

A PRACTICAL GUIDE ON

# HOW TO CHARGE FOR WIGS

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*If you earn, you can return*

# ABOUT THIS BOOKLET

Why Wigs, Why Now? – The global wig industry has exploded into a \$3 billion luxury business, spanning high fashion, celebrities, and medical use. What was once associated with costume or necessity is now a mainstream opportunity. Top stars like Rihanna and Kim Kardashian regularly wear wigs as everyday style statements. And premium human hair pieces can command prices up to five figures. This means two things for you as a salon professional: creative freedom and significant new revenue. I have made ten of thousands with wigs.



Purpose of This Guide – This booklet will show you how to leverage wigs to grow your career and income. You'll learn step-by-step how to successfully pitch wigs for editorial photoshoots and brand campaigns (not just lending them out for free exposure, but getting paid), how to secure backup wigs and build an inventory that saves the day, and how to sell wigs in your salon for maximum commission while keeping clients thrilled with their look. Each chapter provides the reasoning and psychology behind the strategy, followed by actionable advice, example scripts (email and in-person) with [PLACEHOLDER] fields to customize, and a quick checklist. By the end, you'll have a complete plan to start profiting from wigs – whether you're styling a magazine cover or helping a client regain confidence after hair loss. Let's dive in!

## 2. THE WIG SALES MINDSET: CHALLENGES, OBJECTIONS & OPPORTUNITIES REASONING

- **Common Hesitations:** It's normal for salon pros to feel hesitant about "selling" wigs. You might worry clients will find wigs too expensive or think you're being salesy. You may also wonder if investing in wigs is worth it, or feel unsure due to lack of experience with wig products. These mental barriers can hold you back.
- **Sales Psychology:** Reframe "selling" as solving problems and fulfilling desires. A wig is not just an add-on product – it's a transformative solution. For your fashion/editorial partners, a wig is the key to achieving a creative vision that natural hair alone can't. For in-salon clients, a wig can instantly give them the hair of their dreams or restore self-esteem after hair loss. When you believe in the genuine value wigs provide, your enthusiasm becomes contagious, not pushy.
- **Huge Market & Demand:** Clients are willing to invest in quality wigs. The luxury wig sector is booming, with consumers happy to spend for top-notch hair pieces. In fact, some of your customers already spend heavily on extensions or chemical services; a durable human-hair wig can be a smarter long-term investment. Even individuals facing medical hair loss often pay hundreds of dollars out-of-pocket for custom wigs to feel like themselves again. The demand is there – your job is to tap into it by highlighting benefits and value.
- **Win-Win Value Proposition:** Selling a wig should never feel like a "money grab." It's a win-win: your client (or creative partner) gets a high-impact result (whether a show-stopping photoshoot look or renewed personal confidence), and you earn income and professional recognition. Remember, your expertise in selecting, styling, and maintaining a wig is part of the value. You're not just selling a product; you're providing a full service and an outcome.



## QUICK MINDSET CHECKLIST

- **Believe in the Product:** Have you familiarized yourself with the quality and features of the wigs you'll sell? (It's easier to promote something you genuinely appreciate.)
- **Know the Client's "Why":** For each wig opportunity, identify the core motivation (creative vision, convenience, confidence boost, etc.) so you can tailor your pitch.
- **Prepare Responses:** Write out 3–5 common client questions or objections ("Is it comfortable? How do I maintain it? Why so expensive?") and your clear, positive answers to each.
- **Value > Price:** Practice framing the wig's value in terms of outcomes (look/feel benefits, long-term use) rather than just its price tag. Ensure you can articulate why it's worth it.
- **Confidence Check:** Before approaching a client or partner about a wig, take a moment to recall a success story or a positive fact (e.g., "High-end wigs have transformed my other clients' looks, and I'm excited to do the same for this client"). Your confidence will set the tone for the discussion.

### 3. PITCHING WIGS FOR EDITORIALS AND CAMPAIGNS

- **Move Beyond “Free Exposure”:** In the world of fashion editorials and creative campaigns, hairstylists are often asked to contribute their skills (and sometimes products) for the nebulous reward of “exposure.” Historically, you might have provided wigs free of charge just to get a credit in a magazine. However, exposure doesn’t pay the bills. It’s time to reposition wigs as high-value creative assets – something so integral to the shoot’s success that it merits budget allocation. Remember, a photoshoot’s end goal is stunning images. A wig you provide can be the very element that makes the images unforgettable, which has tangible value to the creative team and client.
- **Editorial vs. Commercial Mindset:** Understand the context of the project. Editorial shoots are highly creative but often have limited budgets; they’re used to borrowing wardrobe, wigs, etc. for free. Commercial campaigns (for brands/advertisements), on the other hand, usually have a budget and are more results-driven. In both cases, position your wig work as part of your professional service. For editorial teams, emphasize that using your wigs will guarantee a unique, polished result that justifies a small fee if possible. For brand campaigns, be very direct in including wig costs in your quote or invoice – companies expect line items for any special resources. If they need a wig to achieve the look, it’s understood they should pay for it. **Don’t shy away from this; , clients are willing to pay well for the peace of mind** that the stylist will “help the day go smoothly and do a really good job”. Supplying a quality wig is part of doing a great job.

- **Emphasize Creative Value:** Wigs unlock possibilities. They allow drastic hair changes between shots, uniform looks across models, or gravity-defying styles – all without damaging anyone’s natural hair. When pitching to creative directors or photographers, stress how your wigs will elevate the creative vision. For example, “Using a custom pastel wig for this avant-garde shoot will bring the stylist’s concept to life in a way that simple styling or extensions couldn’t.” You’re offering not just a physical wig, but your artistry in selecting, customizing, and styling it to fit the brief. This moves the conversation from “Can you bring a wig (for free)?” to “We need your wig expertise to achieve this look.”
- **Monetization Strategies:** For Editorials you can use the already purchased wigs you have but then be clear about that when on Set the Wig needs to be cut or colored a fee needs to be paid.
- Look i understand this will not be always be possible but you can use wigs as well to push your portfolio. In my early days i rocked up to set with always 5-10 prepped wigs even if they didn` t ask for it. This gave me the opportunity todaa wig fitting and give them options on hair. Most people love that and this gives you creative freedom. This approach for Editorial made me known for wigs and makes me a lot of money these days.

## PITCHING WIGS FOR EDITORIALS AND CAMPAIGNS

- **Get more Wigs”**: Look you want to be prepared for everything so when you have a commercial Jobs always try to get extra wigs in the budget. At least 1 for each wig you get and explain the clients this is to be sure everything will work smoothly. Always try to get more money for the wig than the actual purchase price is. This is how you gain extra Money and extra wigs and this is as well how production company make their big bucks with this mark ups. And PLEASE ask for **prep Money**. If you spend time prepping these wigs you should get paid for it. I charge a full day rate or half day rate depending on the commercial Job.



## 4. SECURING BACKUP WIGS AND BUILDING YOUR INVENTORY

- **“One is None”** in Wig Prep: In the heat of a photoshoot or the day of a big event, relying on a single wig is a risk like I said above. Lace can tear, a curl set can fall in humidity, or the client might want to try a different look last-minute. By securing backup wigs, you insure against these issues. A backup can be an identical wig or a similar alternative style/color that you have ready. This guarantee of a plan B is part of delivering professional, stress-free service – clients and creative teams greatly appreciate the foresight. (Think of it like a spare tire in your car: you hope you won’t need it, but you’ll be glad it’s there! 💡)
- **Build a Versatile Wig Wardrobe:** Developing an inventory of wigs over time can set you apart as a stylist. It allows you to respond to opportunities instantly. If an editor calls you tonight for a surprise avant-garde shoot tomorrow, you can confidently say “Yes, I have a selection of pieces we can use.” In-salon, having wigs on-hand means clients can try on styles during their appointment, dramatically increasing the chance of a sale (people fall in love with a wig once they see it on themselves). Inventory also lets you rent out or reuse wigs for multiple projects, multiplying your return on investment. While there’s an upfront cost to stocking wigs, consider it an investment in your business’s capabilities. Each wig in your collection is a tool that can earn money repeatedly.

## ADVICE & TEMPLATE

**Start Small & Strategic:** If you're beginning to build inventory, choose versatile pieces. Aim for a range: for instance, one straight natural-color human hair wig (e.g., a 613 – can be cut or colored as needed), one long wavy or curly style (maybe blonde or black to cover different bases), and perhaps one fun fashion color or an updo wig if you do a lot of creative work. These three could serve dozens of different looks with minor styling tweaks. You don't need every color under the sun immediately – focus on wigs that can be restyled and are in common lengths that clients ask for.

**Maintain and Catalog Your Wigs:** Treat your inventory like library books or a wardrobe. Keep each wig cleaned, detangled, and stored on a stand or in a labeled box so it retains. This has given me already many Jobs! Maintain a simple catalog (even just photos on your phone or a spreadsheet) noting the color, length, and features of each piece. This way, when a project comes up, you can quickly check what you have available. A catalog also helps when selling – you can show clients pictures of wigs you have in stock or that you can quickly get.

**Pro Tipp:** Look i know the struggle of hunting to get paid on time And the struggle is real. If you get hired on a Job and they don` t have a lot of Budget. Agree to the rate if it`s worth it to you but say the invoice needs to be paid not later then in 30 days. If the 30 days are over and the invoice isen`t paid another xxx amount will have to be paid on top. If they agree to it you have a win win either way.

## 5. IN-SALON WIG SELLING: FASHION TRANSFORMATIONS & NEW REVENUE STREAMS

**The Ultimate Makeover Tool:** In a salon setting, wigs open up possibilities beyond the traditional cut-and-color. They allow clients to achieve dramatic transformations instantly – something especially appealing in today’s world of immediate gratification. Many clients are bored with their hair but fear damage or commitment. A human hair wig is the perfect answer: want to go from a brunette pixie to long platinum waves for a weekend? A wig can do that with zero damage to your real hair. This wow factor is a strong selling point. When clients realize they can literally try on a new identity and then take it off whenever, they get excited. If I would have a Salon I would invest in 20 wigs and have them ready to show or hanging in the salon. Clients would wear them and take pictures and put in on social media that’s free advertising !

**Catering to Style Chameleons and Special Occasions:** Think about fashionable clients or influencers who love changing up their look frequently. Owning multiple wigs is like having an extended wardrobe for them – one day a sleek bob, the next day mermaid-length curls. For special events (weddings, costume parties, photo sessions), a wig can help someone achieve a look that their natural hair can’t (or save them growing it out or bleaching it). By positioning wigs as a luxury fashion accessory, you tap into clients’ desire to splurge on looking fabulous for big moments. I know salons that have a huge revenue with these wigs, because I know how much I have to send them.



## 5. IN-SALON WIG SELLING: FASHION TRANSFORMATIONS & NEW REVENUE STREAMS

**Client Psychology:** It's important to recognize that many salon clients have never bought a wig before. They might associate wigs with medical needs or costume stores, or have the misconception that wigs are uncomfortable. Part of your role is to normalize and elevate wig wearing. Show them it's actually quite common (share that a lot of public figures use wigs or that the wig industry is booming). Let them touch and see the quality – the tactile assurance of real human hair and a soft cap can erase their doubts. They'll also be thinking, "Is this going to look obvious?" You can reassure them that modern wigs, especially those you curate, are virtually undetectable once applied correctly – "We'll make sure the hairline and fit are perfect, so it will look like your hair, only better." Selling in-salon is as much about education and demystification as it is about the product. When clients understand what they're getting and how it benefits them, sticker shock diminishes.

**Ensuring Satisfaction = Future Business:** A happy wig client can become a lifelong loyal customer and even an ambassador for your salon. They'll tell friends, post selfies, perhaps even tag your salon on social media wearing their new hair. To get that satisfaction, you must align on expectations and provide thorough support. If a client invests in a €1500 wig and you ensure she's thrilled – by choosing the right piece, making it comfortable, and following up to handle any questions – she will very likely buy another wig next season or refer someone else who needs one.

## 5. IN-SALON WIG SELLING: FASHION TRANSFORMATIONS & NEW REVENUE STREAMS

- **Integrate Wigs into Consultations:** Don't wait for a client to ask, "Do you sell wigs?" Proactively mention the option when appropriate. Listen for cues: if a client says, "I wish my hair was long enough for this style," or "I'm getting bored, but I don't want to fry my hair with bleach," that's your opening. Respond with something like, "I actually have a solution you might not have considered – have you ever thought of trying a wig for a style change? The ones I work with are high-quality human hair, so they look and feel real. You could go blonde for a bit without a drop of dye on your own hair." Even if they seem surprised, you've planted the seed in a friendly, helpful way. Keep your tone informative and enthusiastic, not pressuring. The idea is to make them curious and excited.
- **Offer a Trial Experience:** Whenever possible, let the client see and feel the wig magic. This could mean having a few sanitized "try-on" wigs in the salon like I said. Say, "It's hard to imagine on the hanger, would you like to try one just for fun? I have a style here that might suit you." Then do a quick transformation in the chair. Once the client sees themselves in a new hairdo that they never thought possible, the likelihood of a sale skyrockets. It's the beauty equivalent of a test drive. Even if that exact wig isn't the one they purchase, it breaks the ice and gets them thinking in that direction. (Always be ready to snap a pic of them in the wig – with their permission – so they can ponder it later. **Often they'll show it to friends or spouses for input, spreading the idea further.**)

## 5. IN-SALON WIG SELLING: FASHION TRANSFORMATIONS & NEW REVENUE STREAMS

- **Transparency in Pricing:** Be upfront about cost, but frame it in terms of value and components. For example, “This wig is €1500, which includes my professional fitting, customizing the cut for you, and a care kit with your first maintenance appointment free.” Breaking it down shows them everything they’re getting. If you offer a slightly cheaper option, mention that too (some clients appreciate choice): “We also have a more budget-friendly option at €900; it’s a blend of human and high-grade synthetic. It isn’t as versatile with heat styling, but it’s still beautiful. Ultimately, I want you to choose what you’re comfortable with.” By comparing, you justify why the premium one costs more (if they go for cheaper, you still made a sale; if they choose premium, they feel it must be much better quality).
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- **Discuss Maintenance and Longevity:** Educate them on caring for their wig – this not only ensures they have a good experience, but it’s also an opportunity for additional services or product sales (like offering a “wig tune-up” service every few months, or selling wig shampoo). Emphasize how long a well-cared-for wig can last: “You’ll get many months, even years of use out of this, especially if you rotate with your natural hair. I have clients who have worn theirs for 2+ years. We’ll schedule a follow-up in about 4-6 weeks to see if it needs any touch-ups or adjustments after you’ve worn it, all part of ensuring it stays perfect.” Knowing you’ll be there post-sale makes them more confident in making the purchase now.

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## 6. LAST

- **I hope this helps:** Look everyone needs to find their own way and sweet spot but i hope this Booklet helped you to understand some points or better sparked a total new and better idea. Let us share our ideas and help each other so we can all move forward and have a sense of community rather than competition. I personally have led go tottaly of it but i also understand i`m in a good position todo so. But it is a mindset and what brought me in this good position to not have to worry about money or work partly lied down in this Booklet.
- **Thank you:** Thank you for being a part of this Journey! This Business means the world to me and i put in countless of hours to make it better every time. Stay tuned on whats to come!