



BEAUTY AS A BUSINESS

LEARN SOCIAL MEDIA & BUILD YOUR BOOK OF BUSINESS!

**WHETHER YOU'RE A NEWCOMER TO
SOCIAL MEDIA, OR AN INFLUENCER,
THIS EDUCATION IS MEANT FOR YOU!**

**WHAT THE PROS
SAY ABOUT THIS
CURRICULUM & THE
IMPORTANCE OF
SOCIAL MEDIA**



"Promoting yourself on social media as a stylist is very important. It's a great way for you to showcase your work & connect with potential guests. It's also an amazing platform that allows friends & family to easily share or recommend your work."

STEPHANIE | Landis Salons

"Social Media is very imperative in building and attracting new guests. It is very little time spent for a maximum reward."

JENNER FEROAH
CEO | Lunatic Fringe



STUDENT BENEFITS

- LEARN HOW TO BUILD YOUR PERSONAL BRAND
- ATTRACT PAYING CLIENTS
- SALONS & SPAS LOOK FOR THESE SKILLS WHEN HIRING

WHY SUCCESSFUL BEAUTY PROS DEVELOPED THESE SKILLS

Most beauty professionals admit that social media is their way of getting new clients. Jen Atkin, celebrity hairstylist with clients such as the Kardashians said that only 30% of her success comes from how good she actually is at cutting/styling, which means the rest is your personality, sales and marketing skills. Salon and spa owners are starting to see that more new business revenue is coming from social media and the internet over word-of-mouth referrals. If you're not on social media, you're totally missing out. Don't get left behind, and learn from the experts at Beauty as a Business!

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WHAT YOU'LL LEARN

- INSTAGRAM
- FACEBOOK
- PERSONAL WEBSITES
- ADVERTISING ON SOCIAL MEDIA
- PHOTOGRAPHY & VIDEO TIPS
- INSTAGRAM STORIES & SNAPCHAT
- REPUTATION MANAGEMENT
- PINTEREST
- ONLINE REVIEWS
- ACCOUNT BRANDING & OPTIMIZATION
- HOW TO ANALYZE SOCIAL MEDIA DATA
- MUCH, MUCH MORE!

AWESOME LESSON VIDEOS, QUIZZES, WORKSHEETS, ACTIVITIES, & MORE!

Talking Points - Discussion

Click below to open **Discussion**



While scrolling through Instagram, what captions did you stop and read recently? Why? Share an example of a caption that caught your eye. Does it



Show You Know - Activity

Click below to open **Assignment**



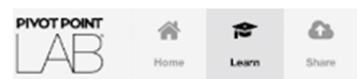
Research on Instagram and find 3 posts with captions that caught your eye. Be sure to find one example for each caption category: Education,



Instagram Captions

Following this lesson, you'll be able to:

- Name and identify three types of Instagram captions.
- Write your own value-adding captions for Instagram.



1) Which caption style is the Instagrammer relaying to the audience?

Click image to **Enlarge**



- ☐ Educational
- ☐ Informational
- ☐ Aspirational

2) Which caption style is the Instagrammer relaying to the audience?

Click image to **Enlarge**



FIND US ON INSTAGRAM: @BEAUTYASABIZ