

Nail Service Pricing Checklist

Price Your Services with Confidence

Setting your prices doesn't have to be overwhelming. Use this checklist to build a pricing menu that's profitable, competitive, and reflects the value of your work.

1. Research Your Market

- ☐ Research 5-10 nail techs in your area
 - ☐ Compare beginner and experienced pricing
 - ☐ Identify the services most commonly offered
 - ☐ Decide how you want your pricing to compare
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2. Know Your Costs

- ☐ Calculate product costs per service
 - ☐ Include disposable supplies
 - ☐ Factor in business expenses
 - ☐ Consider your desired hourly income
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3. Build Your Service Menu

- ☐ List every service you plan to offer
 - ☐ Create clear service descriptions
 - ☐ Decide what is included with each service
 - ☐ Set realistic appointment times
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4. Set Your Prices

- ☐ Price each service confidently
 - ☐ Add pricing for nail art or upgrades
 - ☐ Decide on soak-off or removal fees
 - ☐ Create a simple, easy-to-read price menu
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5. Review Before Launch

- ☐ Double-check all prices
 - ☐ Ask a mentor or trusted friend for feedback
 - ☐ Upload your pricing to your website or booking platform
 - ☐ Save a digital and printed copy
 - ☐ Schedule a pricing review every 3–6 months
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Reminder

Your prices should reflect your skills, time, products, and experience—not your self-doubt. As your knowledge and demand grow, your pricing should grow too.

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