The One Breath

The ROP Platinum Membership — the offer, said out loud. Ground yourself in one of these. Then make it yours.

1 · THE TEN-SECOND VERSION

When time is short — in passing, at the bowl, on a busy phone.

"**$39 a month** locks your prices and gives you a **blowout** and a **LUX service** every month — plus **Platinum perks all year**. It's our thank-you to the guests who built this place."

2 · THE FULL OFFER

The standard — say this one until you can say it in your sleep.

"It's normally **$59 a month** — but before **October 15** it's **$39, locked in for as long as you stay a member**. You get **10% off every service, always**. A **Signature Blowout every month** — yours, or gift it to anyone you love. A **LUX indulgence every month**. And **Platinum perks all year long**. After October 15, the $39 is gone for good."

3 · THE FROM-THE-HEART VERSION

For your regulars — when it's personal, because it is.

"You're one of the guests who built this place. So before our prices catch up on **September 21**, Robert built something to protect you first: the **Platinum Membership**. **Ten percent off all services, always** — your color stays right at today's price. A **Signature Blowout every month** you can keep or gift to someone you love. A **LUX indulgence** with your visit, every month. And **perks all year**. It's **$39 instead of $59, locked for as long as you stay** — and it's only offered until **October 15**."

$39 founding · **$59** after Oct 15 — never $39 again

10% off every service, always

Blowout is **giftable**

LUX up to **$30**/mo

Perks: announced as they release

Their **printed page** does the selling

Read it out loud three times. Then close the page and say it your way — same facts, your voice.
One breath, then one sentence: ***"The desk has a page with your name on it — want me to have it printed?"***