



BOOKED & BALANCED

THE FULLY BOOKED STYLIST: 30-DAY CLIENT ATTRACTION BLUEPRINT



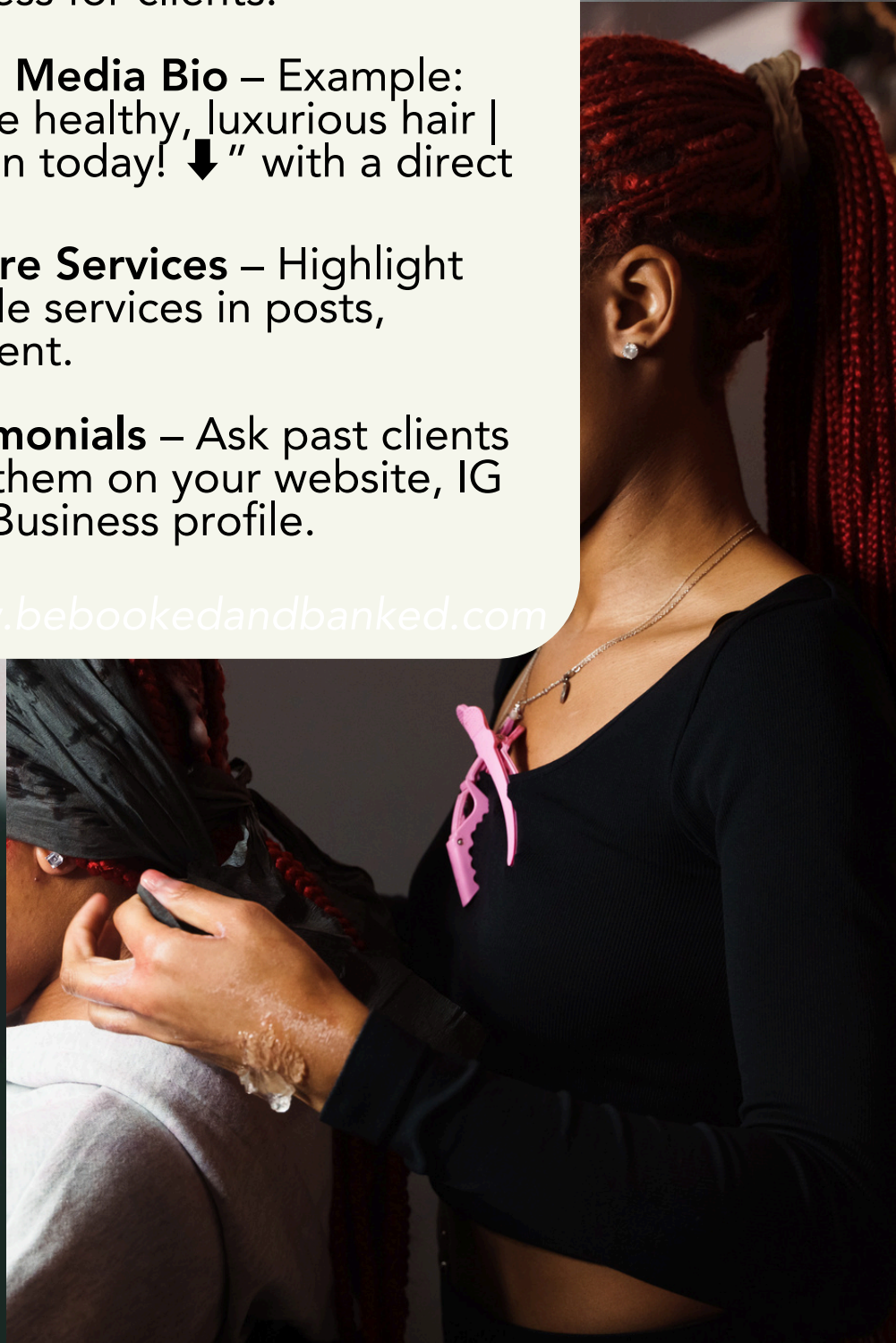
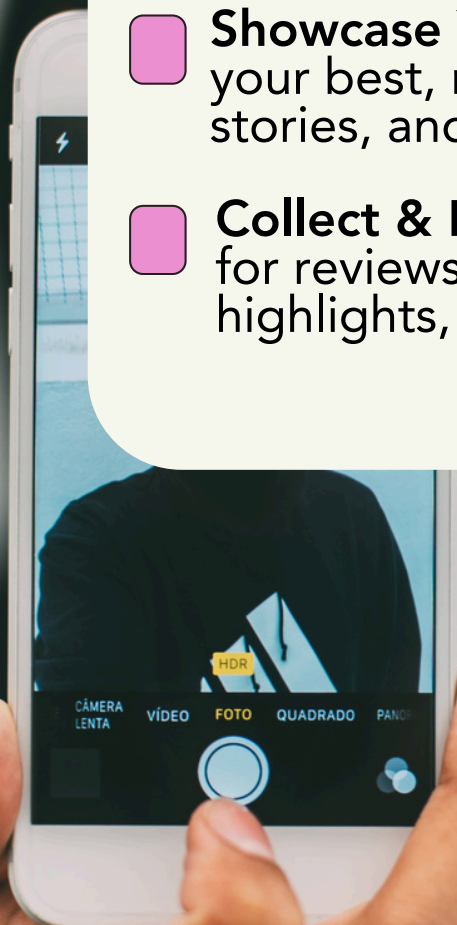


“Fully Booked” WeekOne

Optimize Your Brand & Booking System

- ❑ **Perfect Your Online Presence** – Ensure your Instagram bio and booking page clearly state who you are, what you specialize in, location and how clients can book you.
- ❑ **Use A booking System** Set up a scheduling tool like GlossGenius, Vagaro, or Square Appointments to make booking effortless for clients.
- ❑ **Craft a Magnetic Social Media Bio** – Example: “Helping women achieve healthy, luxurious hair | Book your transformation today! ↓” with a direct booking link.
- ❑ **Showcase Your Signature Services** – Highlight your best, most profitable services in posts, stories, and pinned content.
- ❑ **Collect & Display Testimonials** – Ask past clients for reviews and feature them on your website, IG highlights, and Google Business profile.

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“Fully Booked” WeekTwo

Attract Your Dream Clients with Content

- **Create 3 Core Content Pillars:**
 - Education – Teach your audience about hair care, styling, and product recommendations.
 - Transformation – Post before-and-after photos/videos showcasing your work.
 - Personal Connection – Share behind-the-scenes content, client stories, and your journey as a beauty pro. Show your personality.
- **Post Daily Instagram Stories** – Show up consistently with client results, styling tips, and promotions.
- **Engage with Potential Clients** – Spend 15 minutes per day commenting on and engaging with local potential clients’ posts.
- **Go Live Once a Week** – Do a live demo or Q&A session about hair care and styling tips.
- **Use Local Hashtags & Geotags** – Example: #DallasHairstylist, #NYCHairColorist, #AtlantaSilkPress

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“Fully Booked” WeekThree

Smart (FREE) Marketing Strategies

- **Launch a Client Referral Program** – Example: “Refer a friend and both get 10% off your next appointment!” Offer a Limited-Time Special for New Clients – Example: “New client special: \$20 off your first service! Limited spots available.”
- **Run a ‘Book With a Friend’ Promotion** – Encourage clients to bring a friend and both receive a free deep conditioning treatment.
- **DM Strategy to Convert Followers into Clients** – Send a friendly message to **new followers**:
 - “Hey [Name], thanks for following! If you ever need a stylist for [service], I’d love to help! Here’s my booking link. 🧑💇✨”
- **Feature Your Clients on Your Page** – Tag clients in your posts and stories to encourage them to share and promote your work.

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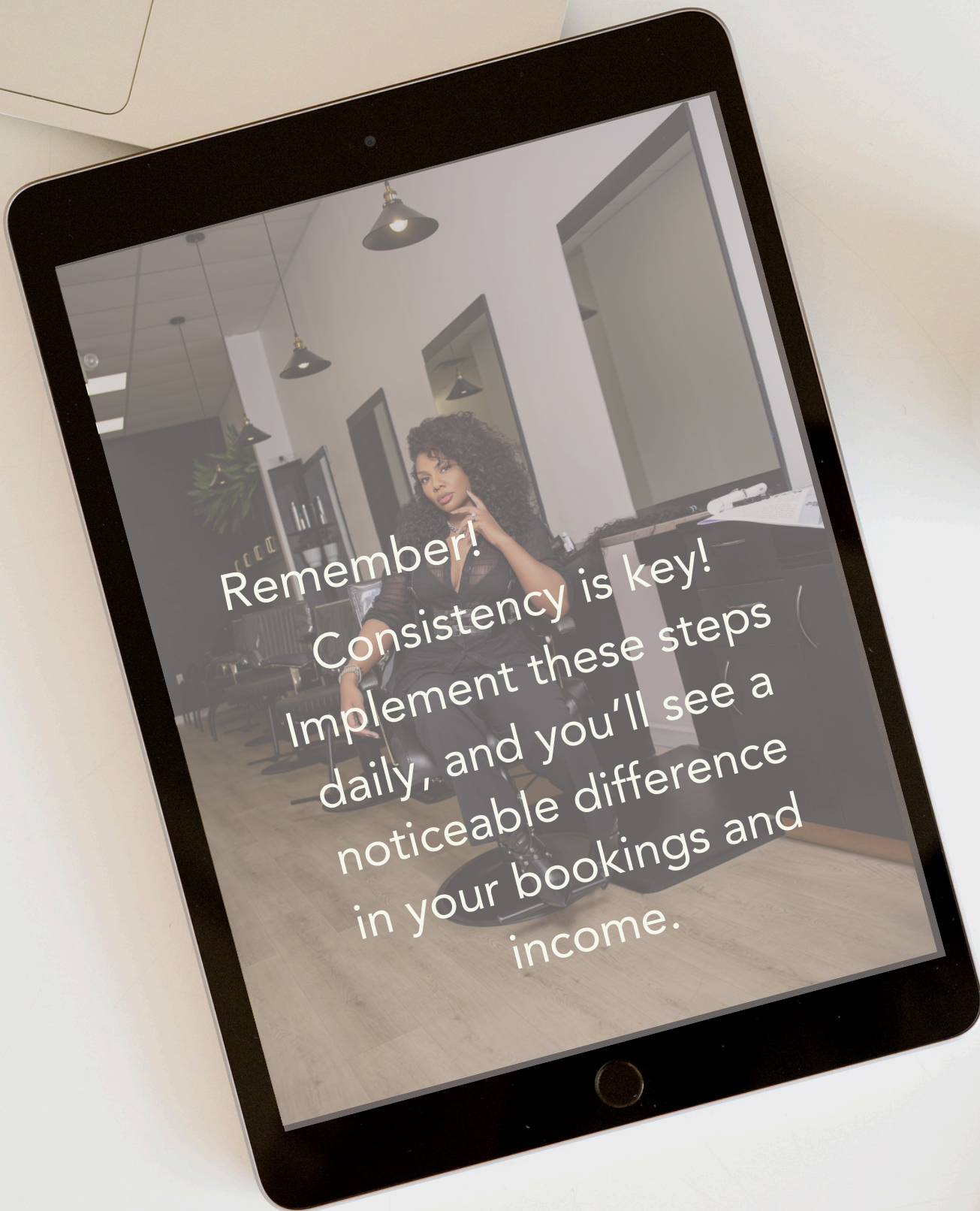


“Fully Booked” WeekFour

Retain Clients & Keep Your Books Full

- **Pre-Book Every Client Before They Leave** – Offer a discount for clients who book their next appointment before leaving the salon.
- **Send Automated Appointment Reminders** – Reduce cancellations by setting up text or email reminders 24-48 hours before appointments.
- **Create a VIP Client List** – Reward repeat clients with exclusive discounts, early access to specials, or birthday perks.
- **Upsell & Offer Add-Ons** – Recommend deep conditioning treatments, trims, or product bundles to increase revenue per appointment.
- **Ask for Reviews & Referrals** – Text your happiest clients: “I’d love if you could leave a quick review! It helps my small business grow. Here’s the link: [Insert Review Link]”

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Want more help attracting clients? Book a free strategy call with me and let's create your customized plan!

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