
**BUILD 30 DAYS OF
CONTENT
IN ONE HOUR**

Lash Artist Edition

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Success is the residue of
planning

ABOUT ME



I'm Claire

Master Lash Artist, Mentor and Educator

Welcome, I'm so glad you're here and taking the next step to rocking your social media! Not only do I run a successful lash business that keeps me busy but I'm a mom of 2 beautiful boys and a wife. Life is busy, I'm sure we can all relate to that. I have to admit I love working on my social media but I needed a way to make it as efficient as possible. That's why I came up with my proven framework to make planning content a breeze! If you know me you know I want every person to reach ultimate levels of success and that's why I wanted to share this ebook with you.

Happy Planning

WHY DO WE NEED TO PLAN OUR CONTENT?

As business owners, we have a million things on the go. Social media is a whole other beast!

Is this you?

I don't know what to post so I don't post at all or you're posting bad content just to post?

Trust me we have all been there. Planning your content gives you control over your social media. It allows you to have more time to work on other aspects of your business and do the things you love.

When we plan in advance and something comes up we have a plan for that.





MUST HAVE APPS

To Make Planning Easier

ESSENTIAL APPS

To make planning easier



PREVIEW ◀

Planning

There are many apps like preview but this is my fav. You can edit photos, arrange them how you want and write captions in advance. It's a social media planning dream!

▶ FACETUNE

Best Face Forward

Having good photos is so key in the world of social media. Our clients can sometimes be nervous having their faces on a public page, so tweak it a bit. Cover under eye circles and get rid of blemishes. Just never edit the lashes, it's false advertising



ESSENTIAL APPS

To make planning easier



CANVA ◀

Template galore

I don't understand how I did anything before Canva, it is incredible! You can create so much content in an eye-catching easy way. Collage, poster, promo, blog post, stock images galore you name it!

▶ PICSART

Design

This app is great for creating super unique content. You know those filler photos we post? Picsart is Queen





THE FIVE CHANNELS OF CONTENT

Categories for Posting



Personal

ALL ABOUT YOU

I know you're probably thinking "No thanks" Many people don't want to post about themselves on their business social media. I'm going to break it down to be a little less scary

When I say personal I don't mean your complete life story and all your secrets. I mean things that help connect you with your audience. You are your BRAND, the visionary of your business. Clients want to get to know you and what you're all about. Clients love to see pictures of you, and what you're up to. I consistently get amazing engagement when I post a picture of myself on my feed. Clients spend a lot of personal one on one time with you they want to know who you are.

Not to mention the algorithm loves full face photos. Why? Because people who are using the platform do so they give preference to these.

Here are some ideas for personal posts

- Your favourite coffee
- You in your studio space
- A family shot-who's supporting you
- You doing your hobby or about it
- 5 things you didn't know about me
- A story about how you got started
- Your monthly fav things



Portfolio

lashesby_cla

YOUR WORK

This is the segment as lash artists we are always excited about. We want to show the world how amazing our skills are. It's important we keep in mind who we want our audience to be. Are we attracting other lash artists or clients?

Your work is so important to advertise and build clients, it's also your catalog of growth.

When posting your work you really need to think of your goals, who is this picture for, how will they receive it, am I starting a conversation?

Clients prefer to see a full face photo, lash artists appreciate a super zoomed-in one that shows perfect isolation.

Some ideas for Your Work posts

- A Full face before and after
- Zoomed-in, make it a conversation about isolation
- Your view from the top of the lashes
- Clients laughing or smiling
- "real world" selfies your clients have sent you

Whatever photo you are choosing to post make sure you accompany it with a thoughtful caption. Client's don't understand CC 0.05 5-8D



Sales

MAKE THAT MONEY

We're all here to make money and secure the bag but we never want to come off as too aggressive. Every post can't be one asking clients to "book now" or "special offer" People will begin to ignore your content altogether. To avoid this we must follow the 70/30 rule

What is the 70/30 rule?
70% of your content needs to be free and engaging information. Only 30% should be sales.
Social media is about building a relationship with your client. Imagine going into a store and before you can even look around the salesperson is asking you to buy something. This is exactly how your followers feel when every post is asking them to book or buy or schedule something with you.

We have to build trust and value before we try to close the sale. So for every 10 posts make sure no more than 3 are asking your clients or follows to buy or book.

We're here to make money so it can be really easy to fall back on posts asking clients and followers to buy but we need to show them why first.



Education

TEACH SOMETHING

***You are the expert. Say it with me
"I am the expert!"***

***We have so much valuable
information that the world is just
waiting for us to share with them.***

I know imposter syndrome is a real thing where we think how can I possibly be the expert or do I really know what I'm talking about. I'm here to tell you you absolutely do! We live in a time where it is easier than ever to access information, let your page be a place your followers can get it.

Speak with authority on these topics. No "maybes" or "I think" it's all about the confidence in what you're saying.

I really encourage you to not worry about what others are doing or posting about. Have 1000 lash artists made posts about cleaning lashes? Yes. However, that doesn't mean they've done it with your flavour or directed it to your audience.

Some education post ideas are

- Cleaning your lashes
- How to sanitize your tools
- Behind the scenes of your lash room
- Why extensions don't damage your natural lashes



Inspire

MOTIVATE AND HELP

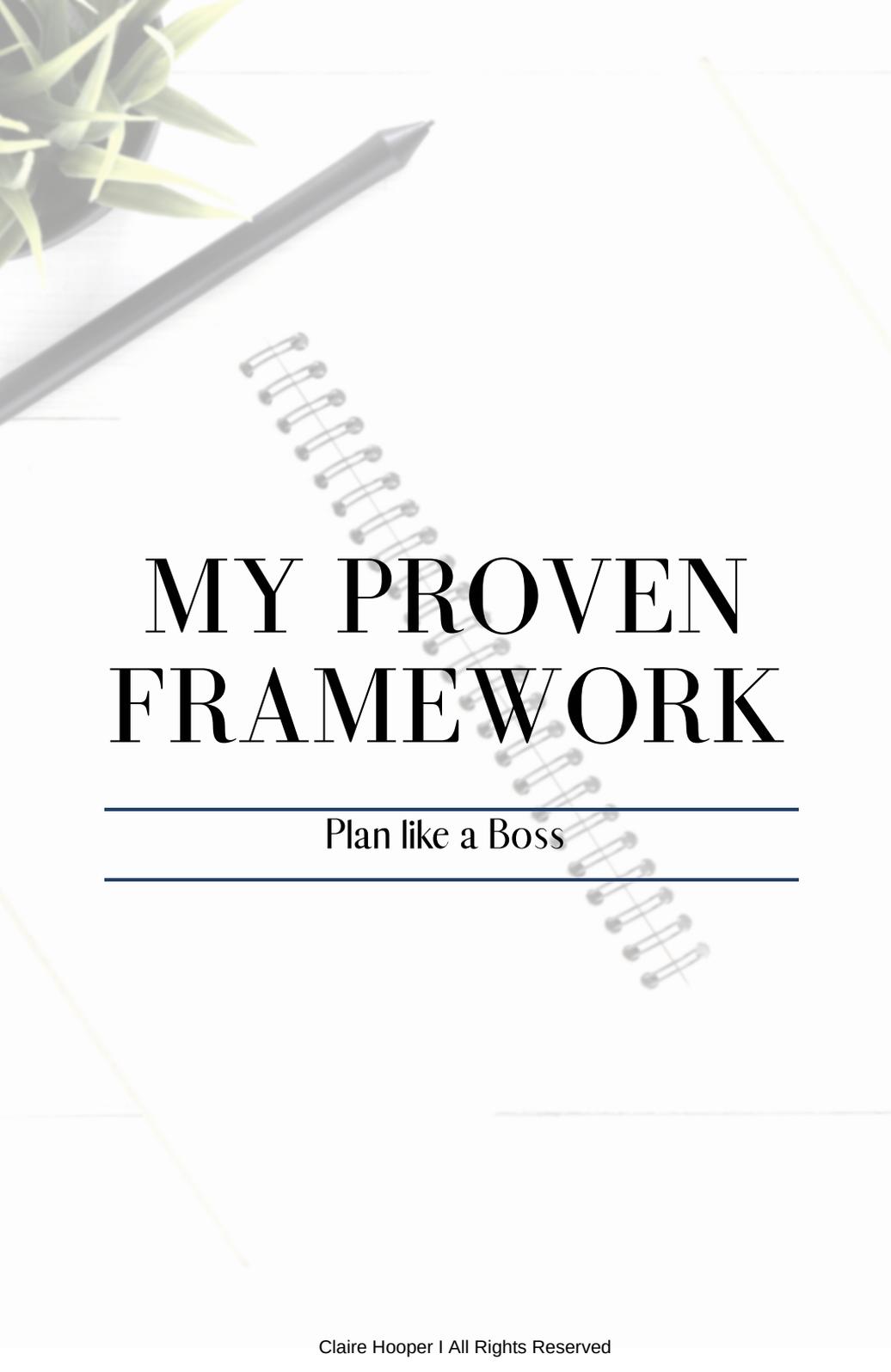
This is one of my favourite segments because this is where you have an opportunity to build community. Your vibe attracts the people who are going to be in your life. Keep the positivity flowing.

This segment you can keep fairly simple. The end goal is to put out engaging content that makes people feel good.

The great thing about posting quotes or memes is that they are easily shareable. Clients can click post to story and now so many more people and potential clients have seen your content.

Some inspire post ideas are

- A quote
- A positive piece of news
- Funny meme to make people laugh
- How you've overcome some obstacles in your lash career
- Client testimonial about how lashes help them



MY PROVEN FRAMEWORK

Plan like a Boss

MY PROVEN FRAMEWORK

Now it's time to sit down and get to planning. This shouldn't be stressful. My framework has made planning my social media fun and exciting.

Make yourself your favourite beverage, anyone else a coffee lover like me? Put on some background music, preferably something instrumental so it isn't a distraction.

Step 1

Commit to a number of posts you will do for that month. If you're posting 2 times a month it may be a bit overwhelming to commit to posting twice a day. My magic number is 20. That gives you 10, sometimes 11 days a month that you don't have to worry about posting.

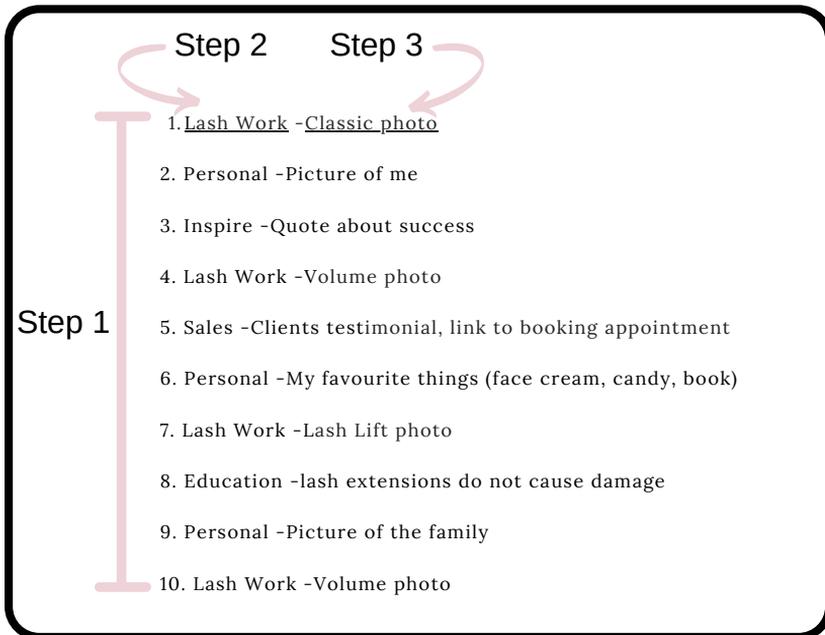
Step 2

Refer to the planning worksheet. Since we've gone over all the branches it's now time to space them out. How many of each branch you decide to use depends on the content you have available to you. If you're a new artist and don't have many client photos you will use more of the other pillars to fill your months plan.

MY PROVEN FRAMEWORK

Step 3

Once you've decided which post number belongs to each branch you'll want to decide what photo or content you're using for each. Here's a snippet of one of my months plan



MY PROVEN FRAMEWORK

Step 3 continued

If you're not able to easily think of content that's where a "brain dump" comes in.

Sit down in a quiet space pen and paper in hand. Give yourself 15-20 minutes and write down every idea you have for content you can. No idea is silly, write it ALL down. In the end, you'll surprise your self with what you've come up with.

Keep this list, even if what you wrote isn't relevant now it can be useful later. I suggest getting a separate notebook just for social media planning.



Monthly Plan

Channels

Portfolio, Personal, Inspire, Education, Sales

1.

2.

3.

4.

5.

6.

7.

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10.

11.

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14.

15.

16.

17.

18.

19.

20.

YOUR SUCCESS IS
INEVITABLE, LET'S DO
SOMETHING
EXTRAORDINARY

Claire Hooper

LET'S CONNECT

WHERE YOU CAN FIND ME



Facebook

Vivien Claire Studio



Instagram

@lashesby_claire



Website

www.eyelashesbyclaire.com