights.
  BEFORE ANYONE SEES IT
- [ ] Message your existing clients first.
  CHAPTER 4 SCRIPT
- [ ] Post the announcement and share it to your stories.
  CHAPTER 4 SCRIPT
- [ ] Honour every booking and deposit taken before the date.
  TRUST
- [ ] Answer pushback with the scripts. No discounts.
  CHAPTER 4
- [ ] Track enquiries, consultations and bookings for 30 days, then set a reminder for 6 months.
  CHAPTER 5

what's next

KNOWING YOUR PRICE IS STEP ONE.

Holding it is the hard part. Can you explain your price in a consultation without flinching? Does your content make that price feel obvious before someone even messages you?

That's what the **PMU Business Builder** is for. It's six self-paced lessons on the business side of PMU, built from how I run Arch Cosmetics.

BRAND
Attract the clients who choose you for your work, not your price.

PRICING
How to set your price, hold it and raise it without losing the clients you want.

VISIBILITY
Content that brings in bookings, not just likes.

CONSULTATIONS
Turn enquiries into confident bookings.

SYSTEMS
Booking, deposits and admin that run without you.

OWNER MINDSET
Make decisions like a business owner, not a busy artist.

ALSO FREE ON MY WEBSITE

The Consultation Blueprint: the exact consultation I run before every treatment, to build trust, protect your standards and make your price feel obvious. Find it at archcosmetics.co.uk.

VIEW THE BUSINESS BUILDER
£400 · Klarna available

RUN THE CALCULATOR AGAIN
Every 6 months