YOU'VE STARTED A NAIL BIZ...

Now what the f*ck do you do to get clients (without paying for ads)?



A free guide for beginner & stuck nail techs

Welcome to this mini guide that will have maximum impact for you.

I'm Lynds (founder of BCS) and after completing my training and thinking **'FUCK how do I run a business?!?'** I knew nail techs needed this space.

By the end of this guide, you'll have one clear client goal, one simple content plan, and a calmer sense of direction, get those all-important clients **WITHOUT** spending money on ads.



Before you read on, I need you to make a promise to yourself to action what you learn – because whilst knowledge is power, she isn't a paying client willing to come back every 4 weeks.

Ok ready?

Lets fucking goooo

© Black Canvas Society | For personal use only | Do not copy or redistribute

01

Stop guessing. Start deciding.

Being fully booked isn't a plan – it's a nice idea, its what everyone seems to want but it's not actionable and it doesn't really mean anything... let's turn it into something that does...

- How many days do you want to work per week?
- How many clients per day feels manageable?
- Multiply them. That's your version of "fully booked."



02

Learn without copying

Community is key - and I won't shut up about it. When you work alone, learning from others is a game changer. Not copying, just clocking what's been tried and adapting it your way.

Pick ONE nail tech you admire and answer:

- What do they talk about a lot?
- What do they not talk about?



© Black Canvas Society | For personal use only | Do not copy or redistribute

03

Marketing without ads = consistency and clarity.

Its easy to get swept up in the editing and flashiness of social media, but if your video has the wrong context, you can whack all the sound effects and transitions you want, it'll be less likely to convert.

My one rule: If it doesn't answer a client question, it's not helping you get booked.

Write down 3 questions clients ask you all the time OR that you'd ask before booking a service. (Those are your next 3 posts.)



04

Boundaries attract the right clients

I know boundaries sound like a buzzword - but they matter. Deposits don't scare clients away; they bring in more reliable, loyal ones.

Check one thing today - Your cancellation, deposit, or late policy. If it makes you uncomfortable to enforce - it needs rewriting.



© Black Canvas Society | For personal use only | Do not copy or redistribute

05

Clients book people they trust

I talk a fair bit about remembering your reason or your driving force. What brought you here in the first place. Obvs we want to make money – we've got bills I hear you – but why this and not a retail job?

What is your reason deeper down? I'm not looking for a washy mission statement – your reason is a filter and a shortcut to understanding your ideal client (so you know who is asked those questions you've just wrote)

Finish these sentence:



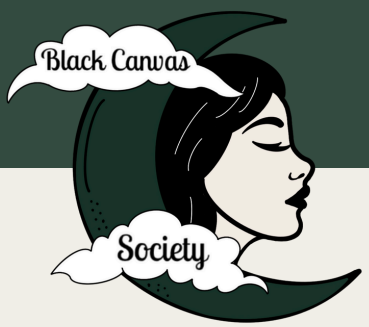
"I want clients who value _____."

"I became a nail tech to _____."

© Black Canvas Society | For personal use only | Do not copy or redistribute

WANT EVEN MORE ACTIONS TO GET YOUR BUSINESS BALL ROLLING?

- [ ] Set a realistic client goal for the next 90 days
- [ ] Decide your non-negotiable work days
- [ ] Choose 2 content topics (not platforms)
- [ ] Write your reason in one honest sentence
- [ ] Check one boundary you've been avoiding
- [ ] Message one nail tech you admire (no pitching)
- [ ] Save this guide and come back to it weekly



© Black Canvas Society | For personal use only | Do not copy or redistribute

THIS GUIDE GIVES YOU RELIEF. WHAT COMES NEXT GIVES YOU STRUCTURE.

If reading this made you think **‘oh… that explains a lot’**, you’re not imagining it.

There is a way to move from reacting to feeling in control - and I’ll be sharing more on that soon. Keep an eye on those emails…

One last thing… if this guide helped you feel calmer or clearer, I’d love to hear about it.

You can DM me or reply to the email you received this from - your messages help me build things that actually support you.

© Black Canvas Society | For personal use only | Do not copy or redistribute