

BOOKED
BUSY
AND
UNFORGETTABLE

YOUR FULLY BOOKED

checklist

This checklist is your new secret weapon to building clientele. We're talking trust, consistency, killer experiences, and that social media magic. You've got the talent - now let's make sure they keep coming back for more.

SK
ACADEMY

@sjkhair

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BUILD TRUST

- ☐ Let people get to know you. Show your personality, day in the life, BTS.
- ☐ People buy from people. Be yourself and shine bright.
- ☐ Reply to DMs, questions and comments in a kind caring way.
- ☐ Share valueable content that makes you the expert in your field.

USE YOUR SOCIALS WISELY

- ☐ Update your Instagram Bio with your speciality, location and how to book.
- ☐ Pin THREE key posts - about me, a client transformation and a client review.
- ☐ Create Highlights for your services, pricing, client transformations and reviews.
- ☐ Be CONSISTENT. Post 3-5 times weekly with a mix of reels and carousels.

BE CONSISTENT

- ☐ Share your availability on your stories every Sunday/Monday.
- ☐ Show up everyday so people see you. This can be posts, stories or engagment.
- ☐ Respond to enquiries quickly.
- ☐ Treat every client the way you would if it was their first time.

NAIL THE CLIENT EXPERIENCE

- ☐ Make your space feel like a treat not a task. The energy sets the tone.
- ☐ Give them the best service so they want to return to you.
- ☐ Greet your client by name and show an interest to them.
- ☐ Listen to them so you can give them exactly what they came for.

MASTERING COMMUNICATION

- ☐ Nailing your consultations.
- ☐ Be proffesional, open and honest about pricing.
- ☐ Be realistic about their hair goals.
- ☐ Give them a hair plan, covering maintencace schedule and aftercare.

You got this girl

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