

The \$5.99 Haircut Guide to Marketing ROI

Why Cheap Marketing Costs More,
and How to Build a Brand That Lasts

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Smart. Bold. Elemental.

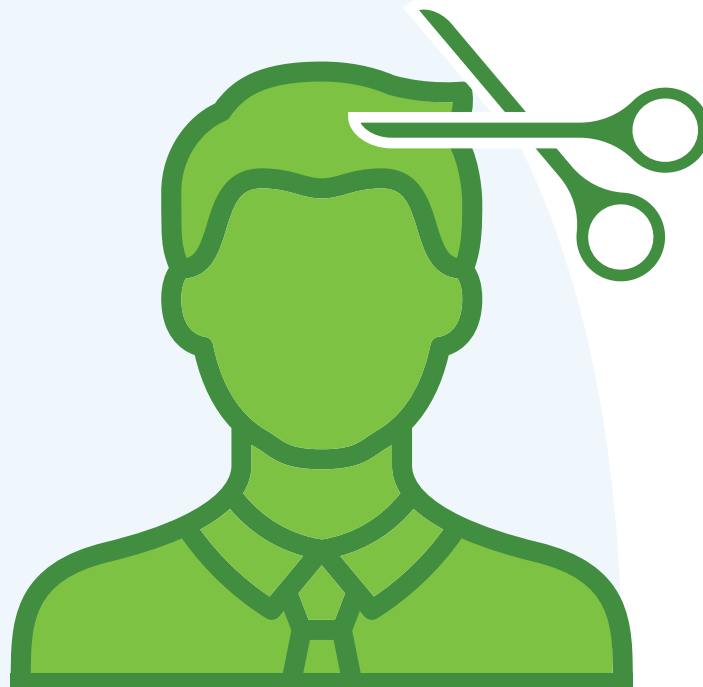


The Story: “The \$5.99 Haircut”

Have you seen the office supply store commercial where the barber sees a franchise hair salon open across the street advertising “\$6 haircuts”? I had a real-life experience that was surprisingly similar. I needed a haircut. A national chain was running a special for \$5.99. After work, I stopped by a nearby location. The place was packed. The check-in board was full, names scrolling off the screen. The woman at the desk said the wait would be at least an hour and a half. That was too long for me, so I thanked her and left to find a barber. I found one in downtown Jeffersontown. A sign on the wall clearly listed haircuts at \$15. I sat down and started chatting.

I asked about his career, how he got into cutting hair, and how long he’d been in business. Then I asked him about the price. I told him I wasn’t haggling, just curious. He smiled and said the price wouldn’t change; it was posted right there. So, I asked, “What’s the difference between a \$15 haircut and a \$5.99 haircut? Same service, big difference in price.” He smiled again and echoed the famous line from the commercial, “That’s an easy one. I fix \$5.99 haircuts.” It was a powerful statement about price and value. A real example of getting what you pay for. In this guide we’ll use my barber conversation and lessons it taught me to make real changes for your brand and how you position yourself around value, not price.

Let’s dig in!



The Lesson: Value Over Price

Value isn't price; it's outcome. Real marketing creates clarity, credibility, and customers who believe your story. That shows up as pipeline, pricing power, and repeat business, not just clicks.



***Cheap marketing is expensive.
Smart marketing compounds.***

The Framework: From Price to Value

Every company says they believe in quality, but not everyone takes the time to define what that really means. Use the following worksheet to help you uncover the difference between what you sell and the transformation your clients actually experience. You'll be set up to communicate that difference clearly and have your own mic drop moment.

1. Define What You Actually Sell

Most businesses think they sell a product or service. They don't. They sell results: confidence, peace of mind, speed, safety, reputation, convenience, or transformation. This step helps you describe what your customers truly get, not what they pay for. Until you define the real outcome, you're competing on price by default.

Examples:

"We install smart lighting systems." - "We give homeowners control, comfort, and security."

"We design websites." - "We build digital spaces that turn visitors into customers."

The Framework: From Price to Value

2. Diagnose Your Message: Price or Value?

Use this question set to see how your marketing positions your business.



Do we talk about cost or savings before results?

Do we lead with features instead of transformation?

Do we compare ourselves to cheaper options?

If you answer **“Yes”** to these questions, then you’re focused on **Price**

Do we show proof of ROI or client outcomes?

Do we communicate trust, story, and partnership?

If you answer **“Yes”** to these questions, then you’re focused on **Value**

Reflect on these:

Would a customer describe what you do in terms of savings or outcomes? Does your website sound like a vendor or a guide? The more ‘price’ boxes you check, the more likely you are attracting short-term buyers instead of long-term believers.

3. Reposition Around Value

Once you know where your message leans, shift it toward value. Move from transactional to transformational language and replace discounts with proof of results. Tell stories about outcomes, people, and purpose, not just products.

Prompt:

“If I removed the dollar sign, would this still sound valuable?”

Example:

“Affordable web design for small businesses.”

“Websites that help small businesses look bigger, sell smarter, and grow faster.”

The difference isn’t what you charge. It’s the value you provide for that price tag..

Client Worksheet: Your Value Reflection

Take a few quiet minutes to think through these questions. Write short notes in your own words. Clarity comes from reflection, not from speed.

1. What Do Your Customers Really Buy From You?

Not the product or service, but the change they experience.

2. When People Talk About Working with You, What do They Say? Was It Worth It?

What stood out that made them feel the value matched the price?

3. What Parts of Your Marketing Talk About Cost or Savings?

How could those same spots emphasize results instead?

Client Worksheet: Your Value Reflection

4. What Transformation Does Your Work Create for Clients or Their Teams?

Describe what success looks like after they've worked with you.

5. How Could You Tell That Story More Clearly?

List one small change you could make this week to move from price to value.

You don't have to finish this all at once. Write, think, and come back to it later. The goal with this worksheet is clarity. The kind that comes from knowing exactly why you're worth what you charge.

Your Work Is Worth More Than \$5.99

You don't have to be the cheapest option. There will always be someone willing to do it for less, and there's a customer for that too, but your customer is the one who values the skill, care, and consistency you bring to the work.

Take a few minutes to look at your own marketing. Does it tell people what you charge, or does it show them what you're worth? If it leans toward price, rewrite your position statement so it reflects the real value you deliver. It's one of the most important exercises you can do for your business.

And if you'd like help thinking it through, we'd be glad to talk. Element 502 exists to guide businesses in finding and communicating their value clearly, confidently, and in their own voice. You can schedule a quick 15-minute virtual call to share your new statement or talk about where you're headed. No pitch, no pressure. Just perspective.



[Click Here or Scan the Code to Schedule a 15-Minute Call](#)

