

# Barber Pricing Strategy Cheat Sheet

A quick reference guide for barbers who want to price services confidently, increase income per client, and build a profitable chair.

## Typical Pricing for Common Barber Services

- Basic Haircut: \$25 – \$40
- Fade / Skin Fade: \$30 – \$50
- Taper: \$25 – \$45
- Haircut + Beard Trim: \$40 – \$65
- Beard Trim Only: \$15 – \$30
- Line■Up / Edge■Up: \$10 – \$20
- Kids Haircut: \$20 – \$30
- Premium Style Cut: \$40 – \$70

## How Professional Barbers Structure Pricing

- Base Price: Your standard haircut price that most customers pay.
- Premium Services: Higher price for fades, specialty cuts, and detailed styling.
- Add■On Services: Beard trim, razor line■up, hot towel, or hair wash.
- Rush / Late Hour Pricing: Slightly higher rates for evening or weekend appointments.
- Loyalty Pricing: Regular clients rebook every 2–3 weeks for consistent income.

## Service Bundles That Increase Income Per Customer

- The Classic Package: Haircut + Beard Trim
- The Executive Package: Haircut + Beard + Hot Towel
- The Fresh Cut Package: Fade + Line■Up + Styling
- The VIP Grooming Package: Haircut + Beard + Razor Finish + Hot Towel
- Father & Son Special: Discounted combo for two cuts in one visit

### ***Pro Tip:***

The goal is not just more customers—it's higher value per customer. Bundled services increase the average ticket price while delivering a better grooming experience for the client.