



A Place for Passionate + Purpose Driven Salon Owners
to Create an Awesome Biz + Brand + Life

Social + Digital Content Creation Workshop

Overview

Social 101 Review

Your Brand

Your Content

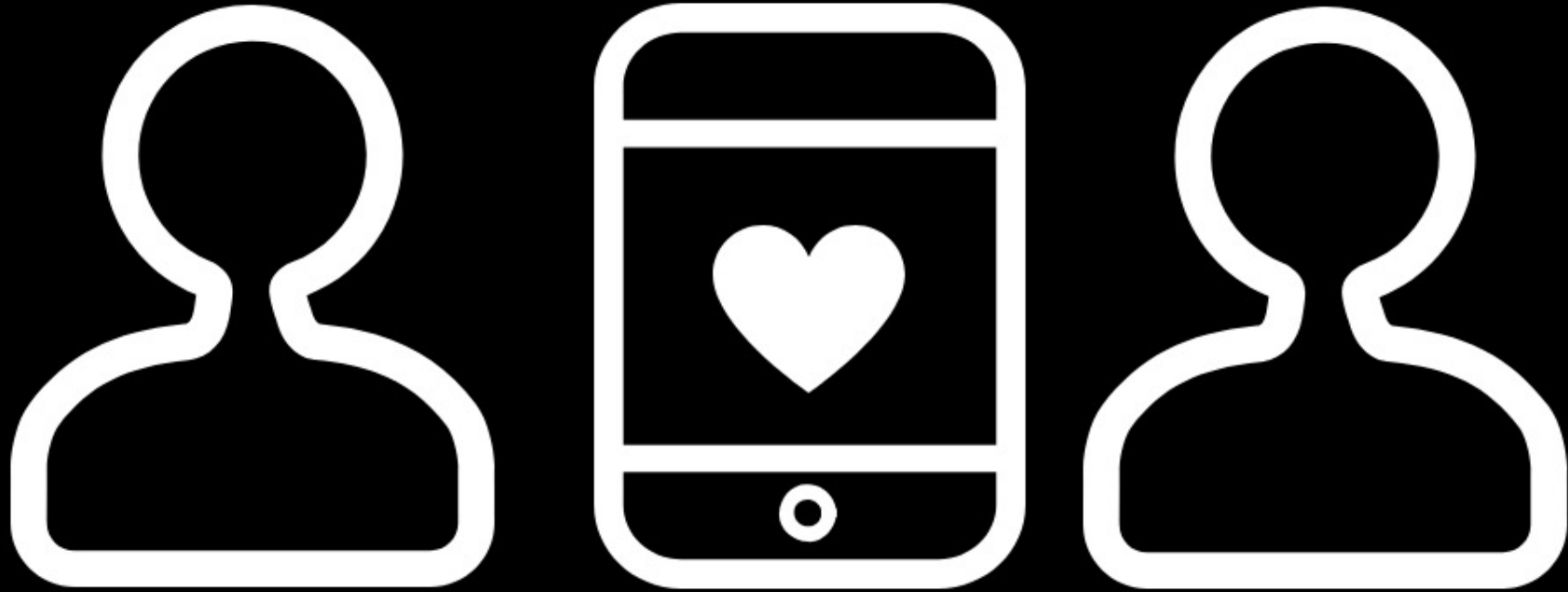
Your Content Creation

Next Steps



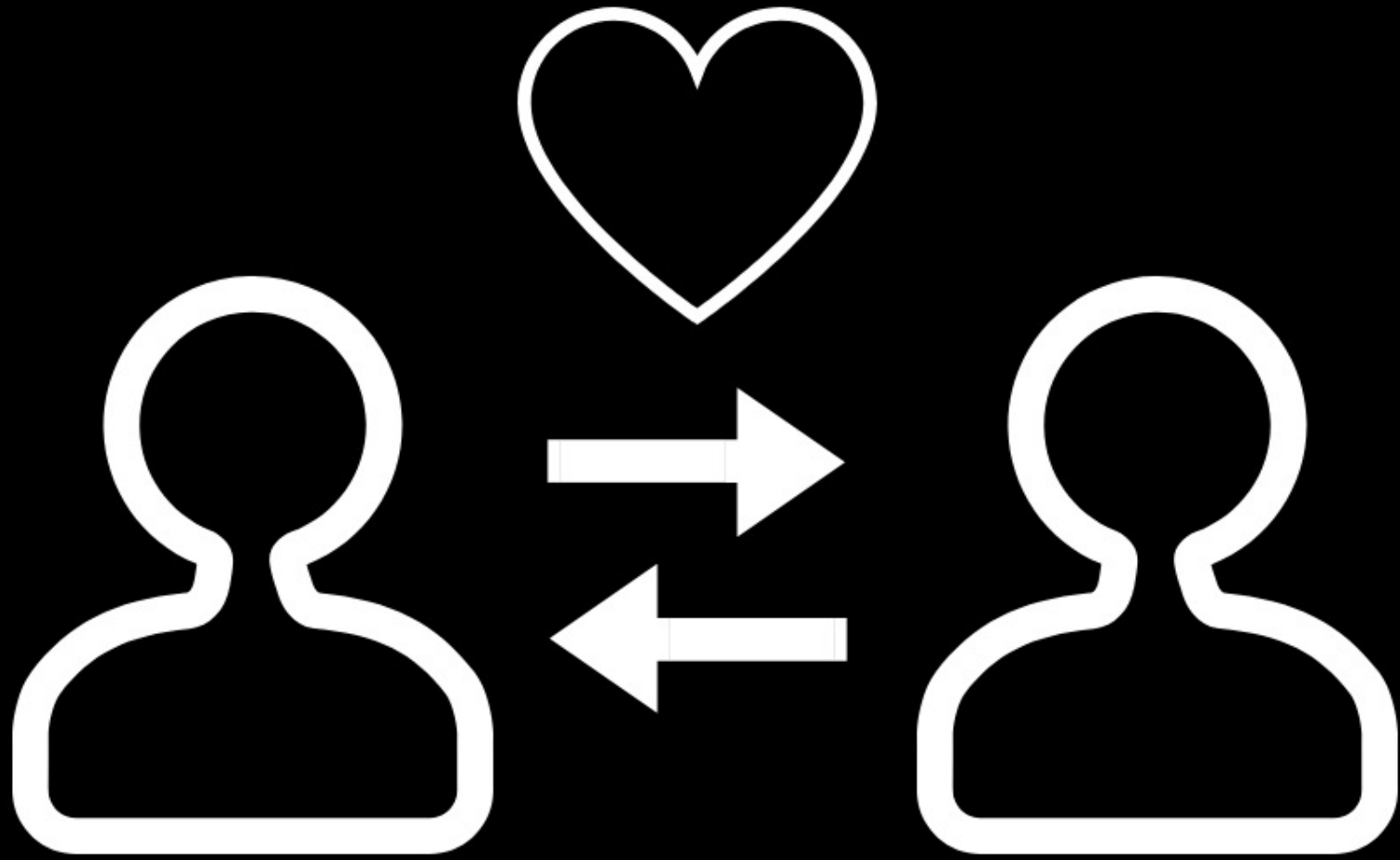
Social 101





**Shared
Experiences**



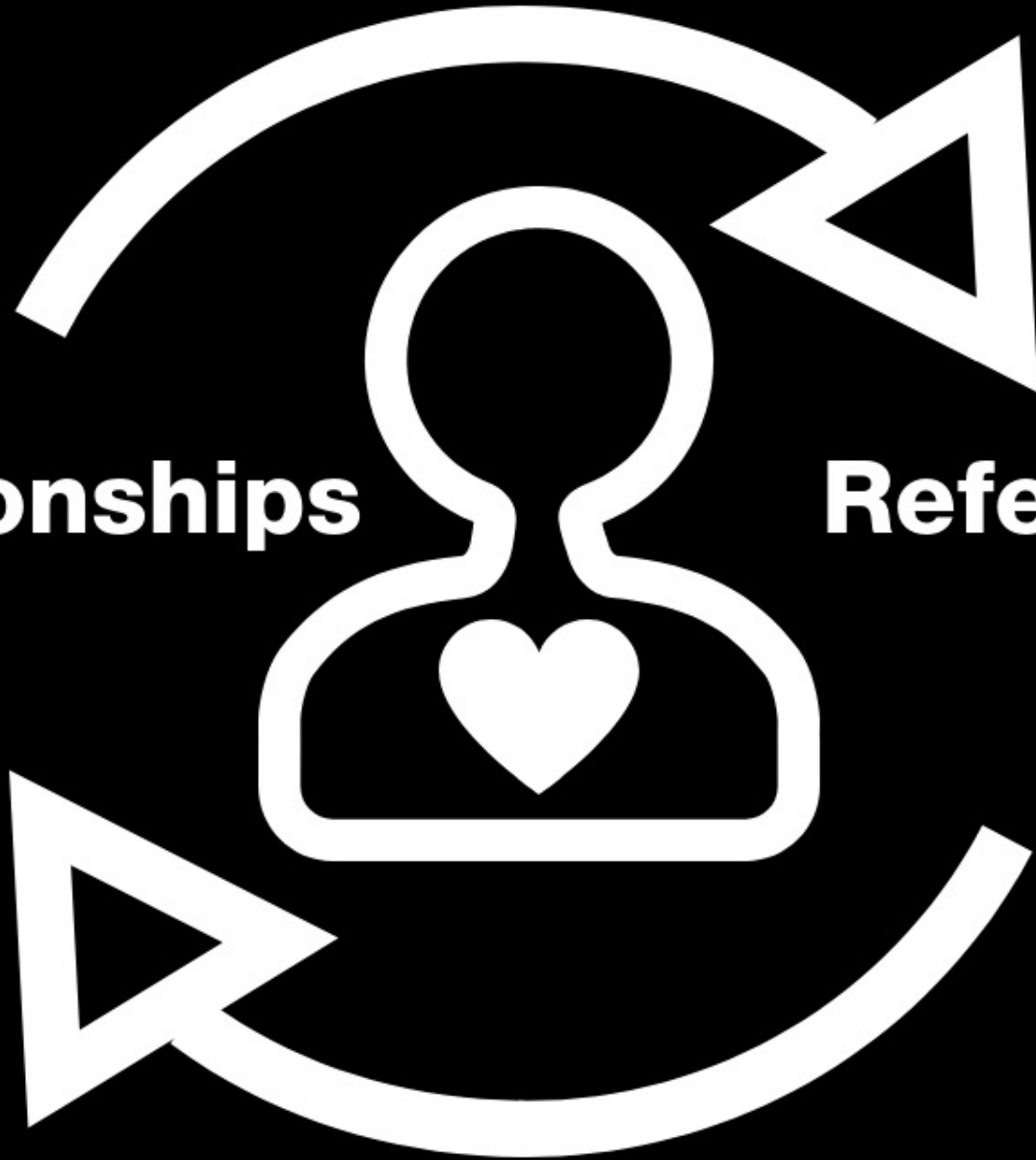


**Conversations
+ Connections**



Relationships

Referrals





Revenue



Digital Content

Website

Podcasts

Texts

Newsletters

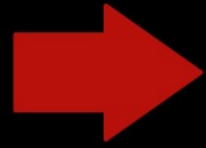


Your Brand



Brand Storytelling Framework





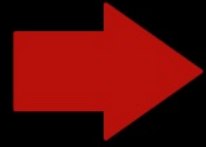
brand purpose

What problems are you solving?

Why do you exist?

What are your values + beliefs?





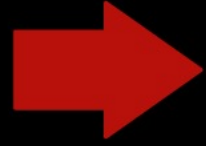
brand promise

How do you solve problems?

**What does your experience look +
feel like?**

**How do you want your clients/team
members to feel + say about your
brand?**





brand people

Who are you solving problems for?

What do they value and believe?

What do they care about?



 **brand products/services**

**What types of services align with
your brand purpose, promise +
people?**

**What types of products align with
your brand purpose, promise +
people?**

Your Content





**your content is
your marketing**



What is content?

Content is the problem solving stories we tell that align with and engage our community through the value they add.

Images, videos, captions, blogs, vlogs, newsletters, eBooks, podcasts, user generated content, etc.



Content Supports Your Marketing Plan

Creating Awesome Marketing Calendar - 12 months												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter 1												
Email Newsletter 2												
Website												
Facebook												
Blog												
Instagram												
YELP												



Why does content matter?

Content is a way we find our clients/people/audience.

Content is a way to add value.

Content is a way we solve problems.

Content is a way we tell stories.

Content is a way we build relationships.

Content is a way we inspire people to take an action with us (word of mouth + referrals)



Awesome Client Journey

- ▶ Intent
- ▶ Search
- ▶ Discovery
- ▶ Action



Content Creation vs. Curation

Original Content

Your own stuff, what you make

Curated Content (user generated content UGC)

Other people's stuff that you share on your pages (share, regram, repost)

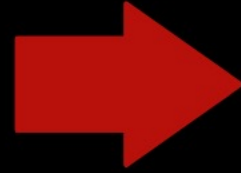


Your Content **Creation**



Content Framework





Content Categories



Content Categories

Education

Color care

Color expectations

Color Trends

Seasonal color changes

Quick style how to's

Style tips

Before + After's

Inspiration + Gratitude

Weekly Meditation +
Intention Setting

Quotes

Client Selfies

Team shoutouts

Promotion/Info

New products and
services

Product features

Bubbles + Blowouts +
Blondes/Browns Event

Fun + Fitness + Wellness

Humor, self deprecating,
relatable quotes

Team Reels

BTS

Cooking + Fitness

Brand Purpose + Promise:

Create a space of belonging, empowerment with an edge, feeling good from the inside out

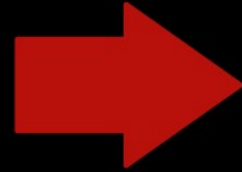
Brand Service + Product Focus:

Color + styling

Brand People:

Modern, trendy, fitness + healthy food minded, meditation/inner work focused, passionate about the planet





Content Storyboard



PASSION SQUARED CONTENT STORYBOARD



Information + Education

podcast, blog, newsletter, LIVES

I see you on the days
you move mountains.
I see you on the days
you don't get out of bed.
Whichever day it is today,
you are beautiful, strong,
and brave.

I just wanted you to know.

Empowerment + Inspiration

Original content + User Generated Content posts

the boundaries business brand course

Programs + Services + Promotion

A School, social school, Books, Online Courses,
Workshops

COVID conversation frameworks

NEW from My AwesomeAF Boundary Book

Business

Brand, social, marketing posts + LIVES



PASSION SQUARED CONTENT STORYBOARD



Information + Education

podcast, blog, newsletter, LIVES

Grief has no expiration date.
It refuses to be rushed,
though others don't understand.
Hearts mend in their own time.
You'll heal when you heal; until then
each day is the longest journey.

— John Mark Green

Empowerment + Inspiration

Original content + User Generated Content posts

the boundaries business brand course

Programs + Services + Promotion

A School, social school, Books, Online Courses,
Workshops



Business

Brand, social, marketing posts + LIVES



CONTENT STORYBOARD TEMPLATE

category

content types

category

content types

category

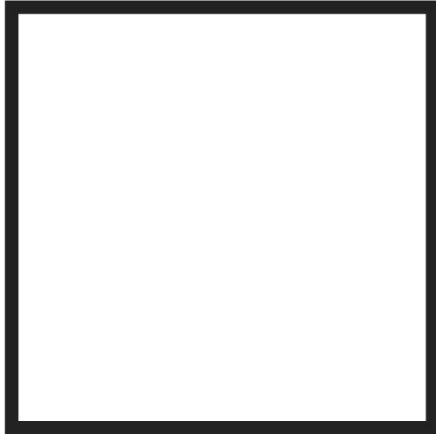
content types

category

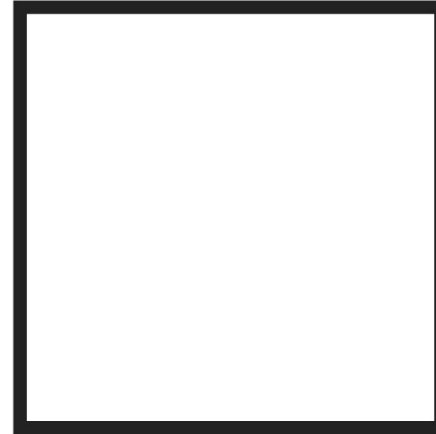
content types



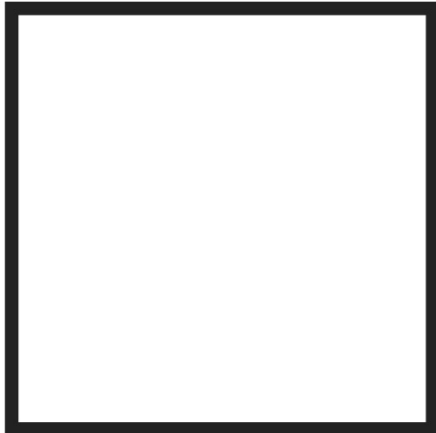
PLATFORMS + CONTENT TYPES TEMPLATE



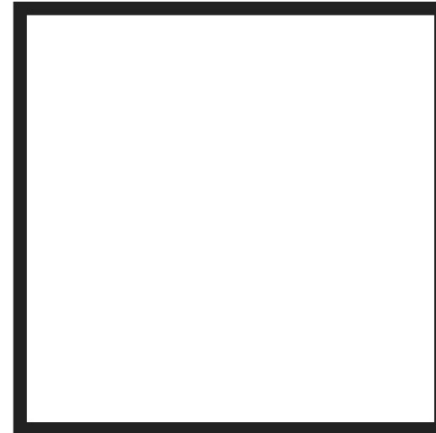
Platform
Content Types



Platform
Content Types



Platform
Content Types



Platform
Content Types

PASSION SQUARED PLATFORMS + CONTENT TYPES



Instagram

Graphic posts, Stories, IGTV, Reels



Facebook

LIVES, blog posts, podcasts, graphic posts (auto post from IG), Audio



Podcasts

Guest interviews, solo episodes on FAQ's



MailChimp

Newsletter

Weekly wisdom, LIVES, podcasts episodes

PASSION SQUARED CONTENT CREATION TOOLS



Instagram

Canva.com, Videoleap, Storyluxe, Clipomatic



Facebook

Canva.com, Rev Captions, Zoom, Facebook captions



Podcasts

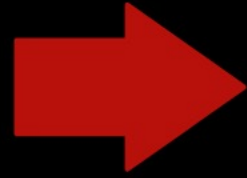
Libsyn.com, Canva.com, Podcast Video Maker



MailChimp

Newsletter

Curated from all platforms and tools



Content Planning



Creating Awesome Marketing Calendar - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter 1												
Email Newsletter 2												
Website												
Facebook												
Blog												
Instagram												
YELP												




Show Filters

Today < > Aug 15 – 21, 2021

Pacific Time ... Stories Preview Week Month

	15 SUN	16 MON	17 TUE	18 WED	19 THU	20 FRI	21 SAT
7AM						7:00	7:00
8AM							
9AM							
10AM							
11AM							
12PM							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							
7PM							



 **@passionsquared**
Instagram



Send Notification

on

2021/08/19 10:15 am



 Edit Image



Post Caption

Write a caption



Emojis



Saved Captions



Hashtag Suggestions

MORE OPTIONS



First Comment

Available on paid plans



Add Linkin.bio



Location

Available for Auto Publish only



Tag People

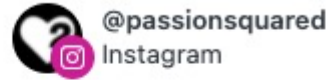
Available for Auto Publish only

Push notification will be sent to 3 devices

Discard Post

Save





@passionsquared
Instagram



Send Notification

on

2021/08/20 10:20 am



Post Caption

Write a caption



Emojis



Saved Captions



Hashtag Suggestions

MORE OPTIONS



First Comment

Available on paid plans



Add Linkin.bio



Location

Available for Auto Publish only



Tag People

Available for Auto Publish only

Edit Image

Push notification will be sent to 3 devices

Discard Post

Save



Upload Media

Show Filters

some things will never make sense.

It's not about you.

I wish it didn't hurt so much.

hairdressers are awesome quote

CREATING YOUR AWESOME BRAND

Schedule to

48 Instagram Posts Left

Upgrade Plan

Today < > Aug 15 - 21, 2021

Pacific Time ...

Stories Preview Week Month

	15 SUN	16 MON	17 TUE	18 WED	19 THU	20 FRI	21 SAT
7AM						7:00	7:00
8AM							
9AM							
10AM					Notify 10:15	Notify 10:20	
11AM							
12PM							
1PM							
2PM							
3PM							
4PM							
5PM							
6PM							
7PM							





- Calendar
- Media Library
- Conversations
- Analytics
- Collect Media
- Linkin.bio
- Learning Center
- Settings
- Help
- Refer
- Suggestions
- Instagram 2 Social Profiles

Upload Media

Show Filters

Load More

Schedule to



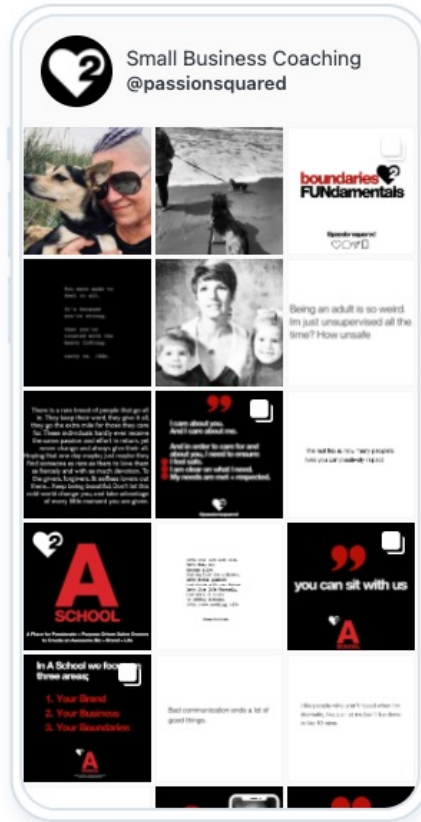
Passion S...passions...

48 Instagram Posts Left

Upgrade Plan

Preview is only available for Instagram profiles

Stories Preview Week Month



Post Schedule

Drag media to the phone preview grid to schedule new posts.

- 10:20am Aug 20, 2021
- 10:15am Aug 19, 2021



Planning **Apps**

Later App
(Instagram, Facebook, Pinterest, TikTok,
LinkedIn, Twitter)

Preview App
(Instagram)

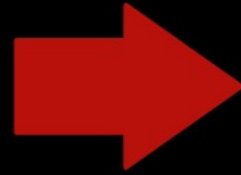
Planoly App (Instagram + Pinterest)

However, it is not about the app. It's about...

Making time to plan. Period.

Book time daily, weekly, monthly





Content Design



Graphic **templates** consistent with brand identity

Quote template



caring deeply doesn't
mean surrendering your
own needs + worth



@passionsquared

Website shop template

the 
boundaries
business
brand
course

Takeover template

Instagram Stories
Takeover



@muchlovehomogany
Tuesday March 16th



@passionsquared

Graphic **templates** consistent with brand identity

Podcast template



A graphic for a podcast template. On the left, there is a red logo consisting of two headphones with a white heart containing a question mark inside. Below the logo, the text reads "people passion purpose. podcast". To the right of the logo is a smartphone displaying a black and white portrait of a woman with a shaved head, smiling. Below the phone, there is a red bar with the text "@passionsquared". At the bottom left, there is a red bar with the text "Nina L. Kovner (they/them)" and another red bar with the text "Business Integrity & Agreements + No Shows + Lifetime Client Value + Venmo Drama".

A School template



A graphic for an "A School" template. At the top center, there is a red "A" with a white heart containing a question mark above it, and the word "SCHOOL" in red below it. Below this, in small text, it says "A Place for Professionals + Purpose Driven Sales Owners to Create an Awesome Biz + Brand + Life". The main text in the center reads "The Latest from Instagram + TikTok + Square/Afterpay + Inbox Marketing + Facebook". At the bottom, there is a red bar with the text "Available Now In Our Facebook Group".

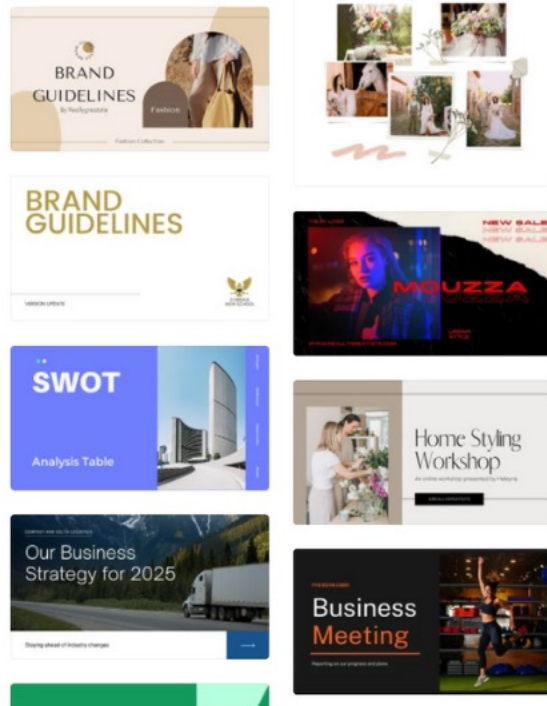
Fundamentals template



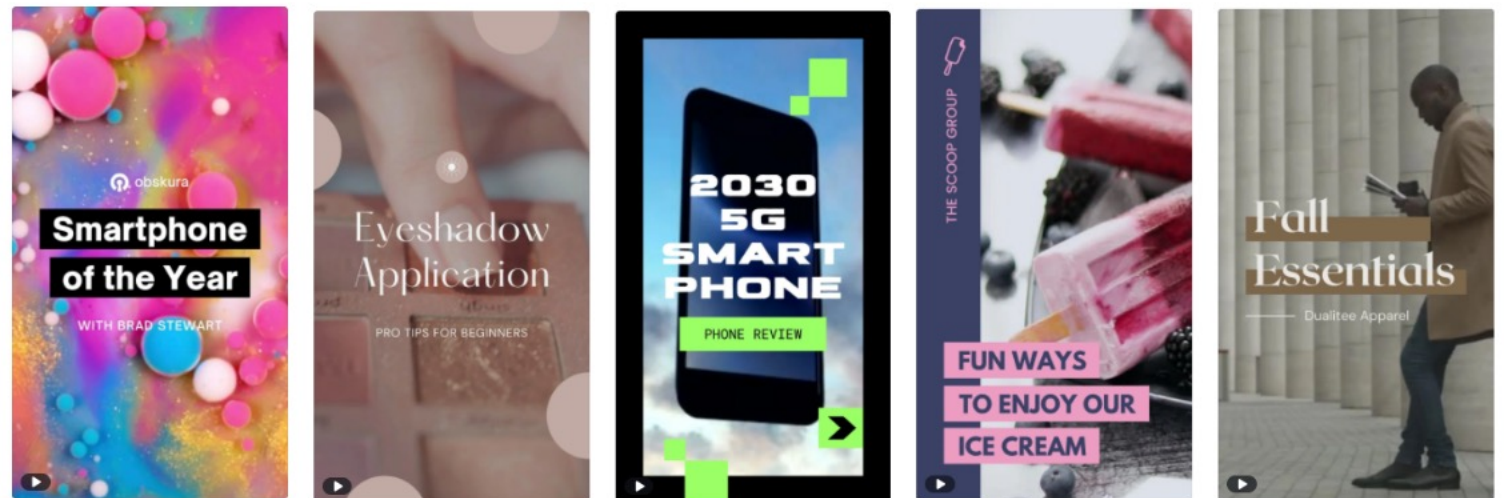
A graphic for a "Fundamentals" template. The main text reads "brand" in red and "FUNdamentals" in black, with a white heart containing a question mark to the right of "brand". At the bottom right, there is a red bar with the text "@passionsquared" and four icons: a heart, a speech bubble, a paper plane, and a bookmark.

Graphic **templates** from Canva (customize to make consistent with brand identity)

Presentation templates

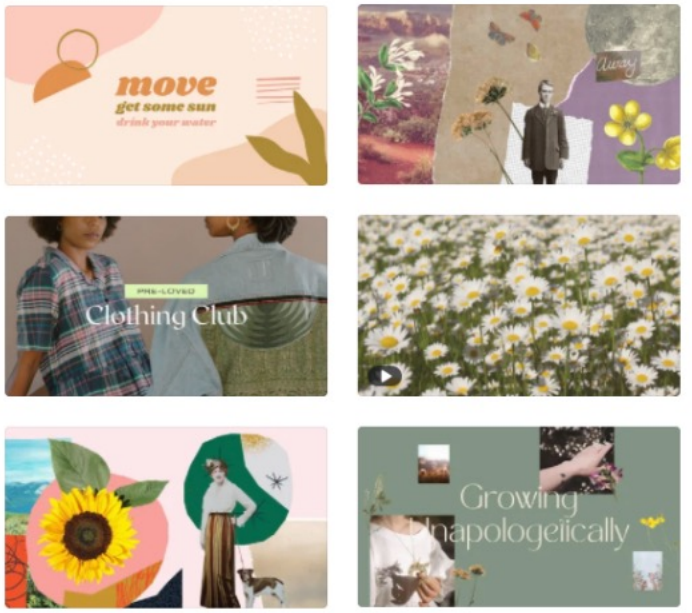


Stories templates

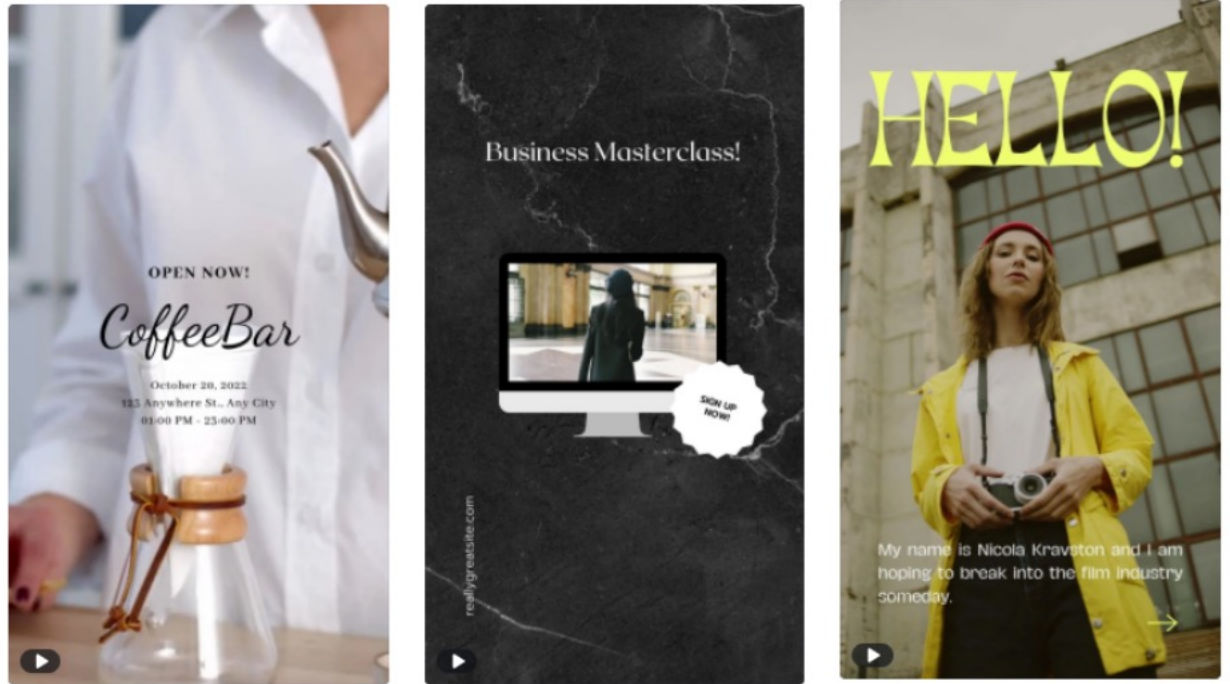


Graphic **templates** from Canva (customize to make consistent with brand identity)

Facebook Cover templates

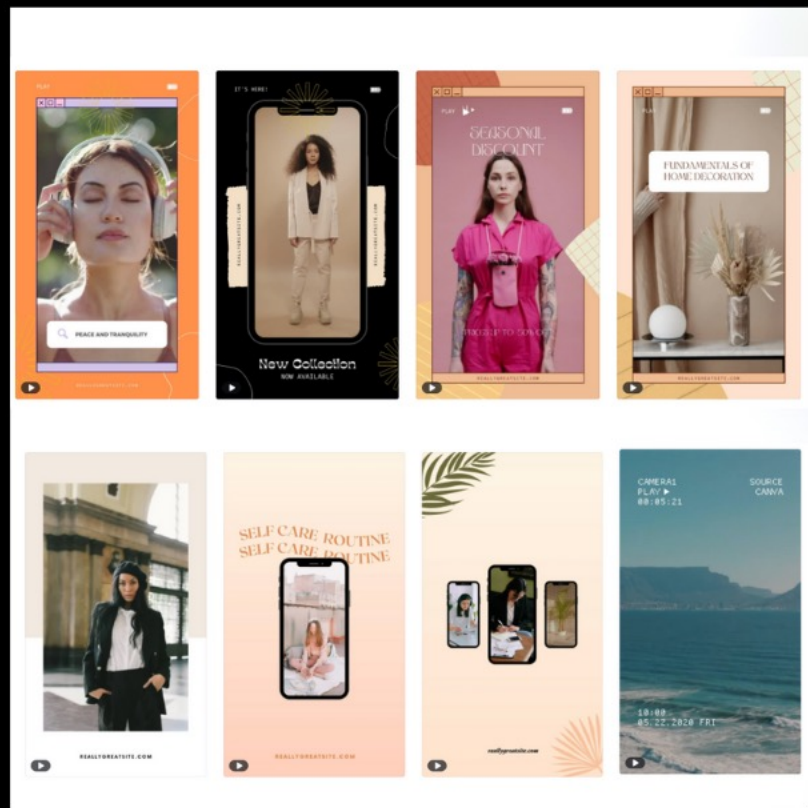


TikTok templates

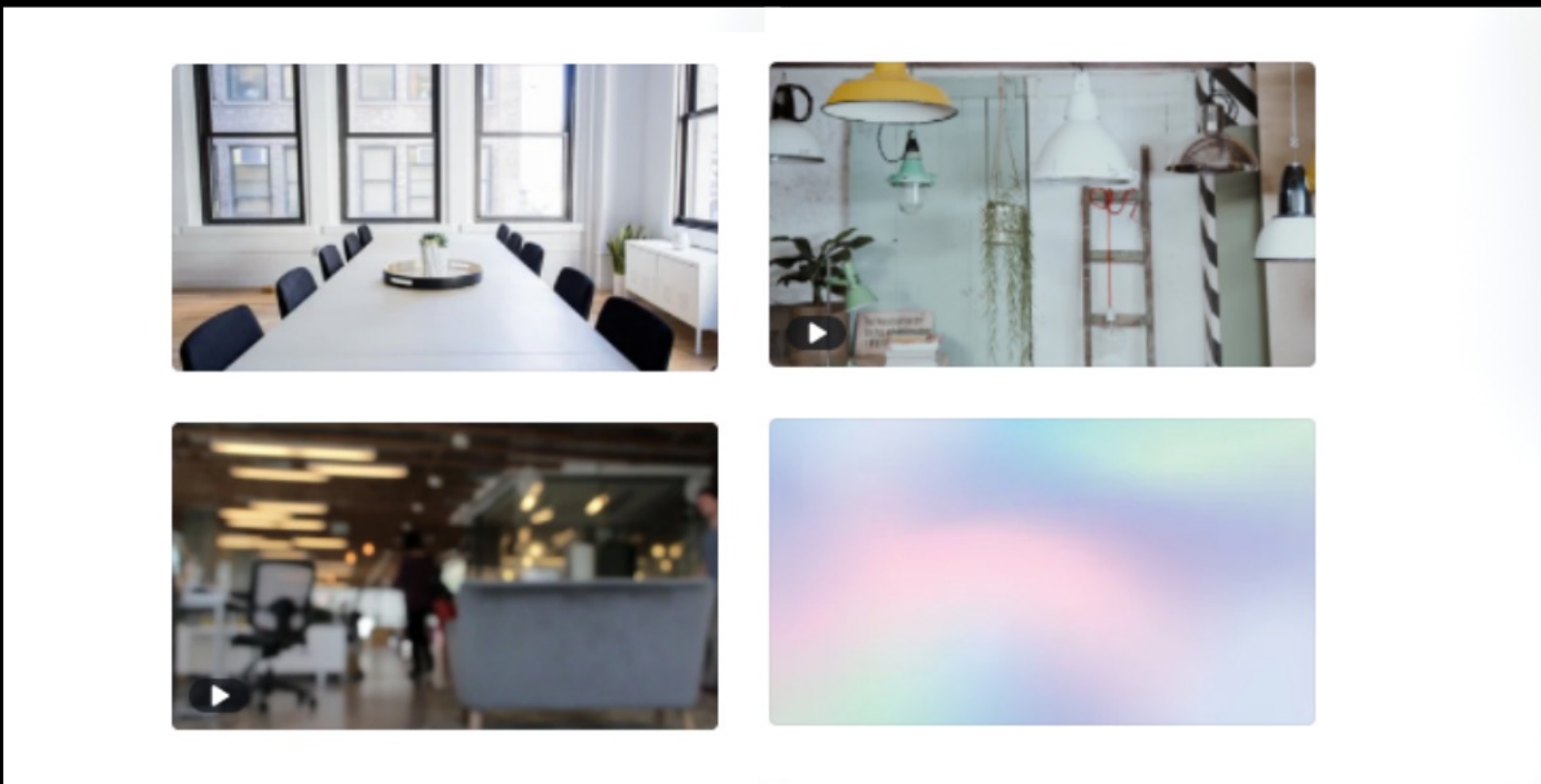


Graphic **templates** from Canva (customize to make consistent with brand identity)

Reels templates



Zoom background templates



Newsletter **templates** from Mailchimp

My AwesomeAF Boundary Book

Hello love! Thank you for investing in My AwesomeAF Boundary Book.

I wanted to check in and see how your experience has been with the book so far and how you are feeling. Please hit reply to this love note, I would love to hear from you.

The holidays can bring even more pressure to say YES to all the things. And as you go through the book, you will realize that is not always the most healthy for you.

So tonight I just want to remind you that you can OPT OUT of anything that does not serve you, fuel you or help you feel more joy. Will some people be pissed? Yes. Will that be because you did something wrong? No.

Aura Mae, a salon owner, educator, leader and awesome member of our community, shared something today that really speaks so much to the guilt some of you may feel when you choose to opt out of the holiday hysteria and I wanted to share it with you.



Hello love. Thank you again for investing in the boundaries business brand course. All of the course contents are now ready for you to watch, rewatch and dive deeper into the work.

[boundaries business brand course contents](#)

We created a private page for you to enjoy all the course contents;
-the course video
-the course PDF
-the healthy boundary framework worksheets
-My AwesomeAF Boundary Book

This is only for you and is not to be shared with anyone. Thank you for respecting our boundary and for your trust.

[Click here](#) to access the course

Your experience matters to us. We would be so grateful if you hit reply to this love note and shared your thoughts with us about the course and your experience.

Please register for our NEW Q&A LIVE Chat! #awesome

[View this email in your browser](#)



Hello Awesomeness Creators!

First and foremost, thank you so much for your patience and understanding through our technical difficulties during our Follow up Q&A LIVE Chat. We will have a new chat on **[date] at [time]**. If you are able to attend LIVE please click the link below to register.

If you are unable to attend LIVE we completely understand, you will be emailed the recording after our session.

Note: Once you are registered, you will be emailed both 1 day before and 1 hour before with your special registration link, just as with the last chat.

[Click Here To Register](#)





Content Creation



In Salon Creation



Time for capturing

How will you incorporate content creation into your experiences?



Process for capturing

What is your creation process?



Tools for capturing

What tools do you need to create?



In Salon Creation



Time for capturing

How will you incorporate content creation into your experiences?

Add 15 minutes to experience times

Use an assistant to help capture content



In Salon Creation



**Process for capturing
What is your creation process?**

Include before pictures in consultation

Include after pictures in check out process

Use a tripod for video while working



In Salon Creation



Tools for capturing
What tools do you need to create?

Lighting

Background (consistent)

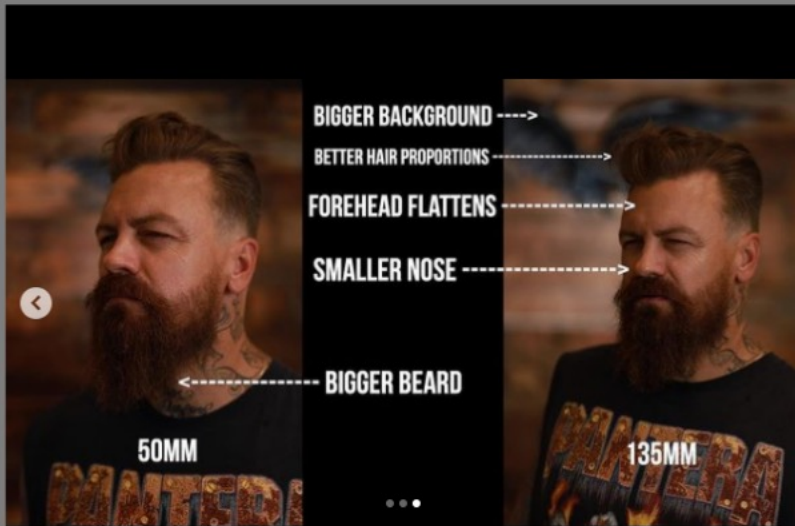
Phone camera/video

Education + Practice



Photo Tips + Education

@andrewdoeshair



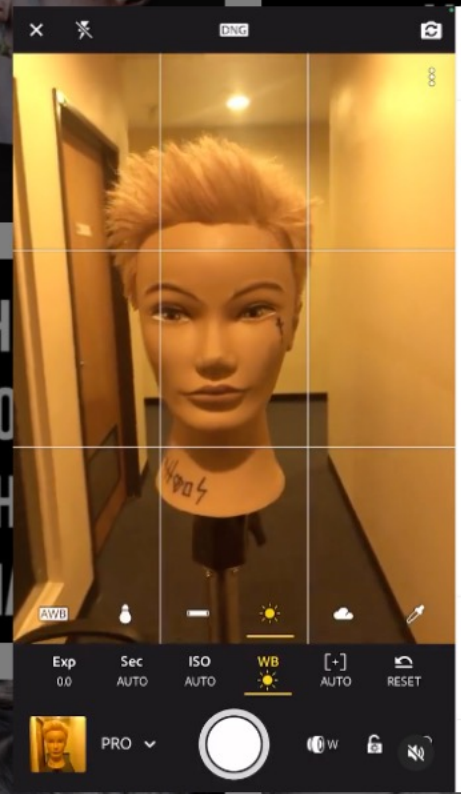
andrewdoeshair · Following ...

andrewdoeshair Screen shots from the upcoming course— the one that keeps me up at night excited, the one I look forward to working on all week long, the course that I kind of think will be the end all be all of hair photography courses. My last photography course was "here's how to drive a car" and this one will be "here's a pile of road maps to either walk or to drive that car to very specific destinations."

Liked by maidencolor and others

1 DAY AGO

Add a comment... Post



andrewdoeshair · Following ...

andrewdoeshair My first reel ever!
5w

isaac4mayor This one 🤞 is totally rad! 🍌🍌🍌

5w 1 like Reply

View replies (1)

shay_skyhairdesigns Thank you!!!

5w 1 like Reply

kingashleyhair One of the most helpful tips I've ever seen! Thank you!!! 🙌🙌🙌

5w 1 like Reply

Liked by brendaamaral.com_ and others

JULY 11

Add a comment... Post



Photo Tips + Education

@andrewdoeshair

A School Membership Site



The screenshot shows a membership site interface. At the top is a red outline icon of a laptop. Below it, the text reads "Andrew Does Hair on Social Media + Photography + Risk". A thick red horizontal bar is positioned below the text. Underneath the bar, the words "LIVE Chat" are displayed in white. At the bottom of the page, there is a footer with the text "GUEST MENTOR ANDREW DOES HAIR ON SOCIAL MEDIA + PHOTOGRAPHY + RISK" and "Added 2 years ago".

**Andrew Does Hair on
Social Media +
Photography + Risk**

LIVE Chat

GUEST MENTOR ANDREW DOES HAIR ON SOCIAL MEDIA
+ PHOTOGRAPHY + RISK
Added 2 years ago



In Salon Editing



Editing Apps

Canva.com (photo + video)

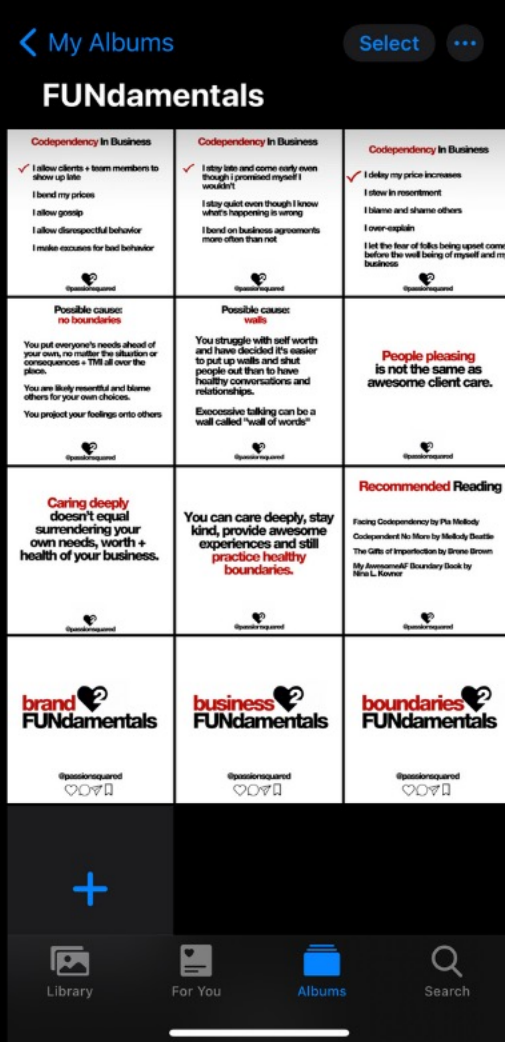
Any photo editing app that feels simple to you

Splice, InShot, iMovie or any video editor that feels simple to you

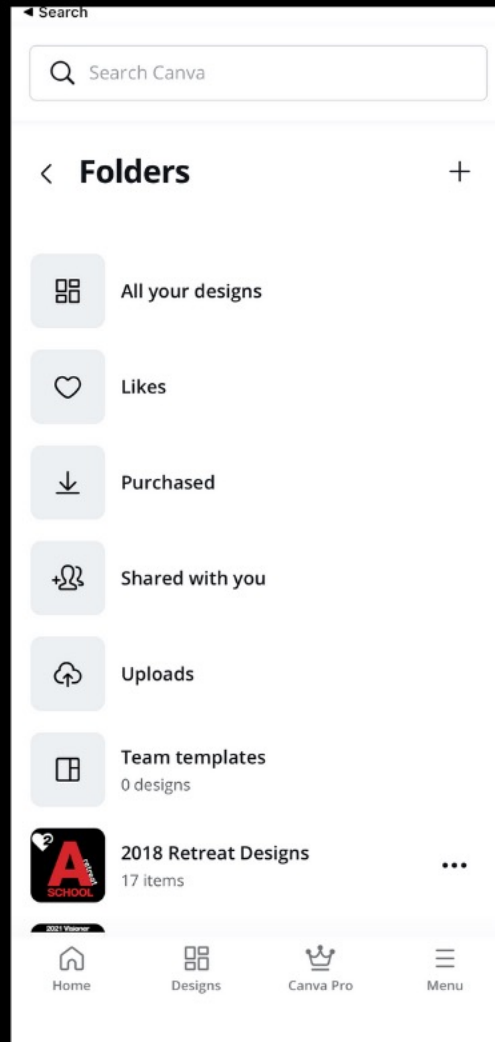


Content Folders

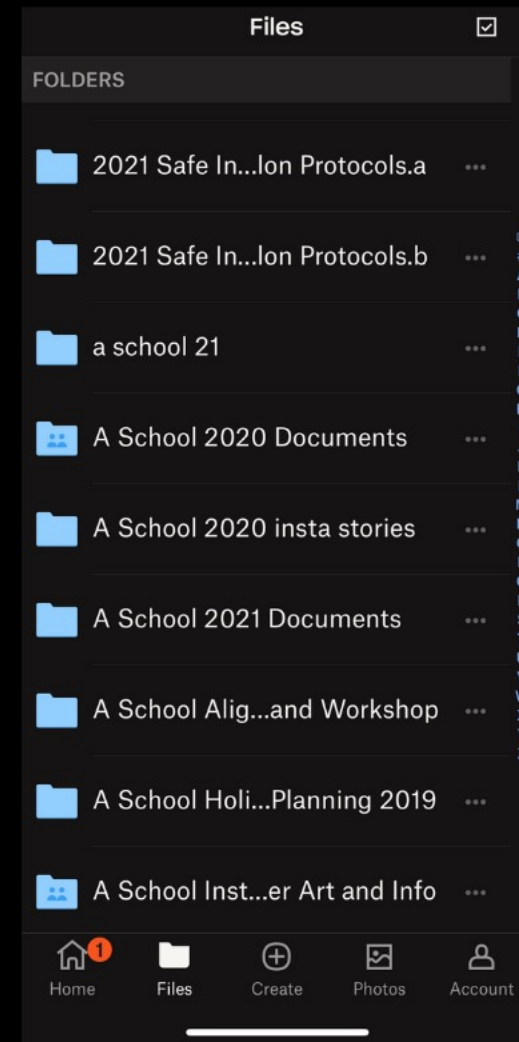
Phone Album/Folder



Canva Folder



Dropbox Folder



In Salon Editing



Editing Time

Depending on who you talk to, editing time can be from 30 minutes to two hours per day.

The key is to go back to your plan, decide on the time you want to commit and create to the plan.

This does not include the time posting + engaging online.



Creation Time

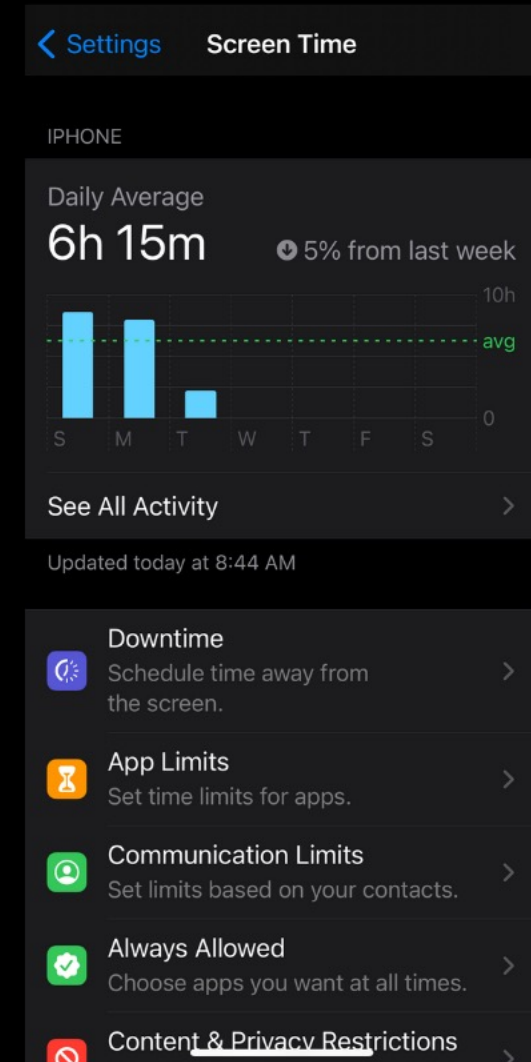


Moment of truth.

**Take a look at your current daily
Screen Time.**

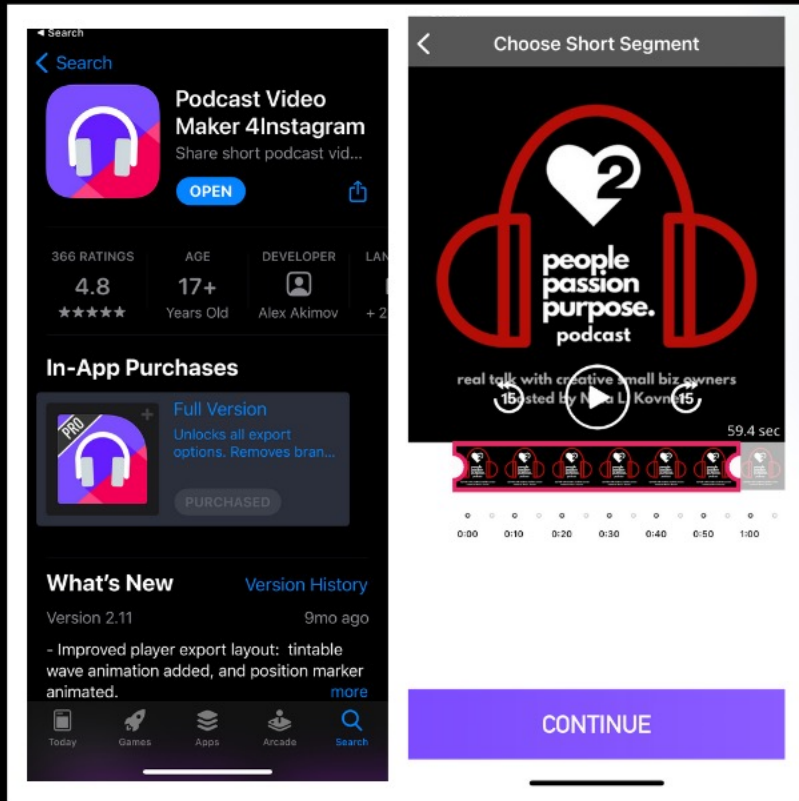
It may shock you.

**Commit to taking 1 less hour a day
mindlessly scrolling or getting into
internet fights and put that time
towards creation.**

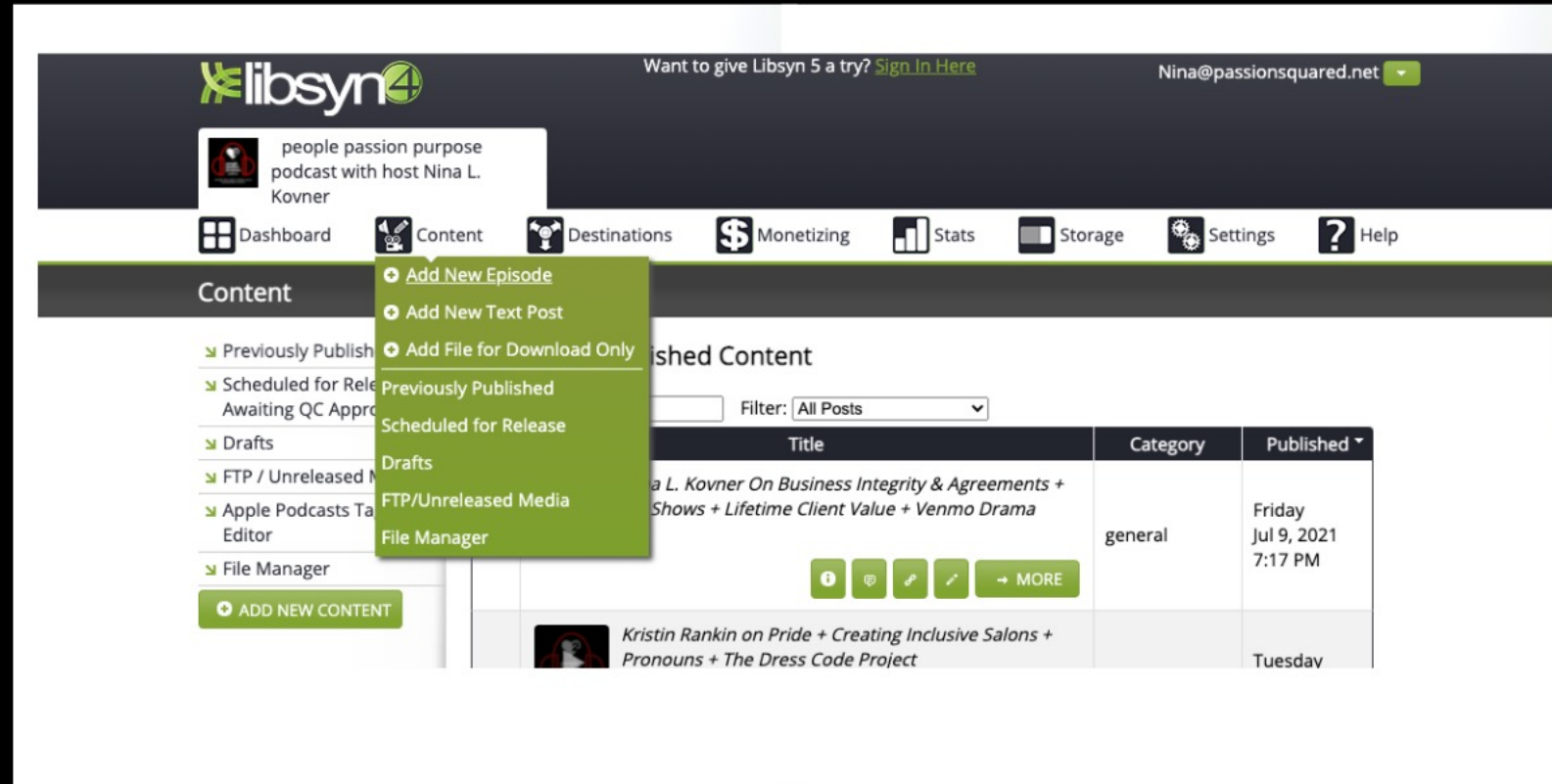


Podcast Creation Tools

Podcast Content Maker

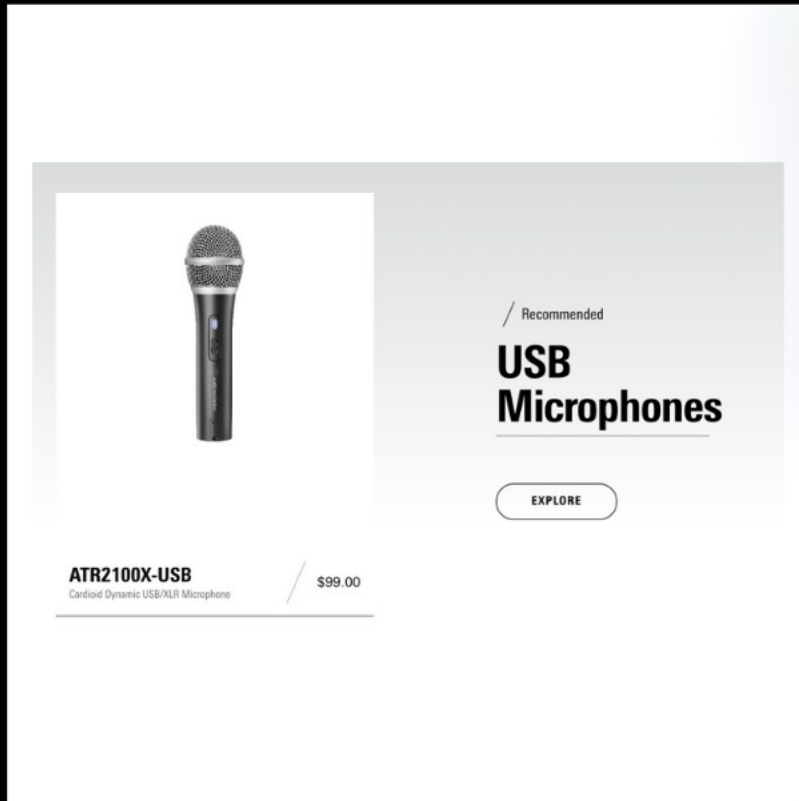


Podcast Hosting Platform



Podcast Creation Tools

Audio Technica Mic



The screenshot shows a product page for the Audio Technica ATR2100X-USB microphone. On the left, there is a vertical image of the microphone. To its right, the text reads "/ Recommended" above "USB Microphones" in a large, bold font. Below this is a rounded rectangular button labeled "EXPLORE". At the bottom left, the product name "ATR2100X-USB" is displayed above the description "Cardioid Dynamic USB/XLR Microphone". To the right of the description, the price "\$99.00" is shown.

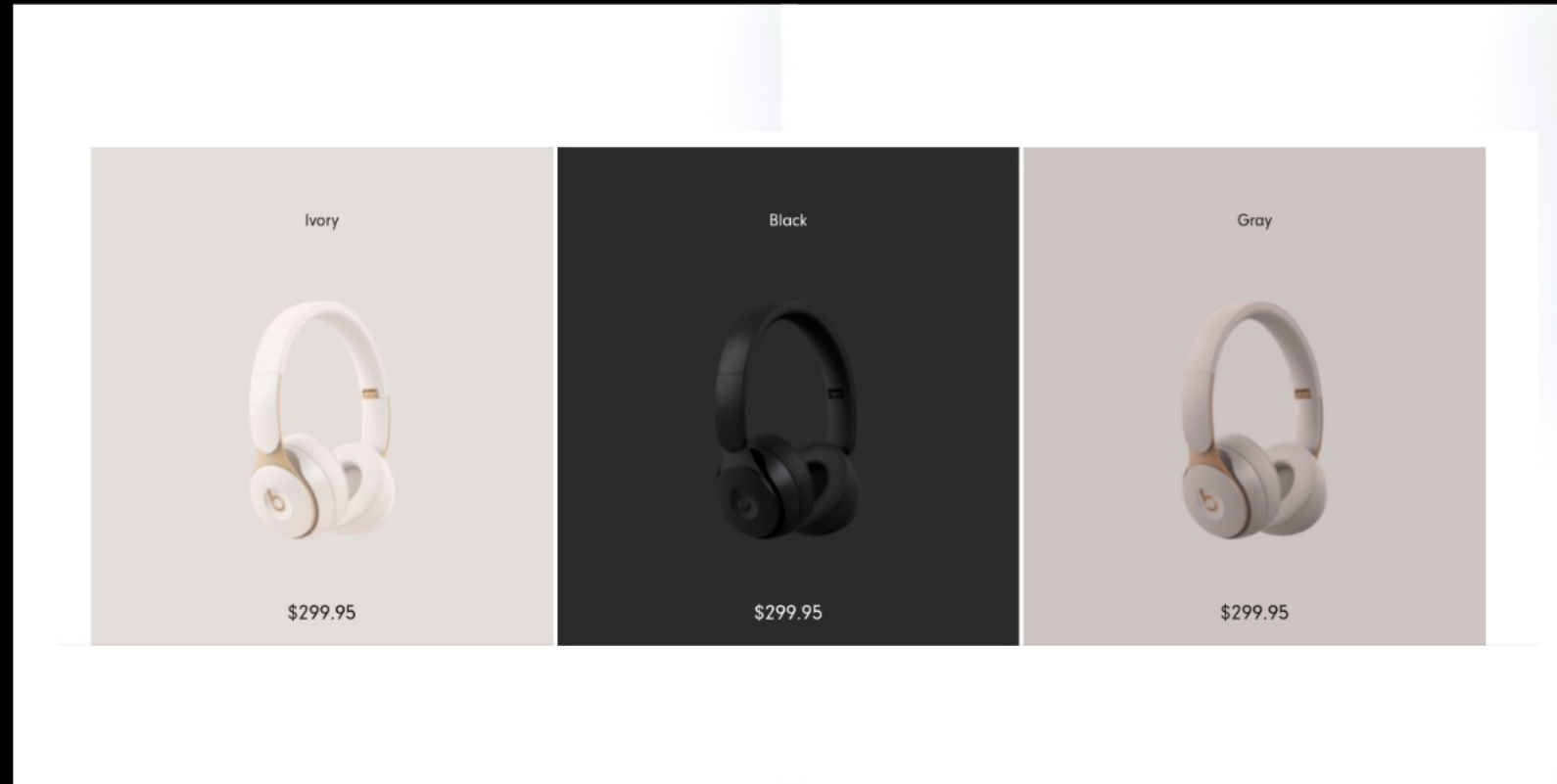
ATR2100X-USB
Cardioid Dynamic USB/XLR Microphone

\$99.00

/ Recommended
USB Microphones

EXPLORE

Beats Solo Headphones



The screenshot displays three color variants of Beats Solo headphones: Ivory, Black, and Gray. Each variant is shown in a separate panel with its name at the top, an image of the headphones in the center, and the price "\$299.95" at the bottom.

Ivory

Black

Gray

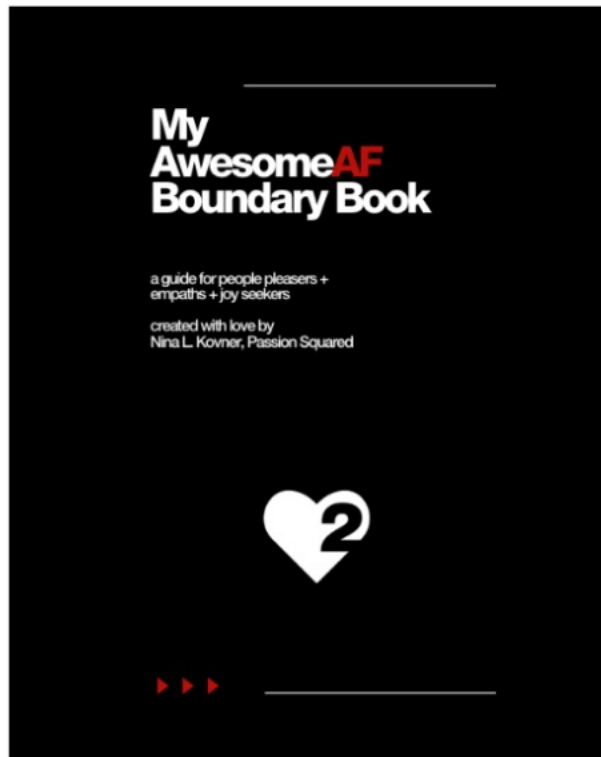
\$299.95

\$299.95

\$299.95

Website Creation Tools

Shop



MY AWESOMEAF BOUNDARY BOOK

You Are Here: Home / Shop / Digital Awesomeness / My AwesomeAF Boundary Book



MY AWESOMEAF BOUNDARY BOOK

\$25.00

“Most of the angst and problems we suffer in biz + in life can be contributed to communication and the absence of it.

Walking on eggshells, feeling resentful, passive aggressiveness, over explaining, justifying, feeling like YOU are the only person who can get the job done and that everyone else just doesn't care.

You avoid tough conversations and situations out of fear; of rejection, being disliked or unlovable.

If this resonates, I created this for you.

My intention in sharing this work with you; I see you struggle.

Whether it's handling a no show, pricing negotiation, charging your worth, saying no, a tough discussion with a team member or leader, it doesn't have to be such a fucking struggle. Healthy boundaries are usually whats missing in these situations.

I want you to feel more joy. Life is so very short. The sooner you begin to practice healthy boundaries, the more joy you will feel. Period. And you deserve to feel some fucking joy.

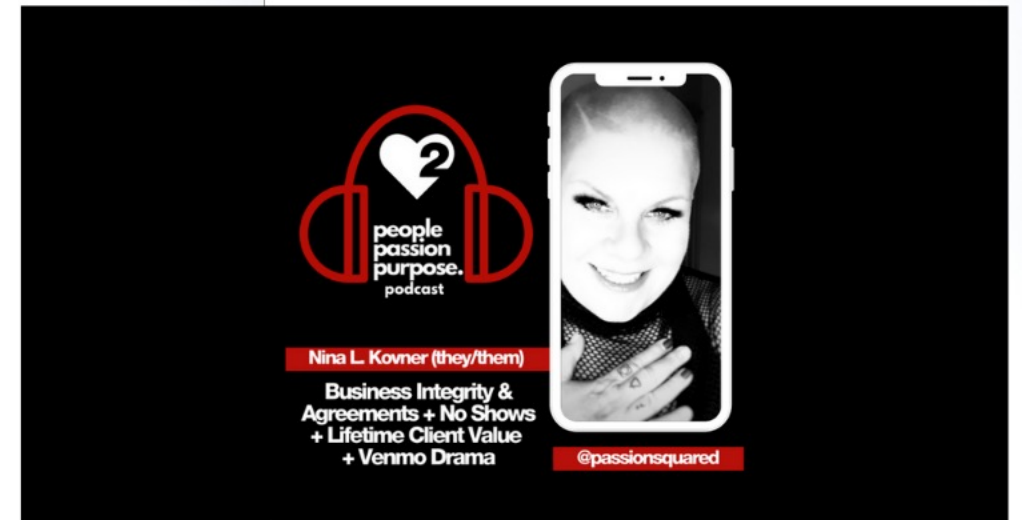
Real empowerment is freedom. Freedom from fear, the struggle, the anxiety, the angst, the sleepless nights, the pain, sadness, suffering + freedom from knowing you have NO control over others. Healthy boundaries empower you to get back in the drivers seat of your biz , brand + life.

Website Creation Tools

Pages

podcast episode header

podcast episode thumbnail share image



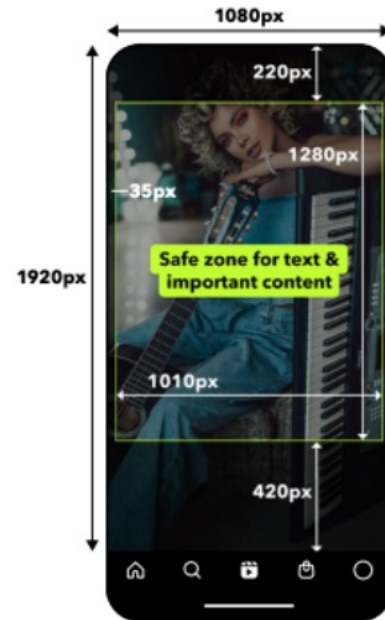
Reels Dimensions

Instagram Reels Specs Reference Guide



INSTAGRAM REELS
OVERALL SPEC:
**1,080 pixels x
1,920 pixels**

ASPECT RATIO
9:16



INSTAGRAM REELS
TEXT SAFE AREA:
**1,010 pixels x
1,280 pixels**

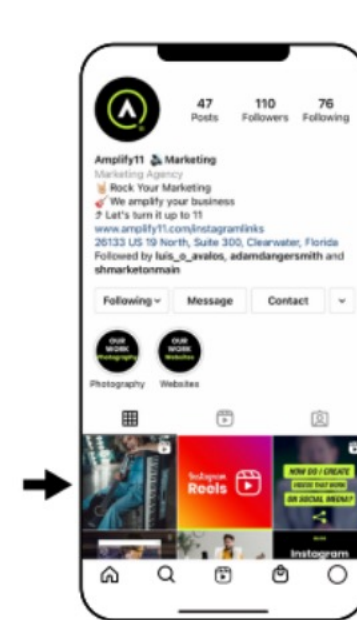
Avoid placing text in the
upper 220px, lower 420px,
and left/right 35px

ASPECT RATIO
Approx 4:5



INSTAGRAM REELS
FEED VIEW:
**1,080 pixels x
1,350 pixels**

ASPECT RATIO
4:5



INSTAGRAM REELS
PROFILE VIEW:
**1,080 pixels x
1,080 pixels**

ASPECT RATIO
1:1

Reels Cover Photos

brand 
FUNdamentals

@passionsquared



business 
FUNdamentals

@passionsquared



boundaries 
FUNdamentals

@passionsquared



Reels Cover Photos



Boundaries



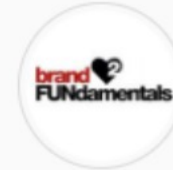
Classes



A School



Business



Brand

POSTS

GUIDES

REELS

IGTV

SAVED

boundaries 
FUNdamentals

@passionsquared
♡ 👁 📌

▶ 1,350

business 
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♡ 👁 📌

▶ 3,039

brand 
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▶ 790

Highlights Cover Photos

brand 
FUNdamentals

business 
FUNdamentals

boundaries 
FUNdamentals

Next Steps



Next Steps

- ▶ **Audit your current content for consistency and alignment with brand**
- ▶ **Create your categories + storyboard (for each brand)**
- ▶ **Create templates**
- ▶ **Work on your capturing; backgrounds, lighting, photography, editing apps**
- ▶ **Make time to create a plan**
- ▶ **Review your content capturing process and adjust as needed**
- ▶ **Create. Measure. Adjust. Have FUN!**





A Place for Passionate + Purpose Driven Salon Owners
to Create an Awesome Biz + Brand + Life

Social + Digital Content Creation Workshop