

Avatar: Katy

Appearance: Katy is a young woman in her early 30s with long brown hair and bright green eyes. She is always dressed in fashionable clothes and has a trendy sense of style.

Background: Katy is a successful salon owner who has been in the business for over 5 years. She has a loyal customer base and offers a variety of beauty services to her clients. However, Katy is struggling with her online presence and branding. She knows that she needs to improve her social media presence, but she doesn't know where to start.

Dream State: Katy's dream state is to have a fantastic online presence that is current, fresh, and attracting more clients. She dreams of having a record-breaking year where she is fully booked with clients. She wants to pre-book over 1,000 services in just one day and have a constant stream of new clients.

Current State: Currently, Katy is using old marketing strategies such as flyers and business cards to promote her salon. She offers discounts on Instagram to attract customers, but she knows that this is not enough. She needs a plan to improve her branding and online presence.

Roadblock: Katy's main roadblock is her lack of knowledge when it comes to social media marketing. She knows that Instagram is the way to market her brand, but she doesn't know how to use it effectively. When it's time to write Instagram captions, her mind goes completely blank, and she often repeats the same captions over and over again. She also struggles with knowing what pictures to post and what captions to write, which leaves her feeling overwhelmed and stressed.

Outside Forces: Katy is working way too hard with little pay off. She is busy because she has a job, and she is either working a lot or studying to get a promotion. She also has an 11-year-old son to worry about, which adds to her stress and overwhelm.

Values: Katy values customer service and a friendly environment in her salon. She also values her time and hates when her time is wasted, especially when a client does a no-call, no-show.

stylist@salononthehudson.com

Hello Krystal,

I was reading your Yelp reviews. It's amazing how you always manage to make your clients feel amazing using your lash lifts and tints. While keeping yourself up to date on the latest trends

I have an Instagram caption idea that could help you have a fresh online presence and streamline your booking process. I've attached it below.

If you like what I wrote, I have a few other ideas that could further enhance your branding presence and keep it up-to-date so you don't have to stress about what to post for Instagram.

Have a good day ,

Chris

For the picture in the Instagram post, feature a woman between the ages of 18-25 who has just had her hair done. Popular salons such as lavishsalonri

do this regularly on their Instagram feeds (@lavishsalonri).

As for the caption, here's a suggestion:

Hair you (or any of the stylist in your salon) . . .

New Lavish Cut and a Curly Money Piece for my client!! 🥰👏✂️🌀

Of course I used (type of product) to bring up those curls so the integrity of her curls would stay healthy and not loosen.

Dm to get these lovely curls yourself.

Things to improve for current outreach to guarantee a response.

Add 2 follow ups but in the follow up emails don't down play the potential partner

Get rid of the link to the loom video. It makes the partner feel like it's a virus or something. Just type out the free value instead.

Have a specific compliment that makes them feel important and talks about their achievements.

Instead of saying ideas, say captions to be more specific. This allows me to be specific while teasing my other stuff.

Instead of saying hello then the potential partner's name. Say something less formal maybe like a hey.

Or something less good evening to start off the email.

