

Start Here!

Welcome to the W.O.W. Handbook, friend!

This is your go to place for all the resources and workbooks included with W.O.W.

WOW takes place live on Zoom January 28th, 29th, and 30th 4PM - 6PM PST.

Here's the Zoom info:

<https://us02web.zoom.us/j/89339601727?pwd=rNVbmjLkDzXMWcS3CKDfc0bUxiare9.1>

Meeting ID: 893 3960 1727

Passcode: money

Replays will be added to our Facebook Group after each day.

If you haven't yet, **join the FB Group here:** <https://www.facebook.com/groups/wowjan2025>

The FB Group will be opened a couple of months after WOW is over so you have continuous support as you launch your FIRST workshop! 🥳

Whenever you have a question, need feedback, or want to celebrate a win, bring it to the FB Group for the quickest response.

If it's something private, email me at donna@donnadelia.com.

If you're not using google docs yet – they're about to become your bestie. Easy to share, easy to update, easy to save [it's automatic], and easy to access on any device.

 **SUPER IMPORTANT** : Right now, this doc is VIEW only. For you to EDIT this and *ADD your OWN responses*, brain dump ideas, write notes, etc – **GO TO FILE and Make A COPY**. This will make a copy of the ENTIRE handbook.

To make room to write your OWN notes: Use this doc the same way you would use Microsoft Word or OpenOffice and type away.

To the left, you'll see Document tabs. Under these tabs will be each of the resources for W.O.W.. Click to jump to the one you want to consume.

When you press the 3 vertical dots next to each resource, you can scroll down to show outline to see the different sections of that resource.

Here's a quick video breaking this down:

https://www.facebook.com/donna.m.delia/videos/2935611949936761/?idervanity=612671324760453¬if_id=1737827287348734¬if_t=video_processed&ref=notif

14 Day Story Challenge

Anxiety Be Gone 14 Day Story Challenge

Hey friend! Stories are where connections are made, where you NURTURE your ICA and get them to truly like, know, and trust you.

The goal of this challenge is to get you comfy and confident talking to the camera so your anxiety or shyness doesn't hold you back from getting what you want. ✨

You can start this at any time, but the goal is to *post at least ONE story talking to the camera everyday for 14 days* so filming reels, showing up on social, and teaching your workshop are easy peasy lemon squeezy.

I recommend starting TODAY! [You got this 💪] **Watch the Camera Confidence Masterclass to prepare:** >>> <https://www.donnadelia.com/cameraconfidence> <<<

IMPORTANT: This is a view only document, so go to File → MAKE A COPY and you'll have your own version to edit, write story scripts, ideas, whatever you want. It's yours and no one will see it, including me.

^^^ This will copy the whole handbook, just like I explained in 'Start Here!'. 💖

If you have questions about your stories, need feedback, or want to celebrate some wins: come into the [FB group](#).

You don't *NEED* to use these exact story ideas + scripts. They're here for inspiration or if you're the type that wants to be told exactly what to do. You can also SWITCH the days around. If you're not going to a gig on day 3, do that story day 2 or day 7.

For many of these stories, I **recommend adding STICKERS** like polls, questions, and of course, CAPTIONS. The captions sticker is how you add SUBTITLES to your stories, which are non negotiable when talking to the camera. Remember, *70-80% of people scroll social media with the sound OFF*. So make sure you add captions to EVERY talking story.

You can post as many stories as you want, but an industry rule of thumb is a maximum 5-8 per day. No matter what, story views drop after each story. Some people fall off. That's okay. You're focusing on the ones who stick around. They'll help you bring more people in, don't worry. Just start.

Anxiety Be Gone 14 Day Story Challenge

DAY 1: “Good morning, friend/babe/bestie/hot stuff! Today I’m _____ [say your plans for the day, *EVEN IF* your plans are watching netflix all day]. Got my coffee/tea ready to go. Hope you have a beautiful day!”

- **BONUS:** Add a POLL sticker that says: Which do you prefer?
 - Coffee IV
 - Tea plz
 - Mimosa don’t judge
 - Water, is that boring?
 - ^^^ say whichever you want. These are just ideas. Stickers are GREAT for engagement, which will make more people consume your stories and get to know how fab you are!

DAY 2: “GRWM to go _____”

- Do your makeup / hair / skincare routine ON CAMERA.
 - This might be a few stories, that’s okay! Talk about what you’ll be doing, show the products, and share your hot, juicy tips while you get ready.
- Don’t film the ENTIRE process of each step. You might apply your foundation in one story and the next one is doing your brows.
- Before you hit record, plan what you want to share that your ICA would love to know.
- **Another DAY 2 option:** “Just finished my makeup/hair and this _____ [pick a product to gush about] is _____ [why you love it]. Highly recommend it if you want _____.”
 - If you do this one, **add a QUESTIONS sticker** that says: What’s your favorite product for _____?

DAY 3: “Just set up for _____ [what you’re working on today. If you can’t share because of NDAs, say that]. Can’t wait to show you the finished look!”

DAY 4: “So I’ve been thinking about teaching online for a minute and I’m taking a workshop on how to do it because I’ve been doing _____ [what your specialize in] for _____ [how long] and my clients always ask me _____ [what they ask as it relates to your workshop, ie: how do I know what foundation is the best for me?], so we’re doing this! Stay tuned for lots of content about _____ [your niche/industry] and future workshops.”

- If you don’t feel comfy using this script, remember to say whatever feels right FOR YOU. Use your OWN voice and **never be afraid to BE YOURSELF, friend** 💖.

DAY 5: “Have you tried or heard about _____ [product you got, but hated that relates to your industry]? I got it because _____ [what made you buy it], but it _____ [why you hate it]. Don’t waste your money.”

DAY 6: “I’m going to start teaching online because _____ [tell your audience why you’re doing this, FOR YOU. We’ll talk about what’s in it for them another day.]”

- **Add Reaction sticker:** Wish me luck / send good vibes ✨

DAY 7: “Did you know that _____ [an insight that would pertain to your workshop, ie: you don’t need to use primer, esp if you’re over 40 and have dry skin]? The internet _____ [what other people are saying about this insight]. And this is why I’m creating a workshop on _____ [the desire of your workshop]. More details to come!”

DAY 8: “This is my favorite way to spend a day off _____”

- Say the above while you’re doing your favorite thing and go into details about why you love it so much.
 - **Add a poll sticker:** How do you spend your day off?
 - Sleeping
 - Get me to nature
 - Shopping and eating
 - Days off, what’s that?
 - Feel free to change options to reflect your brand

DAY 9: “I just got this _____ [recent beauty product you bought], so let’s see how it looks/works.”

- Demo or swatch the new product and share what made you buy it and your opinion.
- This may be 1-3 stories long. **HAVE FUN with it!**

DAY 10: “What aggravates you the most about _____? [relate it to your workshop, ie: what aggravates you the most about applying prosthetics / doing your eyeshadow / buying a new foundation?] Let me know so we can get rid of that frustration.”

- **Add the question sticker:** What aggravates you the most about _____?
 - As people reply, add to your story and give advice to help them out OR DM them personally and share insight.

DAY 11: “I’m working on a workshop on _____ [your topic] and I can’t wait to share everything I’ve got planned! This will be my first one and it’s perfect for _____ [describe your ICA and the desires they want.]

DAY 12: For Makeup Artists: “Believe it or not, most people aren’t removing their makeup properly. We’ve all woke up the next morning with leftover eyeliner and mascara, don’t play. So I use _____ [product] to get everything off and follow up with _____ [teach them about double cleansing and share why it’s SO important.]

- **For estheticians:** “Even if I’m not wearing makeup, I still do a full skincare routine at night because when we sleep, our bodies do the most repairing. So grab your products and let’s do our routine together.”
 - Share the products you’re using and why they’re important.
- **For hair stylists:** “If you wake up with a rat’s nest on your head, get silk pillowcases and a hair serum for nighttime. Pillowcases will _____ and hair serum will _____.”

- Share your favorite hair serum and where they can find pillowcases that work.
- If you've got lots of juicy info to share, turn these into several stories!

DAY 13: *"I'm all set up for my client, but she's not ready yet, so let me walk you through my kit in case you're looking for some inspo on what to buy next."*

- Pick 3 products from your kit to highlight and say who they're for [skin type/preferred finish], why they're so good, and when you use them.
- Do one product per story.
- This doesn't have to be YOU talking to the camera. You can film your kit with the camera facing your products and you talking as if it's a voiceover.

DAY 14: *"It's happening! On _____ [the date of your workshop], I'll be teaching my first workshop called _____! This is for the _____ [ICA: 40 year old woman/baby SPFX artist/35 year old] who struggles/gets annoyed/frustrated/mad with _____ [list 3 problems] and wants _____ [desire]."*

- This WILL feel uncomfortable saying because pitching yourself always is, especially in the beginning. Do it anyways.
- Write out the script ahead of time, practice saying it SEVERAL times. When you go to record, you'll either have it memorized or close enough that it works.
- It's OKAY to be nervous. You can even say you're nervous! People will relate.
- On the screen, add this text: *"DM me the word workshop if you want more details."*
 - When people DM you, before giving them your Venmo or PayPal link, ask them – *what are you looking most forward to learning?*
 - Once they tell you that, confirm – based on their answer – that your workshop is the answer. Then repeat the details about the time and day and how they can save their spot [share your payment method].
- **You got this, friend!** 🔥

NOTE: ALL OF THESE stories can be repeated. Don't REPOST the same exact ones, but re-record and recycle the idea every other week or so.

Additional story ideas for fun:

1. Talk about your favorite show/movie/book you're reading
2. Go on about the restaurant you just went to and how delicious the food was
3. Show the snack you can't put down
4. Cheers your ICA to have a good weekend with your wine glass.
5. How you practice self care
6. Show off your makeup / hair / outfit of the day
7. A quote you just heard that resonated with you
8. Introduce your family/pets/significant other
9. Share the finished looks on your clients
10. Humbly brag about compliments/reviews you received from your clients

Goal Setting Journal

Goal Setting Journal

Hey friend! I created this journal to help you stay focused, motivated, and on track while building your workshop. It's not just a place to jot things down – it's your space to dream big, give yourself all the high fives, and hold yourself accountable every step of the way.

Think of it as **your weekly check in** to get intentional, plan ahead, and keep your momentum strong. This journal is for YOU — use it in whatever way feels right. No one will see what you write except you.

IMPORTANT: This is a view only document, so go to File → MAKE A COPY and you'll have your own version to fill up the pages.

Feel free to write the prompts in your personal journal, too. 💖 Enjoy!

Week 1: Set Your Intentions / Getting on the Runway

This week is all about laying the foundation — thinking bigger, setting your goals, and committing to habits that support your success.

Prompts:

- What would be possible for me if I made an extra few thousand dollars a month teaching online?
- How would this change my schedule, finances, or freedom?
- Why do I feel excited about teaching workshops?
- What do I lose out on by not teaching workshops?
- What habits do I need to create to hit my goals?
 - What habits do I need to drop to hit my goals?

Affirmation:

- I believe in myself, my skills, and my power to make my dreams a reality.

Glow Getter Check In:

Start planting seeds with your audience — share your excitement, talk about your journey, and show up consistently on stories.

- **Action steps I need to take towards my workshop this week** [ie: doing the homework for WOW, posting on stories, filming 3 reels]:
- **Date and time I'll be working on these tasks** [add them to your calendar!]:
- **Other actions I'll take in my life that'll support my workshop and overall business** [meditate 10 mins/day, journal daily, workout 3x/week, etc]:
- **Shout yourself out and celebrate your wins:** ALL THE WINS: ie: posting a reel, getting comments on posts, new followers, a sale!]:

Motivational Quote:

- "When we strive to become better than we are, everything around us becomes better, too." - The Alchemist by Paulo Coelho
-

Week 2: Manifestation / Taxing on The Runway

Dream out of this world dreams and put them into words. Jot down as many as you want – as it pertains to your workshop, your business, your personal life, your family. Run wild. 😄

This week, it's all about building momentum by solidifying your dreams and planning for your next moves.

Prompts:

- Write down your goals, your desires, your dreams as if they ALREADY happened:
 - I easily make money in between my other gigs by teaching online.
 - I hit 10k followers!
 - I'm so grateful I get to make my own schedule and work from home.
- It's this time next week, next month, next year – what milestones do you want to have reached?
- What's one fun way I can give my audience a sneak peek of what's coming?

Affirmation:

- Everything always works out for me.

Glow Getter Check In:

Start hinting about your workshop topic – talk about the reasons why your audience will love it and the problems it'll solve.

- **Did you complete all your action steps from last week? If not, what stood in your way?**
- **Action steps I need to take towards my workshop this week** [ie: plan next week's content, finalize my outline for my workshop]:
- **Date and time I'll be working on these tasks** [add them to your calendar!]:
- **Other actions I'll take in my life that'll support my workshop and overall business** [meditate 10 mins/day, journal daily, workout 3x/week, etc]:
- **Shout yourself out and celebrate your wins:** ALL THE WINS: ie: posting a reel, getting comments on posts, new followers, a sale!]:

Motivational Quote:

- "It's the possibility of having a dream come true that makes life interesting." - The Alchemist by Paulo Coelho
-

Week 3: Gratitude / Getting Ready To Take Off

You're doing the work — don't forget to stop and give yourself a standing ovation with how far you've come. 🎉 Every win, regardless how big or small, matters. It's those moments and gratitude that'll propel you forward, friend.

Prompts:

- What am I grateful for in this process?
- What am I most proud of myself for?
- What do I need to let go of or give less attention to?
- What's one step I can take today to build my confidence for the launch period?

Affirmation:

- Thank you for my perfect success.

Glow Getter Check In:

This week transitions into sneak peeks of your workshop, priming your audience, and keeping the excitement alive.

- Did you complete all your action steps from last week? If not, what stood in your way?
- Action steps I need to take towards my workshop this week [ie: post on stories everyday, create carousels]:
- Date and time I'll be working on these tasks [add them to your calendar!]:
- Other actions I'll take in my life that'll support my workshop and overall business [meditate 10 mins/day, journal daily, workout 3x/week, etc]:
- Shout yourself out and celebrate your wins: ALL THE WINS: ie: posting a reel, getting comments on posts, new followers, a sale!]:

Motivational Quote:

- "When someone makes a decision, he is really diving into a strong current that will carry him to places he had never dreamed of when he first made the decision." - The Alchemist by Paulo Coelho
-

Week 4: Show Up / Take Off!

The runway is ready, and it's time to soar, friend! 🚀 This week, your focus is on staying consistent and confident as you approach the big day. Your workshop is closer than ever, and the work you're doing right now is setting you up for a fantastic take off. Here's to you! 🥂

Prompts:

- How do I want to feel when I show up to teach my workshop?
- What's one thing I can do today to ensure I feel prepared and confident?
- What actions can I repeat this week to keep the momentum going?

Affirmation:

- I trust myself and my ability to deliver a knock your socks off kind of workshop.

Glow Getter Check In:

You're in crunch time! This week is about stepping into your beautypreneur power, creating urgency around your workshop, and inviting your audience to take action.

- Did you complete all your action steps from last week? If not, what stood in your way?
- Action steps I need to take towards my workshop this week [ie: rehearsal my workshop delivery, post pitching content]:
- Date and time I'll be working on these tasks [add them to your calendar!]:
- Other actions I'll take in my life that'll support my workshop and overall business [meditate 10 mins/day, journal daily, workout 3x/week, etc]:
- Shout yourself out and celebrate your wins: ALL THE WINS: ie: posting a reel, getting comments on posts, new followers, a sale!]:

Motivational Quote:

- "When you want something, all the universe conspires in helping you to achieve it." - The Alchemist by Paulo Coelho

WOW Workbook Day 1

DAY 1 WORKBOOK: Create A Winning Workshop

Hi friend! To create a workshop that sells – you need to be clear on who your workshop is for, the problems you're solving for them, and what results they'll get after working with you.

This workbook is your place to get clarity on the above and take notes. **DON'T SKIP THIS!** Take the time to answer *every* question so you feel confident and aligned with your workshop.

IMPORTANT: This is a view only document, so go to File → **MAKE A COPY** and you'll have your own version to fill up the pages.

10 Reasons Why People Buy

These 10 reasons are taken from the book **Copywriting Secrets by Jim Edwards**. I highly recommend getting this book today because it'll teach you how to write in a way that gets people interested in your offers and excited to buy them.

1. Make Money
2. Save Money
3. Save Time
4. Avoid Effort
5. Escape Mental or Physical Pain
6. Get More Comfort
7. Achieve Greater Cleanliness or Hygiene to Attain Better Health
8. Gain Praise
9. Feel More Loved
10. Increase Their Popularity or Social Status

By understanding these 10 reasons and tailoring your workshops to meet these motivations, you can create meaningful experiences that'll make your ideal clients go gaga over. 💖

The more reasons to buy you can attach to your workshop – the easier it will be to fill up seats!

Target Market

- Which area of the beauty industry (makeup, hair, nails, etc.) do you specialize in? What are you most known for? Is this industry most aligned with your passion?

- If you had to teach a beginner everything they needed to know about a part of the beauty industry, which part would be easiest for you?
- What do you love talking about when it comes to the beauty industry and *what market do you want to teach in?*

Target Audience

- What results are you the most confident that you can get your students and what kind of people would be over the moon for those results?
- What type of audience is likely to be motivated to take action and apply what they learn from you so they get the results they long for?
- Which group of people would make you feel the most inspired and fulfilled to help, teach, and get meaningful results?

Ideal Client Avatar [ICA]

- What is this person's biggest pain point, frustration, struggle that they'd kill to get rid of?
- What are 5-7 key words your ICA is likely feeling RIGHT now?
- What social media platforms or communities does your ICA engage with? What other accounts are they likely following within and outside your target market?
- What concerns might your ICA have about investing in a workshop, and how can you address those concerns?
- What does your ICA truly desire? What are 5-7 keywords they WANT to feel and think once they get the results you can give them?

If you use ChatGPT, here's a prompt you can use to create a profile for your ICA: I'm _____ [your name and what you do: makeup artist, hair stylist] and I'm creating a workshop on _____ [topic] for _____ [target audience]. Can you create an Ideal Client Avatar profile for someone who would be OBSESSED with my workshop and happily open their wallet to attend? Please include what you think I need to know, as well as their deepest pain points, their dreamiest desires, objections to paying for a workshop, and why they'd love my workshop if they came.

How to Pick A Workshop Topic

- What do clients, friends, or peers always ask me about?
 - What's something I've taught before [even in casual settings] and am known for?
 - What results have I gotten for myself and/or my clients?
 - What's one specific problem I could help my ICA solve in a few hours that would mean the world to them?
 - What could my students apply immediately and start getting results?
 - What topics deliver tangible results or skills quickly?
 - What content do I post that gets the most engagement?
 - What does my audience request to see in my content?
-

Workshop Promise Prompts

I help/teach/offer [specific person/community] solve [specific problem].

You will go from feeling [before] to feeling [after] and experience [specific result(s)].

You will [transformation] in [short time frame] so you can [address the pain you are moving them away from].

Space to braindump promise ideas:

^^^ *Bring your workshop promise to the Facebook Group so we can discuss and confirm!*

In addition to using ChatGPT to help with your ICA profile, you can use ChatGPT to help you solidify your workshop topic AND title.

My biggest piece of advice when using ChatGPT is to use it as a TOOL, not a replacement. If something feels OFF or you think, "I wouldn't say that like that" — don't use it. 💖

Notes:

Use this space to braindump, take notes, and write out ideas.

WOW Workbook Day 2

DAY 2 WORKBOOK: Content Marketing Action Plan

Hey friend! This document is FILLED to the brim with content ideas for 30 days, *aka: your Launch Period*. You can use this plan EVERY TIME you launch your workshop.

When you're launching an offer, you don't want to go STRAIGHT into launching, you want to prime your audience first with a RUNWAY, gearing them up for your workshop.

For the first 20 days of this action plan, you'll be focusing on attracting and nurturing your target audience and ICA to build the like, know, and trust factor.

The last 10 days will be leading up to the DATE of your workshop and will be heavy on the promotion with day 31 being your workshop date! 🎉

Days 1 - 20 = Runway days

Days 21 - 30 = Hard launch pitch days

There's no calendar with dates because everyone will be starting at different times and I don't want you to be tied to a date if you're not ready and panic that you're running out of time.

This doesn't mean you have to post on your feed everyday! Aim for 3-5, 5 if you can swing it, 7 if you want to go crazy.

You don't NEED to use these ideas. If you've got something that you've been dying to get out: POST IT! I made this action plan in case you want to be told what to do so you get it done.

There's 30 days for stories, too. The first 14 are the same as the ones inside the Anxiety Be Gone Challenge.

The content for your feed will be a mix of carousels, talking to the camera reels, and B-Roll reels. Carousels will take you the longest to create, followed by talking camera reels. B-Roll will take you very little time. For B-Roll, always add audio and use WHATEVER music you like. Don't worry about what's trending. It barely makes a difference and is not worth worrying about.

Go through this plan and **BOLD** the ideas you're going to use, keeping the mix of content.

REMEMBER: If you haven't yet, go to File → Make a Copy so you can edit directly inside this document.

If you want feedback on your content, even if it's before you post it: bring it to the FB Group, TAG me in your post and I'll give you feedback.

Week 1: Attract and Nurture

DAY 1

STORY: “Good morning, friend/babe/bestie/hot stuff! Today I’m _____ [say your plans for the day, *EVEN IF* your plans are watching netflix all day]. Got my coffee/tea ready to go. Hope you have a beautiful day!”

- **BONUS:** Add a POLL sticker that says: Which do you prefer?
 - Coffee IV
 - Tea plz
 - Mimosa don’t judge
 - Water, is that boring?
 - ^^^^ say whichever you want. These are just ideas. Stickers are GREAT for engagement, which will make more people consume your stories and get to know how fab you are!

FEED: Product Review B-Roll Reel

- **B-Roll** of you using the product on yourself or a client OR transition before and after video.
- **Hook Text on screen:** *I’ve tried a lot of _____ [product type] to/for _____ [what you bought it for], but this one _____ [name the product] takes the cake.*
 - **Example:** I’ve tried a lot of concealers for my dry under eyes that crease and get crusty, but this Bare With Me Serum Concealer from NYX takes the cake.
- **Caption idea:** I’m impressed with this _____ [product name] because _____ [1-3 reasons]. So if you struggle with _____ [1-3 reasons], add this to your list. Send this to another friend who wants _____ [what the product does for you that you love].
 - With Captions: **Use line breaks**, ie:

I’m impressed with this @nyxcosmetics Bare With Me Concealer because I’ve been wearing it for 8+ hr days and my under eyes look glorious compared to other products.

Baaarely any creasing and my under eyes looked HYDRATED. Super skin like.

So if you struggle concealer looking thick, add this to your list.

Send this to another friend who wants a concealer to give them naturally bright under eyes.

DAY 2

STORY: “GRWM to go _____”

- Do your makeup / hair / skincare routine ON CAMERA.

- This might be a few stories, that's okay! Talk about what you'll be doing, show the products, and share your hot, juicy tips while you get ready.
- Don't film the ENTIRE process of each step. You might apply your foundation in one story and the next one is doing your brows.
- Before you hit record, plan what you want to share that your ICA would love to know.
- **Another DAY 2 option:** *"Just finished my makeup/hair and this _____ [pick a product to gush about] is _____ [why you love it]. Highly recommend it if you want _____."*
 - If you do this one, add a **QUESTIONS sticker** that says: What's your favorite product for _____?

FEED: Call out ICA B-Roll Reel

- **B-Roll** of you doing makeup/services on a client, yourself, setting up your kit/station
- **Hook Text on screen:** *This account is for _____ who _____.*
 - **Example:** This account is for women over 40 who are sick and tired of 20 something year olds telling them what foundations and concealers are best for their skin type.
 - **Caption Idea:** Follow me if you're looking for _____ [what your content is about. IE: tips and techniques on looking like you're still 29.]
 - Pin this to your profile after you post it so people know what your account is about.

DAY 3

STORY: *"Just set up for _____ [what you're working on today. If you can't share because of NDAs, say that]. Can't wait to show you the finished look!"*

FEED: Demo Technique Talking to the Camera Reel

- Keep it under 90 seconds
- Film yourself demoing the technique on yourself or a client.
 - You can do a voiceover if that's more comfy for you and you can read your script.
- **Script:** *"Your problem isn't _____ [what people think is the reason something isn't working for them], it's _____ [the real problem]. Here's the fail proof way to _____ [desired result]."*
 - Go into the demo.
 - **IMPORTANT:** Keep it simple and juicy. Only share ONE major technique / tip.
 - **Example:** Your problem isn't your skin being dry and patchy, it's the primer. Here's the fail proof way to youthful, glowing skin. Most primers are better suited for oily skin, even the smoothing primers – oily skin. What you need is a facial oil mixed into your foundation. Wait til see you how dewy my/my client's skin looks.
 - Go into the demo and only worry about filming the facial oil mixing into your foundation and applying it on your face. Do half your face for comparison.
 - **At the end of the video,** say: *"Share this with someone who has dry skin and needs help with their foundation."*

- **Caption Idea:** Share this with someone who has dry skin and needs help with their foundation. 💕
 - List out the products you used and tag the brands!

DAY 4

STORY: “So I’ve been thinking about teaching online for a minute and I’m taking a workshop on how to do it because I’ve been doing _____ [what you specialize in] for _____ [how long] and my clients always ask me _____ [what they ask as it relates to your workshop, ie: how do I know what foundation is the best for me?], so we’re doing this! Stay tuned for lots of content about _____ [your niche/industry] and future workshops.”

- If you don’t feel comfy using this script, remember to say whatever feels right FOR YOU. Use your OWN voice and **never be afraid to BE YOURSELF, friend** 💕.

FEED: Demo Technique Talking to the Camera Reel

- Keep it under 90 seconds
- Film yourself demoing the technique on yourself or a client.
 - You can do a voiceover if that’s more comfy for you and you can read your script.
- **Script:** “Stop _____ [something your ICA shouldn’t be doing] if _____ [they have this concern] because _____ [why they should stop]. Instead do _____ [what to do].”
 - Go into the demo.
 - **IMPORTANT:** Stick to one main point.
 - **Example:** Stop applying your concealer straight from the tube because that wastes product, it’s thick, and makes your crease. Instead, try what I do on all my clients and myself to keep our under eyes looking fresh.
- **Caption Idea:** Will you give this a whirl? Share it with a friend so you can try it together.
 - List out the products you used and tag the brands!

DAY 5

STORY: “Have you tried or heard about _____ [product you got, but hated that relates to your industry]? I got it because _____ [what made you buy it], but it _____ [why you hate it]. Don’t waste your money.”

FEED: Carousel Social Proof

- Upload 5-7 photos of different work you’ve done that has the same style.
 - IE: Soft glam, cut creases, SPFX dolls, bridal updos, celestial nail designs, dewy skin < – something that would pertain to your workshop.
 - **Caption Idea:** Which look is your favorite? 🧐 I did these for _____ [talk about the occasion].
 - Share a fond memory that relates to one or all of the looks.
 - Tag the brands you used for the designs.

- **Add audio:** whatever song pairs well with your work.

DAY 6

STORY: “I’m going to start teaching online because _____ [tell your audience why you’re doing this, FOR YOU. We’ll talk about what’s in it for them another day.]”

- **Add Reaction sticker:** Wish me luck / send good vibes ✨

FEED: Relatability B-Roll Reel

- **B-Roll** of your set up, you doing a service, cleaning products, packing your car < – something that would relate to what the text is going to say.
- **Hook Text on screen:** *If you ever _____ because _____: welcome to the club.*
 - **Example:** If you’ve ever spent 45 minutes fighting with your eyeliner because your eyes are hooded: welcome to the club.
- **Caption Idea:** Here’s what I do _____ [share ONE piece of advice that helped you / your clients and could help them, too]. Share this with another friend who gets it.

DAY 7

STORY: “Did you know that _____ [an insight that would pertain to your workshop, ie: you don’t need to use primer, esp if you’re over 40 and have dry skin]? The internet _____ [what other people are saying about this insight]. And this is why I’m creating a workshop on _____ [the desire of your workshop]. More details to come!”

FEED: Reaction Video Reel

- **Take a 2 second video** of your client BEFORE you did their makeup/hair/facial/nails and then film them looking in the mirror for the first time after you finished their service to capture their reaction.
- Keep the actual audio from the video you filmed, don’t add any music.
- Make this about 8 seconds long
- **Hook text on screen:** *POV: You asked for _____ [what your client requested] and this is what happened.*
 - **Example:** POV: You asked for a makeup look that would make your husband want to rip off your clothes and this is what happened.
- **Caption Idea:** Well my job is done. _____ [client name] told me she had _____ [skin type] and wanted _____ [describe the request in industry terms, ie: wanted her eyes to look bigger, skin glowy, hair smooth]. So I used _____ [list all the products and tagged the brands!]
 - **BONUS:** When filming this content – get the whole process and use it as B-Roll for another reel.
 - Take screenshots of each step and turn it into a carousel, too, for Day 14.

Week 2: Nurture and Tease

DAY 8

STORY: *"This is my favorite way to spend a day off _____"*

- Say the above while you're doing your favorite thing and go into details about why you love it so much.
 - **Add a poll sticker:** How do you spend your day off?
 - Sleeping
 - Get me to nature
 - Shopping and eating
 - Days off, what's that?
 - Feel free to change options to reflect your brand

FEED: About Me Carousel

- Gather 8-10 photos consistent of you, your work, your family – anything you'd want to share with your audience to build your connection to them.
- On each photo, you're going to write something about yourself.
 - Like this: https://www.instagram.com/p/C6QBIaerKIS/?img_index=1
 - ^^^ You can add the text inside Canva or on IG, as if you were going to post it as a story. [If you need help with this, don't hesitate to ask in the FB Group.]
- **Caption Idea:**

Welcome to my _____ [industry, ie: makeup/skincare] corner of the internet.

Aside from what I wrote on the photos, I _____ [another thing about you].

Your turn! – whether you're an old or new friend, tell me something about yourself in the comments. 🙄

- After you post this, **pin it to your profile** so people who visit your page for the first time can get to know you right off the bat.

DAY 9

STORY: *"I just got this _____ [recent beauty product you bought], so let's see how it looks/works."*

- Demo or swatch the new product and share what made you buy it and your opinion.
- This may be 1-3 stories long. **HAVE FUN with it!**

FEED: Product Review Talking to the Camera Reel

- Film a demo applying/using the product on yourself or a client/model/friend.

- **Script:** “Everyone’s talking about _____ [popular product in your industry], but I actually love _____ [your fave product that gets you the same results the popular one gets] because _____ [1-3 reasons why you love it]. I recommend it for _____ [your ICA]. BTW, if you don’t know me, I’m _____ [say your name, what you do, and who you create content for] Which of these would you try?”
 - **Example:** Everyone’s talking about Serum foundations, but I actually love this CC+ Matte foundation from It Cosmetics because it looks like my skin, but covers all my rosacea, smooths my texture, and lasts over 8 hrs every time I wear it. I recommend it to anyone who has combo to dry skin and wants a foundation that’ll stay put and look glorious all day long. BTW, if you don’t know me, I’m Donna DeLia, pro makeup artist, and I teach women over 40 how to stay glamorous. Which foundation would you try?
- **Caption Idea:** What’s a product you love that no one talks about? And why do I need it?
👀
- Remember to tag the brands!

DAY 10

STORY: “What aggravates you the most about _____? [relate it to your workshop, ie: what aggravates you the most about applying prosthetics / doing your eyeshadow / buying a new foundation?] Let me know so we can get rid of that frustration.”

- **Add the question sticker:** What aggravates you the most about _____?
 - As people reply, add to your story and give advice to help them out OR DM them personally and share insight.

FEED: Demo Technique Talking to the Camera Reel

- Film the technique, demoing on yourself or a client/model/mom.
- **Script:** “Most people struggle with _____ [problem your ICA is dealing with], but this secret/tip/technique will make it so much easier. **[Demo the technique]** Try this out and let me know if it works for you.”
 - **Example:** Most people struggle with getting the edges of a prosthetic to lay down flat, but this tip will make it so much easier.. – Try this out and let me know if it works for you!
- **Caption Idea:** LIKE + SHARE this because I want all _____ [ICA, ie: baby spfx artists] to have _____ [desired result: TV quality makeups]] indefinitely/everyday.

DAY 11

STORY: “I’m working on a workshop on _____ [your topic] and I can’t wait to share everything I’ve got planned! This will be my first one and it’s perfect for _____ [describe your ICA and the desires they want.]

FEED: You Learned X B-Roll Reel

- **B-Roll** of you doing the top tip, before/after clip of your client, your station all set up, etc.
- **Hook Text on screen:** *POV: You learned _____ [desired result of your ICA] because you started _____ [top tip that'll help them get that result].*
 - **Example:** POV: You learned how to make your eyeshadow stay on your hooded eyes because you started using gel eyeliners as bases.
- **Caption Idea:**

Here's why this works _____ [explain in 1-3 points].

Have you tried this before? Let me know in the comments – or share your go to for _____ [relevant issue your ICA faces].

Share this with a friend who'd love to know this, too and save so you remember to try it out.

And follow _____ [tag your handle] for more _____. [what your account is about].

DAY 12

STORY: For Makeup Artists: *"Believe it or not, most people aren't removing their makeup properly. We've all woke up the next morning with leftover eyeliner and mascara, don't play. So I use _____ [product] to get everything off and follow up with _____ [teach them about double cleansing and share why it's SO important.]*

- **For estheticians:** *"Even if I'm not wearing makeup, I still do a full skincare routine at night because when we sleep, our bodies do the most repairing. So grab your products and let's do our routine together."*
 - Share the products you're using and why they're important.
- **For hair stylists:** *"If you wake up with a rat's nest on your head, get silk pillowcases and a hair serum for nighttime. Pillowcases will _____ and hair serum will _____."*
 - Share your favorite hair serum and where they can find pillowcases that work.
- If you've got lots of juicy info to share, turn these into several stories!

FEED: If X Is Your Jam B-Roll Reel

- **B-Roll** of your work, you being silly/dancing/walking
- **Hook Text on screen:** If _____ is your jam, we should be friends/this account is for you.
 - **Example:** If Halloween, blue lipstick, and seasonal makeup is your jam, we should be friends.
 - If you're a performer clueless on how to do your hair and makeup for rehearsals and performances, this account is for you.
 - If matching your makeup to your clothes and accessories is your jam, we should be friends.

- **Caption Idea:** I started posting content because _____ [how you help your ICA without saying you're going to be teaching a workshop]. So if you fall into that category, introduce yourself in the comments and let's be friends.
 - **Example:** I started posting content because there's not enough people my age creating content for people my age who just want to feel like themselves again without using pounds of makeup. And as a pro, I couldn't stand by and not share what I use on myself and my clients. So if you're interested in that, introduce yourself in the comments and let's be friends.

DAY 13

STORY: *"I'm all set up for my client, but she's not ready yet, so let me walk you through my kit in case you're looking for some inspo on what to buy next."*

- Pick 3 products from your kit to highlight and say who they're for [skin type/preferred finish], why they're so good, and when you use them.
- Do one product per story.
- This doesn't have to be YOU talking to the camera. You can film your kit with the camera facing your products and you talking as if it's a voiceover.

FEED: Product Review Talking to the Camera Reel

- Film yourself using and demoing the product on a client/friend/self application
- **Script:** *"Whenever I use this _____ [name the product], my clients say _____ [1-3 things they love about it]. So if you're someone who _____ [a problem/concern your ICA has], go get this now and tell me what you think."*
 - **Example:** Whenever I use this airbrush paint from European Body Art, my clients rave about how good it smells, how long it stayed, and how easy it was to take off. So if you're someone who needs waterproof makeup in your kit for your comic con and cosplay clients and friends, go get this now and tell me what you think.
- **Caption Idea:** Save this so you know what to get next time you need _____ [what the product does].
 - If the product has multiple colors / types – share your faves in the caption and ask others to chime in with theirs.
- Tag the brand!

DAY 14

STORY: *It's happening! On _____ [the date of your workshop], I'll be teaching my first workshop called _____! This is for the _____ [ICA: 40 year old woman/baby SPFX artist/35 year old] who struggles/gets annoyed/frustrated/mad with _____ [list 3 problems] and wants _____ [desire]."*

- This WILL feel uncomfortable saying because pitching yourself always is, especially in the beginning. Do it anyways.
- Write out the script ahead of time, practice saying it SEVERAL times. When you go to record, you'll either have it memorized or close enough that it works.
- It's OKAY to be nervous. You can even say you're nervous! People will relate.
- On the screen, add this text: *"DM me the word workshop if you want more details."*
 - When people DM you, before giving them your Venmo or PayPal link, ask them – *what are you looking most forward to learning?*
 - Once they tell you that, confirm – based on their answer – that your workshop is the answer. Then repeat the details about the time and day and how they can save their spot [share your payment method].
- **You got this, friend!** 🔥

FEED: Carousel Tutorial

- Upload 7-10 photos of the look you did from Day 7's reaction reel.
 - On the 1st photo, put the title of the tutorial [ie: Bridal With Hooded Eyes/Beach Waves for Straight Hair Tutorial]
 - On each of the following photos, add text explaining that step.
 - On the last photo with the finished look, add the text, "What look do you want me to show you next? Vote in the comments!"
- **Caption Idea:** What look do you want me to show you next? Drop your suggestions in the comments. < - Under that: list all the products you used and tag the brands.
- **Add audio:** a song you love that fits the vibe of this post.

Week 3: Trust and Prime

DAY 15

STORY: Post a selfie of you smiling, holding your coffee/in front of your station and add the text, "Waiting for my client. We're doing _____ [what you're working on]."

- **Add a poll sticker:** what are you up to today?
 - Working, busy bee!
 - Pretending to work, shhhh
 - On an adventure!
 - I don't want to be awake

FEED: Product Review B-Roll Reel

- **B-Roll** of you applying the product
- **Hook Text on screen:** POV: You just found the product that _____ [the mind blowing thing it does] and you can't gatekeep. It's _____.
 - **Example:** POV: You just found the product that keeps your hair from frizzing even when it's 100% humidity and you can't gatekeep. It's the Olaplex No7 Bonding Oil.

- **Caption Idea:** More reasons why this _____ [the product] is the bees knees: _____ [bullet point 3 of them]. Share this with a friend who complains about _____ [what your ICA complains about].

DAY 16

STORY: “Have you seen/heard _____ [a trend or opinion that’s been circulating in your industry ANNOYS you]? It annoys the shiz out of me because _____ [why it bothers you]. And that’s why I had to create my workshop on _____ [workshop topic and title]. So you no longer _____ [the frustrations they’re dealing with] and get _____ [the desires they want that your workshop delivers].

- **Add a poll sticker:** Want me to DM you more info?
 - Yes plz
 - Nah I’m good
 - ^^^ everyone that votes for yes plz, DM them directly and start a conversation. Don’t FULL pitch right away, be casual and friendly.
 - Start the DM with, “I saw you wanted more info about _____ [workshop title]! So excited to possibly work with you. What would you want to get out of a workshop about _____ [workshop topic/problem it solves].
 - Once they reply – say, “Thank you for sharing that with me! It’s clear _____ [workshop title] is a perfect fit for you because it will _____ [list the solutions it delivers].
 - Then go into the details on date, time, and price.

FEED: Demo Technique Talking to the Camera Reel

- Film yourself doing the technique on yourself
- **Script:** “You’re making things harder for yourself if you’re not doing _____ [technique you’re going to share]. Let me show you what I mean.” Demo technique and end with, “share this with a friend if you found it helpful!”
 - **Example:** You’re making things harder for yourself if you’re not using a clean brush to blend out your eyeshadow. Let me show you.
- **Caption Idea:**

These are the kind of tips I’ll be sharing in my workshop on _____ [topic] happening ____ [date].

It’ll help you _____ [result they’ll get] so you can stop _____ [the problem they’re dealing with.]

Want more info? Comment _____ [pick one word and add a # at the end, like WOW11] and I’ll DM you the deets.

DAY 17

STORY: “I bought this _____ [product you got and hated] and I hate it. I thought it was going to _____ [why you originally bought it], but it _____ [why you hate it]. I even gave it another chance, just in case, but no luck. So if you’ve been eyeing this: abort mission!”

FEED: Relatability B-Roll Reel

- **B-Roll** of you doing an action that matches the text on screen
- **Hook text on screen:** *That moment when _____ [something your ICA will relate to] and you just have to _____ [something you do that they'll get]*
 - **Example:** That moment when your eyeliner transfers to your crease because your eyes are hooded and you just have to turn it into a cat eye.
- **Caption Idea:** What's your go-to reaction when _____ [the relatability you mentioned in the reel] happens? Tell me in the comments and tag a friend who would totally get this! 😏

DAY 18

STORY: “I can’t tell you how many of my clients tell me they can’t _____ [something your ICA wants to do, but believes they can’t]] because they _____ [why they believe this]. That’s nonsense and I’m going to prove it to you when you come to my workshop on _____ [topic] called _____ [title]. DM me saying workshop and I’ll give you more info.”

- **Example:** I can’t tell you how many of my clients tell me they can’t do any fancy eye makeup because they have hooded eyes. That’s nonsense and I’m going to prove it to you when you come to my workshop on blending and techniques called Blending Bombshells. DM me saying Bombshell7 and I’ll give you more info.”

FEED: I wish X knew Y B-Roll Reel

- **B-Roll** of you doing makeup on a client or yourself
- **Hook Text on screen:** *I wish _____ [your ICA] knew _____ [something that would help make their lives easier/better] .*
 - **Example:** I wish more makeup artists knew that working haunts is the bridal season for SPFX pros who aren’t in big film cities.
- **Caption Idea:** Let me explain: _____ [why this is such a hot piece of info your ICA needs to know]. Share this with another friend who needs to get out of the dark!

DAY 19

STORY: Morning selfie – use a filter if it helps you show up [I do all the time]. Add the text on the screen: *This is my morning routine:* _____.

- If you don't have a morning routine, put, "I don't have one". Otherwise, list what you do!
- **Add a poll sticker:** *What's yours?*
 - Workout, meditate, health shiz
 - Drink coffee with my eyes closed
 - Hit snooze
 - Shower, eat, go to work

FEED: Did You Know ... B-Roll Reel

- **B-Roll** of an action that relates to the hook text or of you/your client's fresh face transitioned to the finish look, smiling in the mirror.
- **Hook Text on screen:** *Did you know _____?*
 - **Example:** Did you know that something as simple as mascara and facial oil can make you feel like a Glowing Goddess as you roll up to pick your kids up from school?
- **Captain Idea:** I see so many _____ [ICA] struggle with _____ [their frustrations] because they think _____ [misconception]. But the truth is, it doesn't have to be complicated A little shift in _____ [mindset/routine] can completely change _____ [how they view themselves]. If this was the reminder you needed today, share it with a bestie who needs it too.

DAY 20

STORY: Share a screenshot of a client raving about your services. Doesn't necessarily have to be related to something you teach, but talking about how awesome you are. It's okay if you shared it before. Add the text: *This is why I do what I do / Messages like this make my day / I'm so lucky I get to make people feel this way for a living*

FEED: Demo Technique Talking to the Camera Reel

- Film yourself doing the technique only yourself or a client/model/friend
- **Script:** *"If _____ [technique they've tried] no matter what you do, try this instead" Demo technique and end with, "Share this with a friend if you found it helpful and make sure you're following me for more _____ [what you're content is about]."*
 - **Example:** If your concealer creases no matter what you do, try this instead – demo – Share this with a friend if you found it helpful and make sure you're following me for more pro makeup tips for women over 40.
- **Caption Idea:** Save this or send it to yourself to remember to try this tomorrow! If you don't know me, I'm _____ [your name and what you do] and I help _____ [your ICA and what you do for them.] Follow to make sure you don't miss a beat!

DAY 21

STORY: Share who would get the most out of your workshop “My workshop is happening in a few days on ____ [date] and if you’re someone who _____ [list 3 problems your ICA is dealing with], this was MADE for you.”

- Make a 2nd story that shares an image of you doing a service on a client, photo of you working, selfie smiling and add the text: *Here are the details: _____ [list our date, time, where it’s happening ie: zoom, price, and the results they’re going to get and what that means for them]. DM me the word WORKSHOP to save your seat!*

FEED: FAQ Carousel

- Upload 7-10 images of you working, doing a service, your station set up, finished looks on yourself/your clients
 - On the 1st photo, add the text: *Answers To Your Top Questions about _____ [topic of your workshop for your ICA]!*
 - **Example:** Answers To Your Top Questions About Doing Your Makeup As a 40 Year old Mom who’s trying to get her mojo back
 - On slides 2 - 6, put a question and answer, like this [do 3-5 questions]:
 - *Question: _____*
 - **Example:** How do I pick a foundation without it sinking into my 11’s and smile lines?
 - *Answer: _____*
 - **Example:** Make sure you have a solid skincare routine with products that target fine lines. Then look for foundations that have a satin or dewy finish with sheer to medium coverage.
 - On slide 5/7, add text: *Love these tips? Imagine learning EVERYTHING you need to know about _____ [workshop topic] AND getting personalized feedback, tailored to your specific _____ [features/desires/goals]?*
 - On slide 6/8, add text: *Grab a spot inside my _____ [title] workshop where I’ll walk you through the process, step by step so you _____ [what’s in it for them, their desired results, the BENEFIT of taking your workshop]].*
 - On slide 7/9, add text: *_____ [workshop title] on _____ [date and time], live on _____ [Zoom]. Comment _____ [a word with a # like Glow11] and I’ll send you the deets so you can _____ [another benefit they want].*
- **Caption Idea:** The days of you struggling with _____ [ICA paint points] are OVER once you join my workshop on _____ [topic]. Comment _____ [word] and I’ll DM you more info so you get _____ [desired result].

Week 4: Excitement and Pitching

DAY 22

STORY: Share a photo of something you’re into at the moment: TV show you’re binging, book you’re reading, lunch you make everyday. Add the text: *My latest obsession/My latest time suck.*

- **Add a questions sticker:** *What are you currently obsessing over?*

- As people respond, DM them back to initiate conversation and connection and/or share their responses to your stories, adding commentary.

FEED: Application Process Reel with Actual Sound

- Film the full application with a client/model/friend
- Edit it down to 15-20 seconds with different clips of the application process.
- Start the video with the FINISHED look and your client smiling with the text on screen: *Glam/Style my client for _____ [where they're going] with me*
 - You can do this as a LESSON, too – just have the text say: *Join me for a lesson with my client on _____.*
- **Caption Idea:** Peek into the _____ [service you did] I did for my client heading to/who wants _____. Here's a breakdown of the products I used: _____ [list them out and tag the brands!] Share this with a friend who would rock this look.
 - **BONUS:** Take screenshots of the process and use it for a future carousel on Day 29.

DAY 23

STORY: “If you’ve been dealing with _____ [3 struggles/problems your ICA has that your workshop will solve], then get your booty inside my workshop where you’ll get _____ [3 BENEFITS they’ll get from taking your workshop]. DM me saying you’re interested and we’ll get you inside.

FEED: Hard Pitch Talking To the Camera Reel calling out problems first and how you got the solution < - pin to profile

- Film yourself talking in your car, in front of your station, or as you’re doing your own makeup
- **Script:** “I see so many _____ [ICA] struggling with _____ [problems your ICA has] and it’s holding them back from _____ [what they want]. And being I’m _____ [your title and credibility] and know exactly to fix that, I created a workshop where you’ll learn _____ [what you’re teaching] so you can finally _____ [what they want]. Join me on _____ [date] and let’s make _____ [topic of your workshop] easy peasy for you. Comment _____ [word] below and I’ll send you the deets!”
 - **Example:** I see so many makeup artists struggle with color matching and getting a flawless base on their clients and it’s holding them back from promoting themselves and building their business. And being I’ve been doing bridal makeup for over 10 years and know exactly how to fix that, I created a workshop where you’ll learn my foolproof process for complexion on all skin tones so you can finally begin making the money as a pro makeup artist and quit your 9-5. Join me on Feb 22nd and let’s make color matching and flawless finishes easy peasy regardless who sits in your chair. Comment SKIN11 below and I’ll send you the deets!

- **Caption Idea:** Share this with another _____ [ICA] that needs yesterday! And comment _____ [word] below to secure your seat inside my workshop on _____ [title and topic] where you'll get _____ [deepest desire].
- **BONUS:** Pin this to your profile.

DAY 24

STORY: "Right now, I bet you're dealing with _____ [3-5 keywords your ICA is currently feeling]. And that's why you gotta come to my _____ [title] workshop where you'll get _____ [3-5 keywords they want to feel AFTER your workshop]. I hope to see you there!"

FEED: Is This Right For You Carousel

- Upload 7 photos that would relate to your workshop: your work, BTS on set, action shot of you doing your own makeup/a clients, your set up, products
 - On the 1st photo/slide, add text: *Is _____ [workshop title] right for you?*
 - 2nd photo, add text: *"Can you relate to any of these things around _____ [workshop topic]"*
 - Slides 3-5: On each one put ONE problem your ICA faces
 - **Example:** You get overwhelmed as soon as you set foot in Sephora because you're clueless on what to look at first
 - **Example:** You keep buying products, but nothing looks as good as everyone else on Instagram
 - **Example:** You try to follow along with tutorials, but end up looking like Mimi from the Drew Carey show
 - Slide 6, add text: *If you nodded your head yes to any of those, _____ [workshop title] is definitely right for you!*
 - Slide 7, add text: *Comment the word _____ and I'll DM you more info!*
- **Caption Idea:** Inside this workshop, I'll show you exactly how to _____ [what they'll learn] so you can finally _____ [what they want]. Comment _____ below and I'll DM you the details!

DAY 25

STORY: Photo of you working at your computer, photo of your coffee and computer, photo of you holding your cup of coffee and add the text: "Adding the finishing touches to my outline for my _____ [title] workshop happening _____ [date]."

- **Add a poll sticker:** *What are you hoping to learn?*
 - List 3 different things they'll be learning, ie: what brushes to use, best products for their features, what not to do
 - The 4th one should be: all of the above
- Post another story and say, *"DM me the word WORKSHOP so we can chat and make sure this workshop is right for you."*

- When people DM you, ask them, *what is the #1 problem about _____ [topic] that leaves you the most frustrated?*

FEED: Invisible Bridge Pitch Carousel pitch

- Upload 7 images – they can be plain black or white backgrounds, not an actual photo. The first 2 images SHOULD be photos, though. Need help, reach out!
 - 1st photo [something relating to the text/your workshop] and add the text: *Right now you're struggling _____ [problem], but after _____ [workshop title], you'll be _____ [what they want].*
 - **Example:** Right now you're struggling with blending eyeshadow, but after Bombshell Blending, you'll no longer feel like a baby giraffe with your brushes.
 - 2nd photo, add text: _____ [workshop topic] feels frustrating because _____ [why they have issues].
 - **Example:** Bending feels frustrating because no one told you what each brush does and how to apply the product without making a mess.
 - 3rd slide, add text: *You've probably tried _____ [things they've already done], but it didn't work because _____ [why it failed].*
 - **Example:** You've probably tried following tutorials, but it didn't work because influencers skip key steps and don't show you what to do when you make a mistake.
 - 4th slide, add text: *That's why I created _____ [workshop title] – to help you go from _____ [pain point] to _____ [desired result].*
 - **Example:** That's why I created Bombshell Blending – to help you go from patchy, uneven, messy eyeshadow to glorious, flattering eye looks that make your husband want to rip your clothes off.
 - 5th slide/photo, add text: *Inside, you'll learn _____ [3 things] so you can finally _____ [what they want].*
 - **Example:** Inside you'll learn what brushes do what, how to blend without looking like a clown, and the step by step to applying eyeshadow so you can finally feel comfortable and sexy when you look in the mirror.
 - 6th side, add text: *Imagine feeling _____ [1-3 keywords they want to feel after your workshop] instead of _____ [1-3 keywords they feel now] every time you _____ [workshop topic].*
 - **Example:** Imagine feeling confident and powerful like you can do anything you desire instead of meh and blah every time you pick up a brush to apply eyeshadow, thinking, this is as good as it gets.
 - 7th slide, add text: *That's what's waiting for you inside _____ [workshop title]. Comment _____ [keyword] below and treat/invest in yourself.*
 - **Example:** That's what's waiting for you inside Bombshell Blending! Comment BLEND11 below and treat yourself.
- **Caption Idea:** Right now, _____ [workshop topic] feels like pulling teeth. You've tried _____ [1-3 things they've tried], but it's done sh*t. That's exactly why I created _____ [workshop title] – so you go from _____ [1-3 keywords they're feeling now] to

_____ [1-3 keywords they WANT to feel after you workshop] so you can finally _____[ultimate goal]. No more stressing over _____ [what they hate]. Comment _____ [keyword] below and I'll DM you more info so yu _____ [another way of saying what they want]. See you there, friend!

- **Example:**

Right now, blending feels like pulling teeth. You've tried following tutorials, but it's done sh*t.

That's exactly why I created Bombshell Blending – so you go from feeling like a failure with makeup to having all your friends ask you how'd you get your makeup to look so good? 😊

No more stressing over fall out or patches. Comment Bombshell11 below and I'll DM you info so you finally feel like the bad ass b*tch you were born to be.

DAY 26

STORY: Share a photo of your kids, pets, partner – let people know about YOU! Add the text: *Taking my _____ [who you're showing] to _____ [what you're up to do for the day]. Hope your day is filled with all things that make you feel warm and fuzzy inside.* 💕

FEED: Objections About Your Workshop Talking to the Camera Reel

- Film yourself doing your own makeup / applying your skincare
- **Script:** *"I've been hearing this a lot, "I can't come to your workshop because _____ [major objection they have]." But that's not an issue because _____ [debunk that objection]. So don't let that stop you from missing out on _____ [a main benefit of your workshop]. Comment _____ [keyword] and I'll see you in _____ [workshop title].*
 - **Example:** I've been hearing this a lot, "I can't come to your workshop because I'm working that time / I don't believe it'll work for me / I don't have _____ [products needed for look]." But that's not an issue because you'll get the replay and can DM your questions / this has worked for my clients, myself, everyone and their mom so I know it can work for you even if you're in the newborn stage of _____ [workshop topic] / I'll tell you what to use from what you do have and you'll get a product list!] So don't let that stop you from missing out on feeling like a hot piece when you kiss your partner goodbye and walk out the door every morning. Comment _____ and I'll see you in _____ [workshop title].
- **Caption Idea:** _____ [workshop title] starts in 5 days!! 🎉 Comment _____ [keyword] to grab your seat. [If space is limited, include that!]

DAY 27

STORY: Share a selfie/client look and add the text: *Makeup/Outfit/Hair style of the day.*

- List out the products / brands and TAG them!

FEED: Random Pieces of Advice B-Roll Reel

- **B-Roll** of you working with your face in frame
- **Hook Text on screen:** *Random pieces of advice for _____ [ICA] dealing with _____ [their issues].*
 - List 3-5 pieces of advice. Keep it short and easy to read.
 - **Example:** Random pieces of advice for ambitious women dealing with insecurities about how they look
 - 1. You're beautiful and powerful AF. Red lipstick pairs well with those 2.
 - 2. Holding eye contact is hard, but when you add some eyeliner and mascara, you'll know you look good and you'll want people to see.
 - 3. Wear facial oil at night to keep your skin youthful and rest easy like the Glowing Goddess you are.
- **Caption Idea:** Send this ASAP to someone who needs to hear these. 💖

DAY 28

STORY: Share a selfie or photo of you working and add the text: _____ [workshop title] happening in 3 days! AHHHH! So exciting! DM me _____ [keyword] to grab a seat!

FEED: Unpopular Opinion B-Roll Reel

- **B-Roll** of your kit/station, working on a client
- **Hook Text on screen:** *Stop _____ [something they're doing that isn't helping them get what they want] and try _____ [what they should be doing] instead if you're _____ [ICA].*
 - **Example:** Stop using spirit gum to glue down anything except hair and try pros-aide instead if you're an aspiring makeup artist experimenting with prosthetics because you want to work in movies.
- **Caption Idea:** _____ [the thing they're doing that isn't helping] is not the way of getting _____ [what they want], my friend. Instead, try _____ [what they should be doing] because _____ [why they should care]. Double tap if you agree and share this with a friend so they get it right.
 - **Example:** Spirit gum to glue down prosthetics is not the way of getting a long lasting makeup that'll stay 8-12 hours on set. Instead try using pros-aide because it's water resistant, will keep prosthetics from falling off, and LAST. Double tap if you agree spirit gum sucks and share this with a friend so they get it right.

Week 5: Last Call

DAY 29

STORY: Share a scenic picture you took last time you were on vacation/at the beach and share a quote you just heard that resonated with you and your ICA would love to read, too. Add the

text: *I just read this _____ [quote] from _____ [who said it] and wanted to share it with you, too, just in case you needed to hear it.*

- **Add a reactions sticker** and add the text: swipe if you did 😊

FEED: Carousel Tutorial Last Call

- Upload 7-10 photos of the look you did from Day 22's application reel.
 - On the 1st photo, put the title of the tutorial [ie: Bridal With Hooded Eyes/Beach Waves for Straight Hair Tutorial]
 - On each of the following photos, add text explaining that step.
 - On the last photo with the finished look, add the text: *I'm teaching a workshop called _____ [title] on looks like this in 2 days! Comment _____ [keyword] to get the deets!*
- **Caption Idea:** Comment _____ [keyword] to join my workshop on _____ [topic and the problem it solves] < - Under that: list all the products you used and tag the brands.
- **Add audio:** a song you love that fits the vibe of this post.
- This is a repeat from Day14, but not an exact repost. Use a different client/model/friend.
 - Pro Tip: Film this the same day as Day 7/14/22 and batch your content.

DAY 30

STORY: *"My _____ [title] workshop is tomorrow and I'm so excited! I can't wait to _____ [what they'll get out of coming] that'll make you feel _____ [desired emotion]! This is your last chance to join, so DM _____ [keyword] to secure your seat."*

- **Example:** My Glam on the Go workshop is tomorrow and I'm so excited! I can't wait to show you how to get the most delicious complexion that'll make you feel like a million bucks. This is your last chance to join, so DM me Glam11 to secure your seat!

FEED: Product Review Talking to the Camera Reel

- Film yourself using and demoing the product on a client/friend/self application
- **Script:** *"Whenever I use this _____ [name the product], my clients say _____ [1-3 things they love about it]. So if you're someone who _____ [a problem/concern your ICA has], go get this now and tell me what you think."*
 - **Example:** When I use this Thorn Oil from Rituel de Fille, my clients say it smells heavenly, like aromatherapy on their face and they love how soft their skin feels. So if you're someone who has dry, rough skin, go get this now and tell me what you think.
- **Caption Idea:** Save this so you know what to get next time you need _____ [what the product does].
 - If the product has multiple colors / types – share your faves in the caption and ask others to chime in with theirs.
- Tag the brand!

Once your workshop is over, you'll go back to runway mode, where your content's job will be to continue to attract, nurture, and build the like, know, and trust with your audience and ICA.

Repeat these ideas over and over again with different models, products, looks.

Turn the reels you've done here into carousels and the carousels into reels.

Recycle and repeat your ideas and the work you've already done. ***Especially when you get booked up on gigs and your free time is spent sleeping.***

If you want feedback on your content, even if it's before you post it: bring it to the FB Group, TAG me in your post and I'll give you feedback.

Happy marketing! 🎉👍

WOW Workbook Day 3

DAY 3 WORKBOOK: Workshop Recap + Reflection Form

Hey friend! ***Congratulations on hosting your workshop!*** This is JUST the beginning 😊.

Take a few moments to reflect so you can pinpoint what worked fabulously, tweak what wasn't so great, and make your next one even more fantabulous.

This is how you turn a one time thing into a repeatable, profitable part of your business. Learn, refine, and run it again – each time with more confidence, ease, and impact. 💖

REMEMBER: If you haven't yet, go to File → Make a Copy so you can edit directly inside this document.

Did You Hit Your Goals?

- What was the # of attendees and financial goals you set for this workshop?
- How many people registered and how much money did you make?
- Did you hit your goals? Why or why not?
 - Analyze your runway and launch so you know WHY you hit your goal or what made you fall short. This will make a huge difference in how you do things next time.

Workshop Wins

- What went REALLY well? [Don't hold back with hyping yourself up. Toot your horn!]
- What are you most proud of?
- Did anything surprise you in a good way?

Attendee Experience & Feedback

- How did your attendees respond? Were they engaged?
- What was the show up rate?
 - Did they stay for the full workshop?
- What did they say was the most valuable part of the workshop?
- What moments did they love the most?
 - What moments did YOU love the most?
- Did they ask questions that made you realize you should add or clarify something?
- Were they confused with any of the sections/topics?
- Did they mention anything they DIDN'T like about the workshop? Was anything missing for them?
- What did they request for future workshops?

What Would You Do Differently?

- What felt clunky or could be smoother?
- What would you remove or tweak for next time?
- Were there any technical issues or timing hiccups?

What's Staying & What's Going?

- What parts of the workshop do you definitely want to keep for next time?
- What parts do you want to ditch, shorten, or replace?
- Any ideas for making it even better or more engaging?

Rate Yourself 1-5 [1 being awful, 5 being outstanding]

- How do you think you personally did as an educator?
- Energy & Confidence:
- Clarity of Teaching:
- Engagement with Students:
- Workshop Flow & Structure:
- Overall, how do you feel about your workshop?

Next Steps

- What's your plan for running this workshop again?
 - When will you run again?
- What's one small improvement you want to make before the next round?
- Any new workshop ideas sparked from this experience?

Please give yourself a standing ovation, friend! 🙌🙌🙌

Whether your workshop was **flawless or full of lessons** learned: *you DID the thing*, and that's what matters most. Now, let's tweak, improve, and run it again. 🎉

Pro Tip: Screenshot your fave responses from students and post them here to remind yourself that this is the right path to go down. [And save them for content next time!]

I'm so proud of you and it's an absolute joy and honor to be on this journey with you! 💖😊

Done For You Email Sequences

Done For You Email Sequence

Hey friend! This isn't a sexy document. It's a lot of words and if you feel yourself getting overwhelmed – focus on ONE area, **ONE email at a time**. Give yourself 15 minutes here, go do something else, come back.

Writing emails can be nerve racking, especially if you get stuck in making them perfect and worrying about the grammar police. So I usually brain dump ideas, take a break to meditate, and come back fired up.

Now while these are done for you, fill in the blank email templates – ***you can use these as additional copy for social media captions if you don't have an email list*** OR **as POSTS inside Facebook Groups that allow you to promote yourself/your business.**

The email sequences are as follows:

- **Pitch emails**, aka: emails you'll send to PROMOTE your workshop.
 - There's 6 you'll send out over the course of 10 days [your hard pitch period]
- **Hype emails**: emails you'll send once people already register for your workshop to ensure they show up.
 - There's 3 you'll send out – once someone initially registers, another 2 days before the workshop, and an hour before you start.
 - You can send out a 4th 15 mins before, too.
 - If you don't have an email provider yet, not a problem: just send these manually and make sure you BCC everyone so no one replies all and fills up other attendees inboxes. You don't want to be annoying.

REMEMBER: To edit this document, **MAKE A COPY** and you'll be able to add your own voice, adjust as needed, take things away: whatever you need.

These sequences are SUGGESTIONS based on ones I've already used and my knowledge of copywriting. You can throw them in ChatGPT and say, put these in my voice and adjust for my ICA and topic. **[If you haven't yet, go to Workbook Day 1 and fill it out so you get crystal clear on your ICA's biggest problems and deepest desires!]**

If you have an email list and love gifs like I do, here's where you get them: <https://giphy.com/>

As you make these your own, remember to read them outloud to make sure they sound like you and adjust where needed.

Pitch Emails

Pitch #1 – Storytelling: Why You’re Creating a Workshop

Send on Day 1 of 10

Subject Line: *It’s finally happening!*

Hey _____ [name/friend/babe],

You ever _____ [describe the feeling you get before something you’ve been dying to do]?

That’s where I’m at right now because I’m hosting a BRAND new workshop called _____ [workshop title]!

I created _____ [workshop title] because: [insert 3-5 reasons why you created this workshop and how it’s relevant to your ICA. BULLET point the reasons to make it easy to read.]

1. [reason, ie: so many of my esthetician students complained to me about not learning any color theory during the makeup weeks of school]
2. [reason, ie: I know what it feels like to be overwhelmed by all the conflicting advice on TikTok and feeling outdated with all the trends 20 year olds are doing]
3. [reason, ie: I’ve seen other artists show up on set with messy eyeshadow palettes, dirty brushes, and no disposables to the point where talent refuses to sit in their chair and I can’t let that happen to you]

This workshop is here to help _____ [people/artists/women] like you get _____ [desired results: workshop promise].

You may be thinking _____ [ONE objection] and that’s fair, but _____ [squash that objection].

[Insert testimonial, if applicable, that supports you squashing this objection.]

Here’s the deets:

[Date]

[Time]

[Where]

Are you ready to let go of _____ [1 pain point] and get _____ [1 result]?

Then register here: _____ [insert Venmo/PayPal link] for _____ [workshop title]

Can’t wait to help you _____ [their biggest desire], _____ [name/friend/babe]!

[End with something you’d say as a farewell],

_____ [your name]

Pitch #2 – Pain Points: Can You Relate?

Send on Day 3 of 10

Subject Line: *Struggling?*

Hey _____,

Tell me if this hits home [insert 3-5 pain points your ICA is dealing with]

- [paint point, ie: you hate the way your makeup looks, but keep putting it on because it's better than nothing]
- [pain point, ie: you're frustrated AF because you keep buying products because so and so says it's the best thing since sliced bread, but looks like garbage on your skin]
- [pain point, ie: you'd kill to work on a show like Star Trek, but can't afford to spend \$20k on makeup school to learn prosthetics after you just spent \$20k on cosmetology school]

I can feel you nodding your head to some of these because I GET IT.

[Insert personal story on how you relate to these pain points, too, or share a story from a past client/student who had these]

This is exactly why I needed to create _____ [workshop title].

_____ [workshop title] is designed to help you _____ [main transformation they'll get after your workshop, aka: workshop promise].

You'll leave with _____ [specific benefit and why they should care – use the reasons they people buy! IE: You'll leave with a fancy new makeup routine so you don't have to hide from the group photos at events or keep your sunglasses on at the grocery store].

You don't need to have it all figured out – I'll be guiding you every step of the way. This workshop is HANDS ON and you'll get the tools and support you need to feel _____ [1-3 keywords they'll feel after they do your workshop.]

_____ [workshop title] is happening LIVE on Zoom on _____ [date + time].

You in, _____? Click here to join: _____ [link to pay].

I'll see you there!,

_____ [your name].

Pitch #3 – Desires Your ICA Yearns for

Send on Day 6 of 10

Subject Line: *This could be yours...*

Hey _____,

Have you ever dreamed of _____[your ICA's deepest magical desire that your workshop could get them]

Or maybe you've been wanting _____ [another desire] ...

Or _____ another desire]?

If that sounds like you, my workshop _____ [title] on _____ [topic] is calling your name.

This workshop will teach you how to _____ [main result they'll get from taking your workshop: workshop promise].

Imagine _____ [paint a VERY vivid picture of the transformation your ICA wants].

No more _____ [paint a vivid struggle of what they're dealing with now].

After you attend _____ [workshop title], you'll have _____ [what they get and why they should care. IE: after you attending Blending Bombshells, you'll know exactly what eyeshadow brushes to use so you stop wasting your money on brush sets not designed with your hooded eyes in mind].

[If applicable, insert testimonial that talks about how your knowledge and guidance got them to where they wanted to go].

Workshop kicks off on _____[date + time] live on Zoom. It's live and on Zoom so I can be there to give you feedback IN THE MOMENT so you don't guess if you're doing it right.

Click here to grab your spot and get _____ [another desire]: _____[link to payment]

If you have any questions or concerns, please don't hesitate to reach out and ask. I'm here to to help.

Let's make _____[their desire] happen!,
_____ [your name]

Pitch #4 – FAQ and Objections

Send on Day 8 of 10

Subject Line: *Got questions?*

Hey _____,

If you're like the other _____ [people/women/aspiring artists/baby pros] I've been talking to, you probably have a few questions about _____ [workshop title], so let me clear a few things up.

1. [question – put 3-5 and these can also be objections, ie: What if I don't have the right products?]
 - a. [your answer, squashing the objection, ie: No worries, I'll show you what to use based on what you ALREADY have – the fun part of it being on Zoom and you'll get a product list, too, so you can get what you need!]
2. [question, ie: I can't make the live. Is there a replay?]
 - a. [answer, ie: yes – it'll be sent out after the live! And don't worry, if you want feedback – you can email me!]
3. [question, ie: Do I need a model?]
 - a. [answer]

This workshop is all about making _____ [workshop topic] simple and doable for you.

Let's take the guesswork out of _____ [topic] and make _____ [desired results] happen for you together.

_____ [workshop title] is happening soon on _____ [date + time]!

Grab your spot here so you don't miss out on _____ [another desire]: _____ [payment link].

Let's glow, _____!,
[your name]

Pitch #5 – Last Chance! – 2 Options

Send on Day 9, 1 day before workshop

Subject Line: *This is it...*

Hey _____,

At this point, you've got 2 choices when it comes to _____ [workshop topic] ...

1. _____ [1st choice, which is continuing what your ICA is currently doing to deal with their problems and it's not great, ie: keep on scrolling and getting tips to try to make your skin not look like Gollum only to be disappointed they do nothing what waste money]

or...

2. [2nd choice, which is working with you and coming to your workshop, ie: come to my _____ [title] workshop and get customized advice for your specific skin type and marvel in the mirror at the transformation you've given yourself so you feel pretty smiling in family photos and dressing up for dates.]

But you gotta register now because we go live tomorrow at _____ [time].

Get in here and don't sit this one out: _____[link].

Your future self is cheering you on.

So am I,
[your name]

Pitch #6 – Last Little Nudge

Send Morning of workshop

Subject Line: *Just in case ...*

Hey _____,

We're kicking things off in a few hours at _____ [time of workshop] today, _____ [date] and I'd hate for you to miss out.

This workshop is your time to _____ [transformation they'll get after taking your workshop, the promise].

And this is your last chance to join other _____ [describe ICA] who want _____ [desires], too.

You ready to spread some magic and make that happen? Register now before we start at _____ [time]: _____ [link].

Can't wait!

Xo,
[your name]

Hype Emails

Hype #1 – Welcome!

Send IMMEDIATELY following registration [or as soon as possible after payment] –

Subject Line: *Woohoo! Your seat is saved!*

Hey _____,

Welcome to _____ [workshop title]! 🎉

Cue the confetti because you're about to get _____ [the results they signed up for, the aftermath of your workshop promise].

Here's what you need to know:

- Workshop date: _____ [day of the week, date, and time]
- Where: Live on _____ [Zoom/FB Group]
- What to bring: _____ [products, brushes, model, notebook]

[If you're giving them PDFs, face charts, checklists, etc – include that here].

Make sure you add the workshop to your calendar ASAP! [if replay will be available, mention that here].

[If applicable] Join FB Group/discord here: _____.]

If you have any questions, don't hesitate to reach out.

Here's to you investing in yourself!,
[your name]

Hype #2 – Hot Tip

Send 2 days before the workshop starts

Subject Line: *A teaser before we kick things off ..*

Hey _____,

We're just TWO days away from _____ [workshop title] and I'm HYPED for what's in store for you!

To get the party started, here's a hot tip that we'll dive deeper into during the workshop:
_____ [teaser tip, ie: when you start using the right skincare products with the ingredients needed to treat YOUR specific pain in the butt skin concerns, you can start seeing a difference in as little as a week.]

This can make ALL the difference when it comes to _____ [desired outcome, ie: loving your look so much, you finally get why the influencers are obsessed with taking selfies.]

That's why it's important to SHOW UP LIVE to the workshop. You'll get _____ [benefit of showing up live, ie: you'll get in the moment feedback as you blending your eyeshadow so I can see where you go wrong.]

[If applicable – And if you can't make the live, there's a replay available and you can email me photos / go into FB group for feedback]

You invested in this experience and you owe it to yourself to get the work done.

See you soon, _____!,
[your name]

Hype #3 – It's Showtime!

Send 1 hour before your workshop starts

Subject Line: *It's glow time! We start in 1 hr!*

Hey _____,

_____ [workshop title] starts in 1 hour at _____ [time] and I'm throwing a full on dance party over here!

This is your to do list for the next hour:

[List 3-5 things your ICA should do to prepare for your workshop]:

1. [Pour a glass of wine or grab some coffee]
2. [Light a candle, meditate, quick stretch]
3. [Open up your workbook]
4. [Get a snack]
5. [Take a before photo]

And get ready to _____ [what they want that they'll get from your workshop].

Here's the info to join: _____ [link].

[Mention if there's a replay for those who can't attend live]

AHHH! Can't wait to help you quit stressing _____ [1 painpoint].

Let's freaking goooooo!,
[your name]