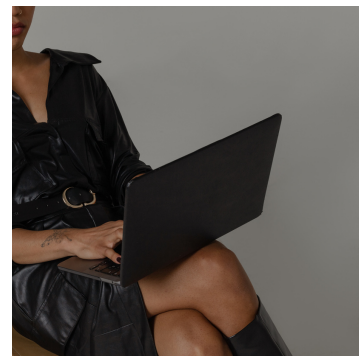




Scroll *Less* & Post *More*

Stop spending time worrying about what to post & endless scrolling for content ideas that don't even do well. With the content calendar designed for skin clinic, medispa & spa professionals, you'll have access to content with strategy and backed by over 20 + years in the industry.

Subscription is \$7 for a 2 week trial
ongoing subscription is \$47 per month)



1

Designed for skin clinic, Medispa, and spa professionals

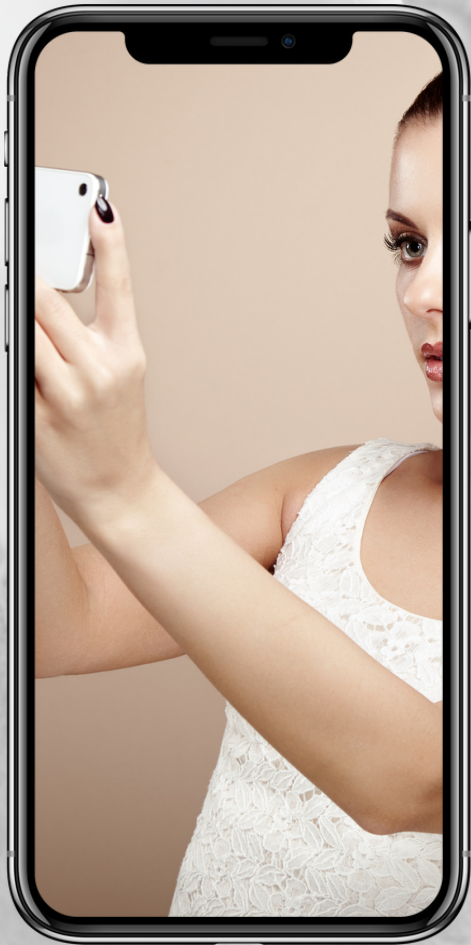
WEEK 1

STEP 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1. WELCOME	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.	Hi, I'm [Name]. Welcome to [Clinic/Spa]. We're excited to have you here today. Let's get started with your appointment.
2. ASKING QUESTIONS	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?	How are you feeling today? Have you noticed any changes in your skin? What are your skincare goals for this week?
3. RECOMMENDING PRODUCTS	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.	Based on your skin type and concerns, I recommend using a gentle cleanser, a hydrating toner, and a moisturizer with SPF. I also have a special offer on our new serum.
4. DISCUSSING PROCEDURES	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.	We offer a variety of skincare treatments, including chemical peels, microdermabrasion, and laser treatments. I can discuss the benefits and risks of each procedure with you.
5. ANSWERING QUESTIONS	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.	Do you have any questions about our services or products? I'm happy to help you with anything you need.
6. BOOKING APPOINTMENTS	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.	Let me know if you'd like to book another appointment. We have several time slots available for next week.

Choose your content prompts

With the content calendar designed for skin clinics, medispa & spa professionals you get 2 weeks of industry specific content prompts delivered straight to your inbox. Simply pick your favourites and plan out the content you will create in advance.

2



Film your content

Once you have chosen the content prompts you will use for your socials, you will have a list of content you will make time to film, or find some content you already have in your camera roll to create the post prompts.

With the ready made reel prompt and carousel templates inside the content calendar - you will be making content to post in no time.

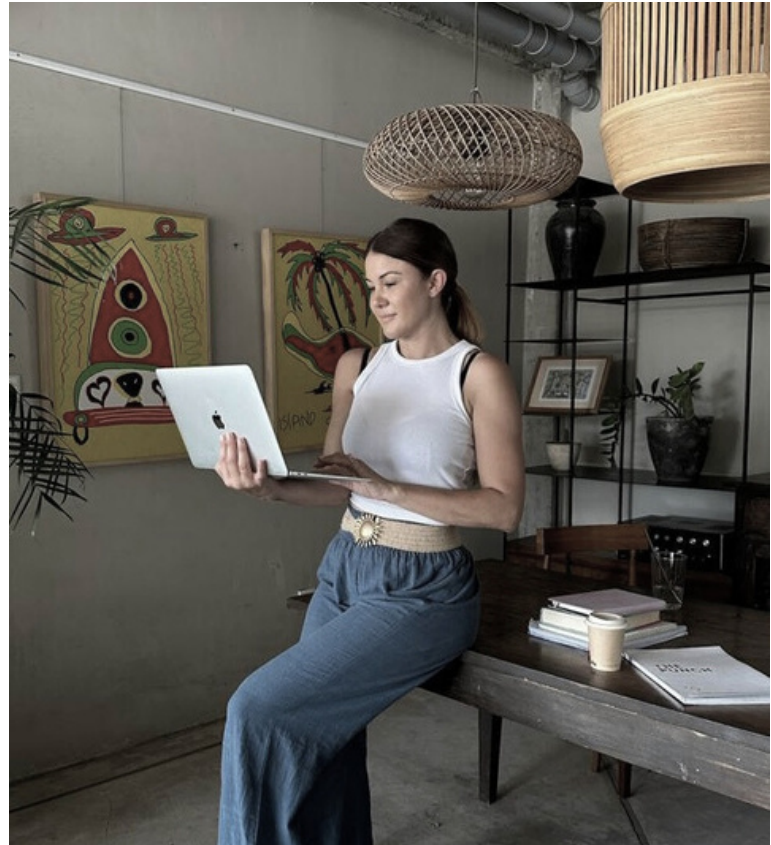
3



Edit, write the captions & schedule

We suggest breaking your content creation into filming first, then editing, writing captions and scheduling in another session.

Get everything scheduled in an app like Later or Planoly and you will have your posts sorted, so you can get back to business!



Reel prompt with template links in blue

	SATURDAY
	3rd
SPECIAL EVENT / NOTES	pre-Valentine's
TYPE OF CONTENT	Reel
TEMPLATES	Canva template
INSPIRATION	<p>inspo link AUDIO</p> <p>You can save this audio from your computer if you're logged in your salon's account, then use it from your saved audio when you're posting using your mobile, or click this from your phone and you can create a reel directly from the audio page by tapping 'use audio'. This will guarantee that your reel will show up in the audio page. Otherwise, you can always keep the audio we added in the template, although it is a hit-or-miss if Instagram will recognize it and add it to the audio page</p>
GOAL	TO EDUCATE
TOPIC	These days all i do is...
CONTENT PROMPT	Film a few seconds of yourself working with 4-5 different clients and overlay text that labels your top services one by one. Using our template, replace each video with the videos you filmed and edit the text overlay (make sure to take note of the timing of each scene -1.6s, 1s, 1s,1s, 1s)
CAPTION PROMPT	What I have been doing lately... Share more about your services or core offer. Share who it serves and why it's the best around.
CTA	Tag someone who needs a hint on what you want to receive this Valentine's Day (yes, we do have gift cards :))
STORY PROMPT	Share a sneak peek video of your salon workspace with text that shares about what you're working on. EX. Something exciting in the works!
FACEBOOK ADJUSTMENT	Add link to your online shop if your gift cards are available online

	SUNDAY
	4th
	Reel
	Canva template
	AUDIO
	You can save this audio from your computer if you're logged in your salon's account, then use it from your saved audio when you're posting using your mobile, or click this from your phone and you can create a reel directly from the audio page by tapping 'use audio'. This will guarantee that your reel will show up in the audio page. Otherwise, you can always keep the audio we added in the template, although it is a hit-or-miss if Instagram will recognize it and add it to the audio page
	TO ENGAGE
	This is what...
	<p>Edit together 5 quick videos of a service you want to highlight in action. Then layer over text that says "This is what a [service title] experience should be like" Then 2-3 seconds later add text that say "Read Caption"</p>
	Looks enticing? Explain in more detail what your service entails and why it's the best out there.
	Ready to book? Head to the link in bio to get something on the calendar!
	Share reel to story with a question box asking "What do you look for when booking a [service title]?"
	add your CTA booking link to the caption

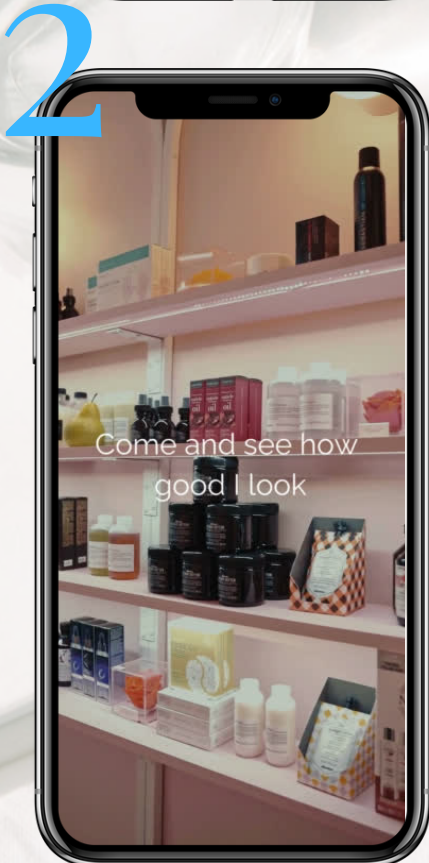
	WEDNESDAY
	14th
	REEL
	Canva template
	TO ENGAGE
	Come & see how good I look...
	<p>Film a video of yourself /staff looking at the camera and lip syncing to the audio "Hey everyone! Come and see how good I look" You can add overlay text on the screen that says "POV: You after your [service title]" / Too shy? Share results of your clients (videos or pics) with text, "Hey everyone! Come and see how good they look!"</p>
	It's not bragging if it's just a fact! [Service Title] glow ups are guaranteed when you book with [salom name]
	Book your glow up today through the link in bio!
	Share a video of your retail area/ gift card / online evoucher shop and a link to purchase last-minute Vday gifts
	Add your CTA booking link to the caption

Reel Prompt Sample Edit for a Clinic

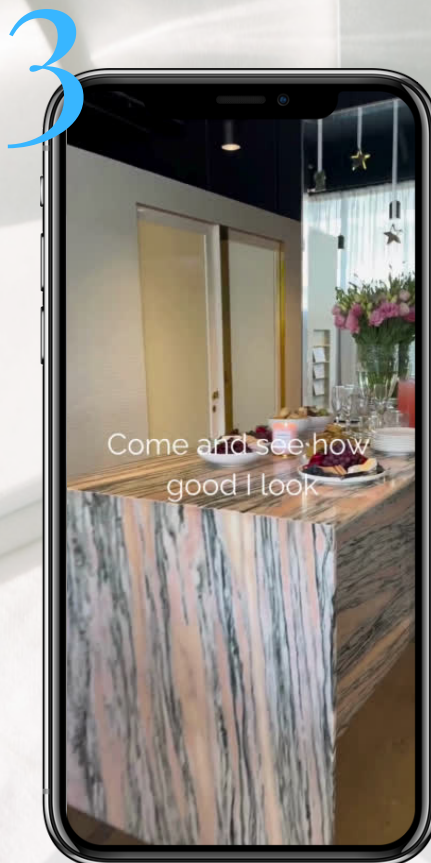


**FREE REEL, CAROUSEL
& POST TEMPLATES FOR
EVERY PROMPT**

**click through from the
calendar to access your
templates with audio,
synced and ready to be
updated with your brand
pics and videos!**



ACCESS REEL TEMPLATE



EDIT TO SUIT YOUR BRAND

4

STEPS FOR PLANNING YOUR CONTENT

1

PLAN YOUR CONTENT

Choose to plan 1 or 2 weeks in advance all at once. Sit down and write out a plan on what messages you want to share on social media, such as specific treatments, products and promotional mentions. This gives you an overall view of what your posts can be based around. Think about what reels, carousels you would like to do and where you will be entertaining, educational and salesy.

2

BATCH FILM CONTENT

Once you have your plan for content to create, write a list of what pics and videos you will need to shoot to fulfill each reel/carousel/post and stories. List next to each scene what you will need to say, the scene/area you will film in and any props you will need to create the content. Make time for 1-3 hours depending on how many weeks of content you committed to get all at once and film!

3

EDIT & CAPTION

Set another time to sit down, gather all your content from your phone, edit your reels, and design your covers & graphics in Canva. Once this is done you can write the copy to go with each post you have created. Breaking down each step into planning, filming and editing helps you work in blocks without feeling overwhelmed.

4

SCHEDULE YOUR POSTS

Schedule all your posts with captions into a planning app like Planoly or Later - whichever suits you best. You can schedule them at suggested best times and get back to everything else you need to do to keep you running your salon business!

How to use your Reel Templates

We're so excited that you've got your hands on this calendar because Reels are one of the best ways to get your business in front of new audiences on Instagram!

We know that they can feel intimidating. But, like anything else, the more you create, the easier it gets.

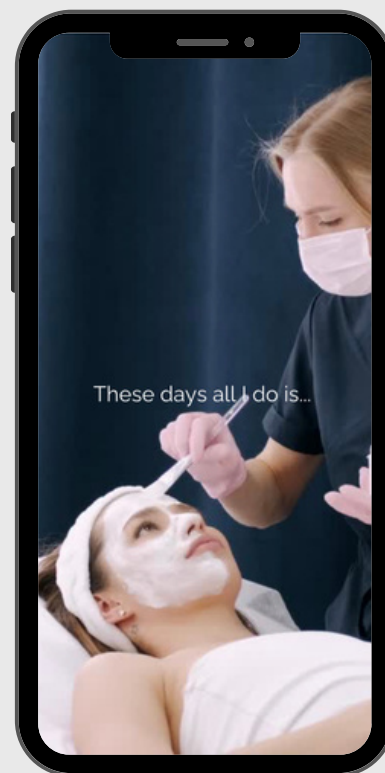
The thing is, Reels can be very time-consuming which is why we wanted to create this calendar with reel prompts and the accompanying templates.

We've spent hours (literally) taking popular and trending audio and syncing them so that you don't have to.

In this guide, you'll find steps on how to edit the reel sync templates in Canva.

All you have to do is pop in your favorite stock photos, your own brand photos or videos and tweak the copy.

We can't wait to see what you create!



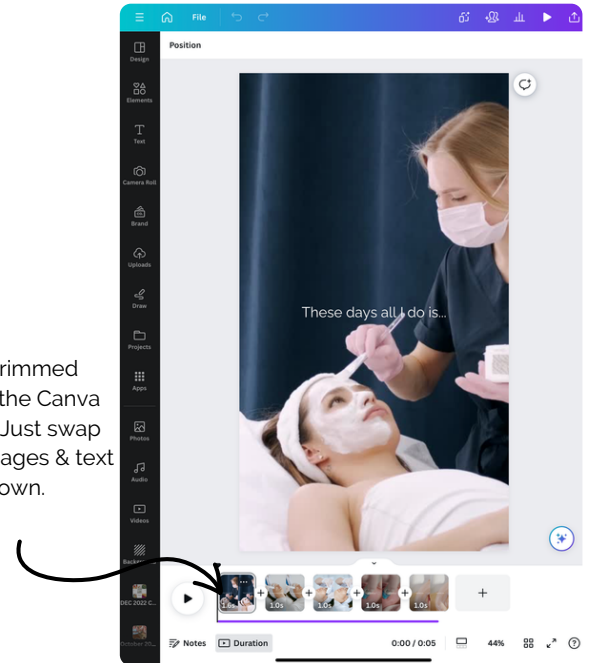
[Audio Link & Example](#)

Tips for using the Templates

We share our tips for using the templates in a step-by-step format in the next few pages, but if you prefer to watch a tutorial video just click the link below to access!

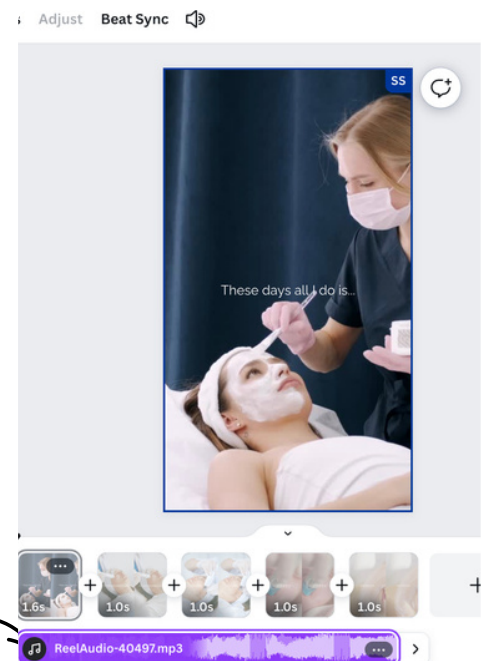
01. Each Reel prompt in the PDF links you to the **TEMPLATE** and **AUDIO**
02. Each **TEMPLATE** is already broken down into timed clips that are synced to the audio. You can swap out images & videos and add your own text overlays.
03. Take note of the timing as these may change when you swap them with your own videos - write them down if needed so you can readjust your own content (example: 1.6 seconds, 1s, 1s, 1s, 1s)
04. Trim the clips back down to the timing of the original template if needed

Clips are trimmed for you in the Canva template. Just swap out the images & text with your own.



05. Click the audio link we've given you and tap **SAVE AUDIO** on Instagram. You may need to adjust the audio so it starts at the correct point in the song. This will ensure that your reel will show up in this audio page. Alternatively, you may just keep the audio we already added to the Canva template, just note that it's a hit-or-miss for Instagram to detect this audio and add your reel to the audio page. If Instagram doesn't recognize the audio, it will appear as your original audio (which is not an issue).
06. When you've edited your Reel and are happy with it, **DOWNLOAD AS AN MP4** and Air Drop or send to your phone or upload to your preferred scheduler
07. Open Instagram and go to your **SAVED** section. Click on **Audio**. Find the **Audio** for the Reel and then click **Use Audio**. (Skip this step if you are posting from a scheduler and/or keeping the audio from the template)
08. When the Reels editor opens, tap on the bottom left image square to add your video file. Adjust audio as needed if using the saved audio. Have a listen to make sure it's working properly and then you're ready to write your caption & post! (Skip this step if you are posting from a scheduler)

When you click on the example Reel, click on the audio track information at the bottom of the Reel and then tap **USE AUDIO**.





Perfect for Salon Owners

If you have no time to create content...

You struggle coming up with what to
post...

You lack consistency and strategy with
your posring...

[CLICK TO LEARN MORE HERE](#)