

A QUITE FIELD GUIDE

The Quiet Checklist.

12 signs to read before
booking a hairdresser.

INTRODUCCION

Choosing a hairdresser has become a loud sport. Filters, trending cuts, and before-and-afters are polished into oblivion. This guide is the opposite. Twelve small signals — the kind a thoughtful client learns to read — drawn from years inside the chair, the salon, and the studio.

Use it the way you would use a good notebook: slowly, without urgency, and only on the things that matter.



SINGS 01 - 04

What they say, and how they say it.

The tone of a studio is usually visible long before the scissors are.

01 The message test

GOOD SIGN

A reply that is calm, specific, and arrives within a working day.

WARNING SIGN

Generic templates, exclamation marks in pairs, or three days of silence.

ASK YOURSELF

Does this feel like correspondence — or

02 The Instagram audit

GOOD SIGN

A consistent point of view: similar light, considered styling, real hair.

WARNING SIGN

A grid of borrowed inspiration, heavy filters, no work shown in motion.

ASK YOURSELF

Could you recognise their work without the

03 The posting frequency check

GOOD SIGN

A reply that is calm, specific, and arrives within a working day.

WARNING SIGN

Generic templates, exclamation marks in pairs, or three days of silence.

ASK YOURSELF

Does this feel like correspondence — or a queue ticket?

04 The authority check

GOOD SIGN

A reply that is calm, specific, and arrives within a working day.

WARNING SIGN

Generic templates, exclamation marks in pairs, or three days of silence.

ASK YOURSELF

Does this feel like correspondence — or a queue ticket?

SINGS 05 - 08

The studio itself.

A room reveals a practice. Read the walls before you read the price list.

05 The star factor.

GOOD SIGN

One name, one chair, full attention. Or a team that defers without theatre.

WARNING SIGN

A "celebrity stylist" who hands you off after the consultation photo.

ASK YOURSELF

Who is actually cutting your hair — and how many minutes?

06 Decor vs. skill.

GOOD SIGN

A space that is clean, considered, and quiet enough to think in.

WARNING SIGN

Neon signs, marble everywhere, and a portfolio you cannot find.

ASK YOURSELF

Would the work hold up in a plain white room?

07 The values check.

GOOD SIGN

A clear stance on products, sustainability, and the people they hire.

WARNING SIGN

Vague language. "Luxury" used as a substitute for a point of view.

ASK YOURSELF

What do they believe in beyond the haircut?

08 Business structure.

GOOD SIGN

Transparent pricing, written policies, and an actual booking system.

WARNING SIGN

Cash only, DM-only bookings, prices that move with the weather.

ASK YOURSELF

Would you trust this studio with a standing appointment?

SINGS 09. - 12 . + SCORE

In the chair, and after.

The last four signals are the quietest — and the most telling.

09 *The model check.*

GOOD SIGN

Models who look like real clients: varied ages, textures, lives.

WARNING SIGN

A single hair type, repeated. The same face, lit four ways.

ASK YOURSELF

10 *The consultation test.*

GOOD SIGN

They ask about your routine, your time, your patience. Then they listen.

WARNING SIGN

They name the cut before they have looked at your hair

ASK YOURSELF

11 *Quiet signals of quality.*

GOOD SIGN

Clean tools, fresh towels, and a sectioning that looks like handwriting.

WARNING SIGN

Rushed shampoo, dull scissors, a blow-dry that hides the cut.

ASK YOURSELF

Would the work survive a second wash at home?

12 *The after-feeling.*

GOOD SIGN

You leave lighter. The hair behaves the way they promised it would.

WARNING SIGN

You leave performing a look you did not choose.

ASK YOURSELF

On Monday morning, will you still recognise yourself?

FINAL SCORE · CHECKLIST

Count the signs that hold true.

9 — 12 · Book them. Quietly. 5 — 8 · Try a single service first. Below 5 · Keep looking; the right studio is worth the wait.

VOLUME II — FORTHCOMING

The Discerning Client's Guide to Choosing a Hairdresser.

V — COMPANION VOLUME



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