



Lalock
**The Secrets:
Successful
Bridal Trial**

GROWING YOUR BRIDAL BUSINESS

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W E L C O M E



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Congratulations on taking the first step towards enhancing your expertise in the ever-thriving world of bridal hair/makeup! As someone who has spent over a decade crafting trending bridal looks, I am thrilled to welcome you to this complimentary guide designed to ensure a seamless and successful bridal trial experience.

I'm Lindsey, and I've been a dedicated bridal hair and makeup artist for more than 10 years. My journey in the bridal industry has been filled with the joy of making brides feel absolutely radiant on their special day. Now, I'm excited to share my insights and experiences with you!

THE ART OF MAKING BRIDES BEAUTY DREAMS COME TRUE

Each bride is unique, and your role is to enhance their individuality, making them feel confident, beautiful, and ready to walk down the aisle.

This guide will provide you with the tools to achieve just that.

IMPORTANCE OF TRIALS

Bridal trials are a chance for you and the bride to get to know each other as well as gain clear expectations on behalf of both parties.

Establish a connection with the bride.

Not only is this a time for seeing exactly what hair/makeup style they would like on their wedding day, but it's also a time to build rapport and understand the bride's personality and preferences! It also allows them to get to know you and to feel more comfortable together - since you'll be spending a large portion of the day together on their wedding day!

PRE-CONSULTATION PREPARATION

Initial Communication.

During your initial communication, it's important to gather all essential details needed for the wedding, such as date, venue, getting ready location, etc.

Gathering Essential Information.

Provide a checklist or inquiry form for the bride to complete for collecting details about their style, skin type, hair length or any specific concerns.

CREATING A RELAXING ENVIRONMENT

Trial Space.

Whether you're doing a trial on-site at your client's home or in your own studio, it's important to make sure the space is well-lit and conducive to a relaxed atmosphere.

Setting the Mood.

Decide what mood is cohesive to your brand's vibe: calming, fun, classic, etc. Create that mood with music, lighting, decor, offer refreshments etc. Make them feel relaxed and pampered!



UNDERSTAND THE BRIDE'S VISION

Discuss Inspirations.

Ask the bride to show you any inspiration photos of the hair/makeup. As you're looking at each photo, get very specific on asking them what exactly they like about that photo. Color, placement, texture, finish, etc.

The more specific, the better!

Consider the Dress & Theme.

Ask to see a photo of the wedding dress and if there is any underlying "theme" of the wedding vibe. This can have a direct impact on what styles of hair/makeup the bride decides on.

Ask about the Venue, Lighting and Photography Style.

Again, this can have a direct impact on the makeup and hairstyle choices.

ASSESSING SKIN AND HAIR

Conduct a Skin Analysis.

Look and feel the bride's skin as you're asking if they tend to have dry, oily, normal or combination skin. Ask if they have any specific concerns. Take note of their undertone.

Discuss any Allergies or Sensitivities.

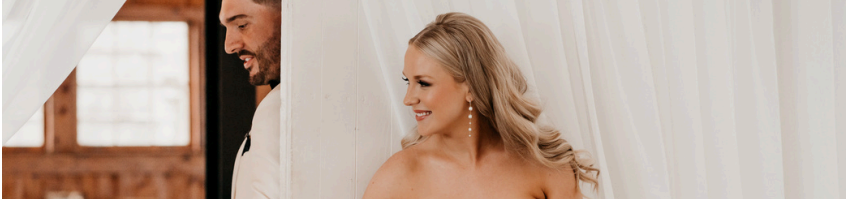
Identifying and addressing potential allergic reactions to beauty products before starting is very important.

Evaluate Hair Texture and Condition.

Does her hair feel dry, frizzy, or have static? Begin thinking through the products you need to use in order to prep her hair before styling.



ADDRESSING CONCERNS AND MAKING ADJUSTMENTS



Encouraging Honest Feedback.

Open communication is so important! Encourage your bride to express her thoughts. Explain that you're providing your professional opinion but ultimately you want her to be happy with how she looks.

Making Necessary Changes.

After identifying and addressing potential areas of tweaking, gracefully accept feedback and make necessary adjustments to meet the bride's expectations.

Fine-Tuning the Look.

Refine the look based on the bride's feedback and preference and express that you've noted those adjustments.

DOCUMENT THE FINAL LOOK

Take High-Quality Photos.

Capturing the trial results through high-quality photos is not only important for reference, but also for building your portfolio.

Document Specific Notes.

Personally I use the Notes app on my iPhone. I create a folder for each year, and a new note for each bride. I write very specific and detailed notes about every product used and paste photos of the trial right there in the note.

This allows me to effortlessly re-create the exact look on the wedding day!



COMMUNICATION AND FOLLOW-UP

Confirming Wedding Day Details.

Confirm and document any new details discussed during the trial: like ready-by time, any additional services she wishes to add on, etc.

Remain Accessible for Questions.

Be sure to allow enough time during your trials to be available for any last-minute questions or concerns the bride may have.

Reassuring the Bride.

I always like to remind myself that we do this (weddings) multiple times a month, this is (usually) the bride's first time being a bride... so be a form of emotional support and reassurance to calm any pre-wedding nerves!

Wish the Bride a Beautiful Day.

Conclude the bridal trial expressing your excitement for her upcoming big day and let her know how much you're looking forward to celebrating her and making her feel her best!

W R A P U P

Continuing Your Education

In the dynamic world of bridal hairstyling, learning is a lifelong journey. Stay curious, explore new techniques, and seek inspiration beyond the bridal industry. Attend workshops, engage with fellow stylists, and immerse yourself in the evolving trends to keep your skills fresh and innovative.

If you'd like to see what courses, workshops or digital downloads I have available to enhance your bridal hairstyling business, [CLICK HERE!](#)

Your Success Story Awaits

As you implement the insights gained from this guide, visualize the success that awaits you. Picture the joy on a bride's face as she sees her dream makeup or hairstyle come to life, and envision a thriving business built on professionalism, creativity, and unparalleled service.

XOXO,
Lindsey

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