



BARBERSHOP · MEN'S GROOMING · FADE SPECIALISTS

# More Fresh Cuts. More Loyal Clients.

Every perfect fade starts a conversation. uFire turns your clients into your most powerful marketing team.

ufire.ai - Provo, UT Launch - 2026



### THE PROBLEM

## Why the Best Barbershops Still Have Empty Chairs on Tuesdays

- X You're invisible between visits** — Your clients love you but only think of you when they need a cut. There is no system keeping your name in their network between appointments.
- X Word-of-mouth is random, not reliable** — Your busiest days come from a single mention somewhere online. You cannot scale random — you need a system that generates steady referrals week after week.
- X Slow days cost real money** — Empty chairs mean your overhead wins and your revenue loses. You have loyal clients who could be talking about you — they just need a platform.



## THE SOLUTION

# uFire Changes Everything

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

### Match you with local men's lifestyle ambassadors

We find guys in Provo with 250-10K local followers who post about grooming, fitness, and lifestyle — exactly who your target clients follow.

2

### They come in for a cut, document the transformation

Fresh fade reveals, before/after cuts, barbershop atmosphere content — authentic posts that perform far better than ads.

3

### Their followers become your next clients

When a guy sees his friend's fresh cut and asks where they go, you are already in the answer. That is uFire working at scale.



### THE ROI

## The Math Is Simple

**\$1,200+**

Annual client LTV  
(monthly cuts x loyalty)

**\$300-\$2K**

Typical monthly barbershop  
marketing budget

**90%**

of new barbershop  
clients found via  
word-of-mouth

A 10-post uFire campaign costs \$400-\$800. Bringing in just 4 new regulars at \$35/cut monthly adds \$1,680/year per client — a 6-12x immediate return that compounds every month.

**GET STARTED**

# Ready to Fill Your Chair Every Day of the Week?

- X**  Pilot Package: 10 posts over 30 days. Track new client inquiries. Zero long-term risk.
- X**  Content formats: Fade reveals, style transformations, barbershop culture — real guys posting to real local audiences.
- X**  Neighborhood flywheel: Your clients' posts create local buzz that keeps building month after month.

**[ufire.ai/brands/barbershop](https://ufire.ai/brands/barbershop)**

Provo, UT - 2026 Launch - Limited Brand Spots Available