



Smart pricing checklist for med spas

1. Review your current pricing structure

- ☐ Audit all service prices
- ☐ Compare prices against competitors
- ☐ Check profitability per service (after costs and time)
- ☐ Identify high-demand vs. underbooked services

2. Implement dynamic pricing

- ☐ Identify peak vs. off-peak hours
- ☐ Create rules for lower pricing during slow periods
- ☐ Raise pricing slightly during high-demand slots
- ☐ Use software to automate these changes

3. Create high-value bundles

- ☐ Combine complementary treatments (e.g., facial + massage)
- ☐ Offer bundle pricing slightly lower than the individual total
- ☐ Promote bundles for seasonal events or packages
- ☐ Track which bundles convert best



4. Set customizable deposits

- ☐ Apply deposits to high-ticket services
- ☐ Set different deposit amounts by service
- ☐ Communicate clearly in booking policies
- ☐ Monitor no-show reduction over time

5. Add tiered pricing based on experience

- ☐ Define staff skill levels (junior, senior, expert)
- ☐ Adjust service pricing based on experience or session length
- ☐ Communicate the value of premium tiers to clients
- ☐ Ensure fairness and consistency in tiers

6. Use data-driven promotions

- ☐ Review client booking trends and gaps
- ☐ Identify services to discount (selectively)
- ☐ Offer loyalty perks to repeat clients
- ☐ Run limited-time offers during slower weeks

7. Leverage technology

- ☐ Use booking software to automate pricing rules
- ☐ Track service popularity and client behavior
- ☐ Auto-send promo reminders via email/SMS
- ☐ Monitor real-time revenue impact of pricing changes

