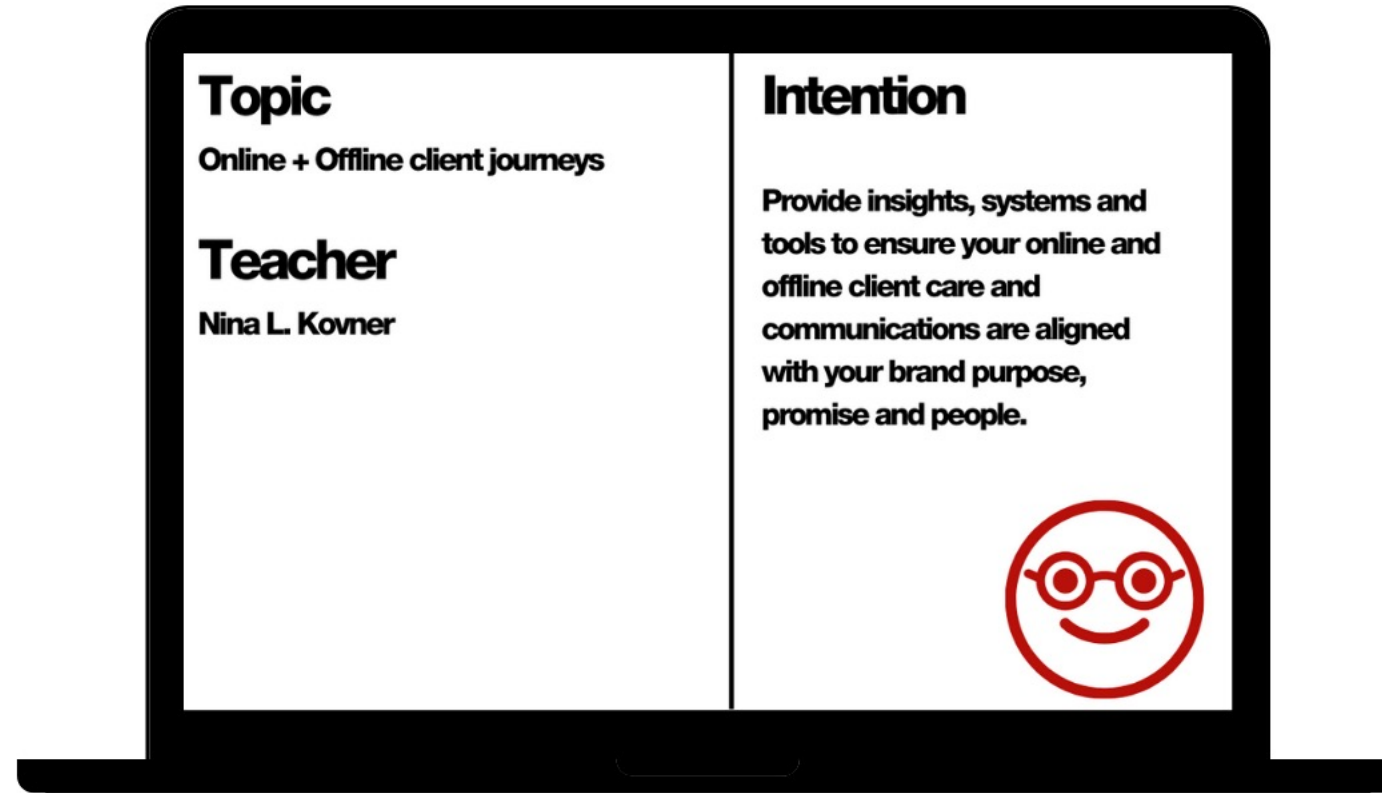




The Awesome Client Journey Online + Off Workshop



Overview

Aligning Your Experience With Your Brand + Outcomes

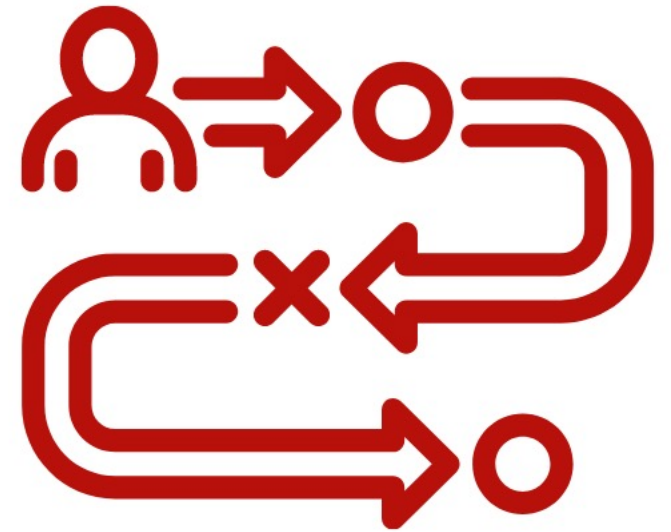
Fundamentals of Discovery

The Awesome Client Journey Online

The Awesome Client Journey Offline

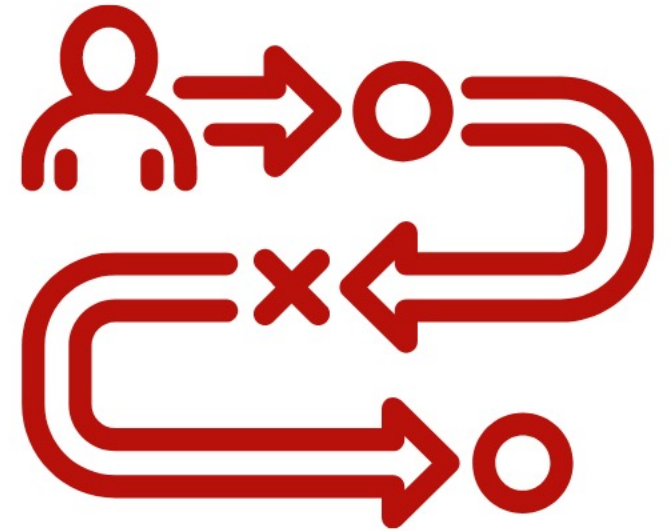
Resources

Next Steps



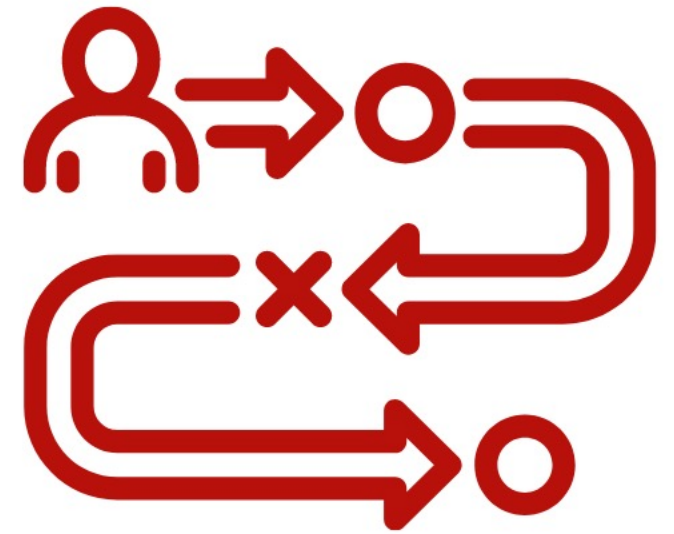
How do your online and offline client journeys align with your brand purpose, promise + people?

What outcome are you seeking?



What outcome are you seeking?

Think it all the way through from a client's point of view.





intent

I want something



search

I am going to look for it



discovery

YAY, I found it



action

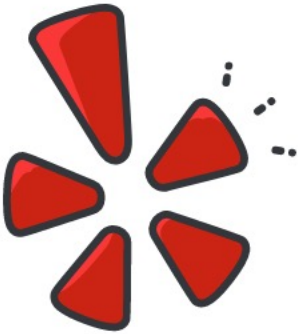
**I am going to buy, book,
follow, subscribe, share...**





Search + Discovery

Optimize pages with relevant terms, words, hashtags to your brand purpose, promise and people





Search + Discovery

Trending songs/sounds + hashtags



**Trending songs/sounds, location tags,
the collaboration feature**



Audit Your Pages

Website

Google Business

Yelp

Instagram

Facebook

TikTok

Podcast



About Sections

Bios

Descriptions

Contact

Location

Areas Served

**The words, descriptions, selections you make to optimize your pages
help your business become more discoverable to your people.**



the *awesome* client journey (online)





intent

I want something



search

I am going to look for it



discovery

YAY, I found it



action

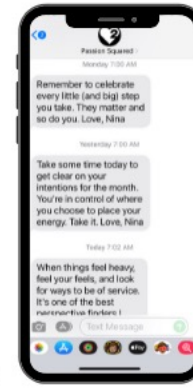
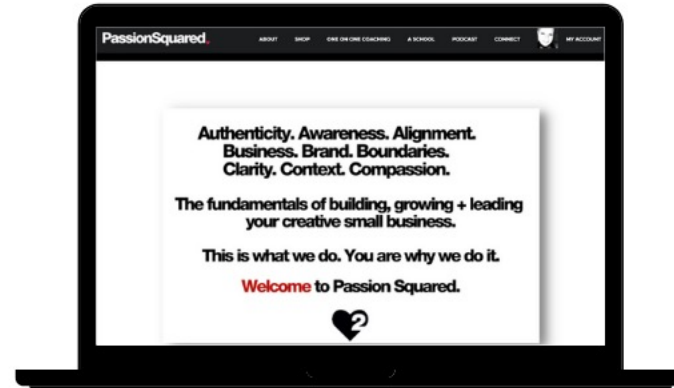
**I am going to buy, book,
follow, subscribe, share...**



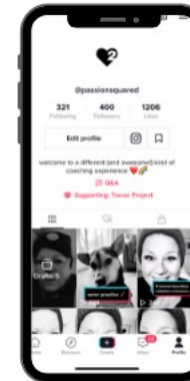
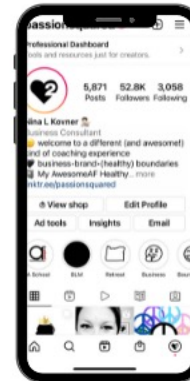
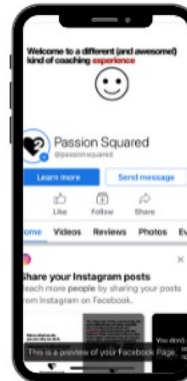
**digital search
+ discovery
"earned media"**



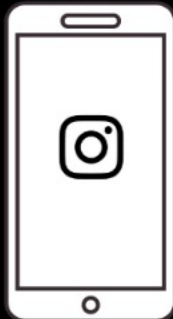
**home base
"owned media"**



**social search
+ discovery
"earned media"**



intent + search + discovery



action



action



action



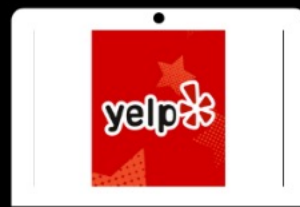
experience



shared experience



intent + search + discovery



action



action



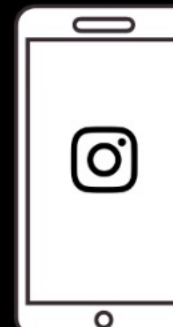
action



experience

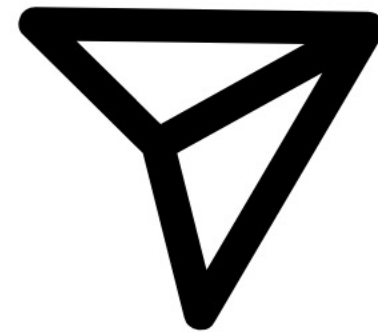


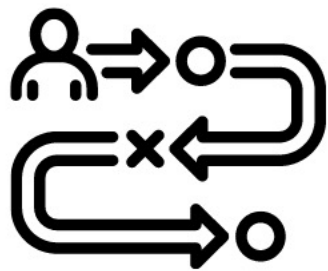
shared experience



Your **Content Is Your Marketing (online)**

your content, if aligned with your brand purpose + promise along with your awesome client journey helps your people discover you, inspires them to engage with you and possibly take an action with you.

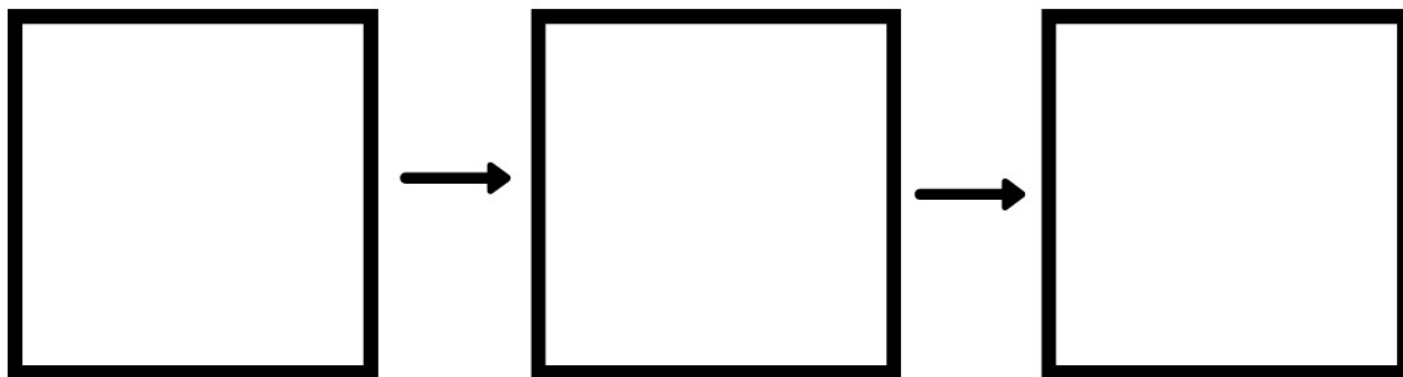
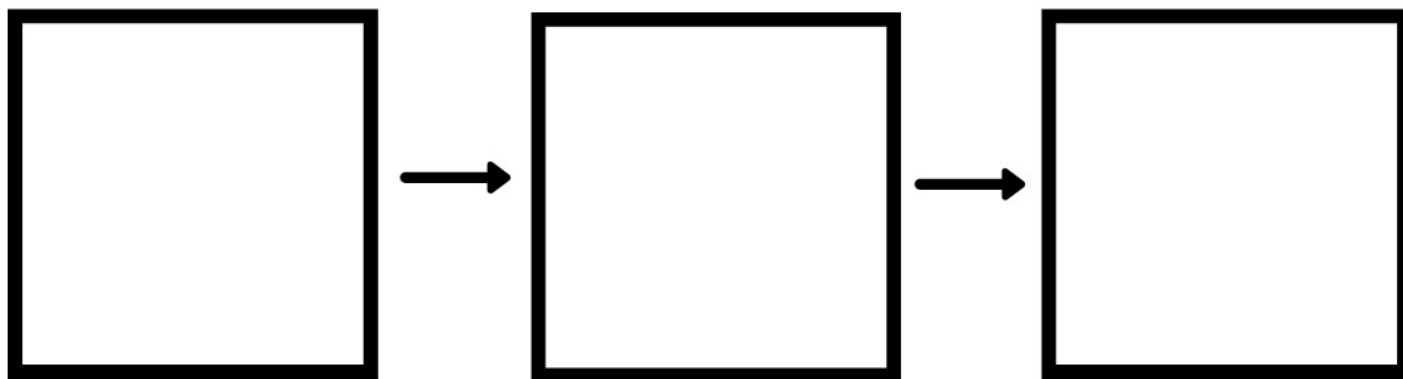


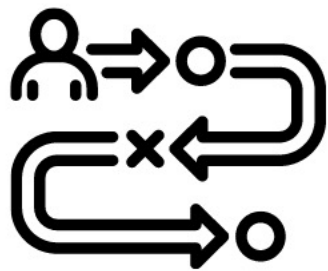


My Awesome Client Journey Map

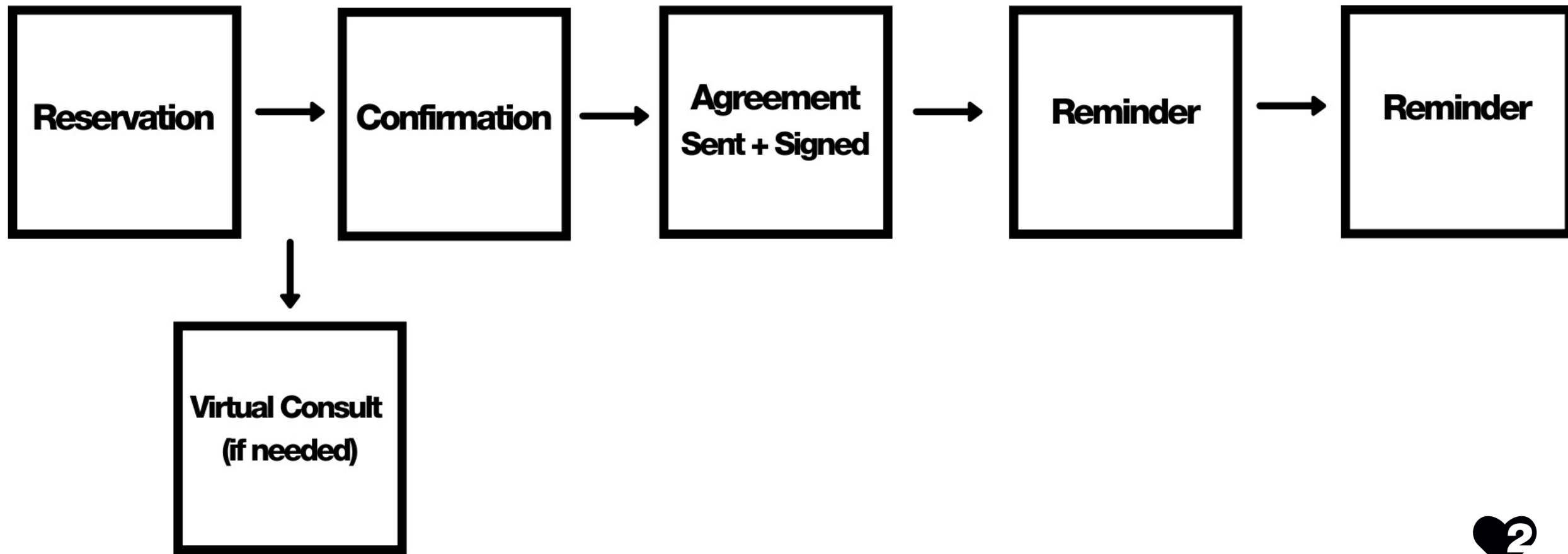
Platform: _____

Outcomes + Optimizations





My Awesome Client Journey: **Pre-Experience**



the **awesome** client journey (offline)



Every detail matters. Every detail tells a story and creates a feeling.



Greeting

Look + Feel

Aroma

Language

Products used/offered

Beverage + Snack Service

Consultation

Signs

Materials

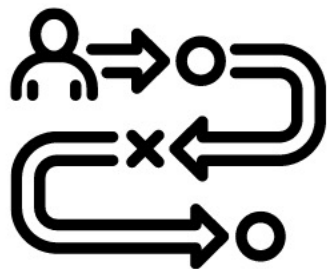
Towels

Capes/Robes

Music

Energy + Vibe





My Awesome Client Journey: **Experience**

**Check In +
Agreement
Signed?**



**Shop
home care**

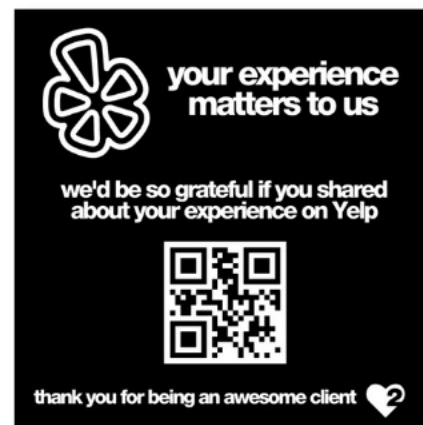
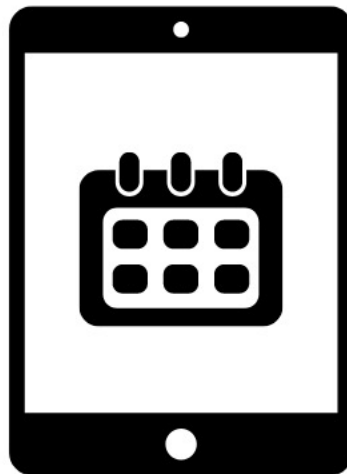
Pre Reserve
future experience

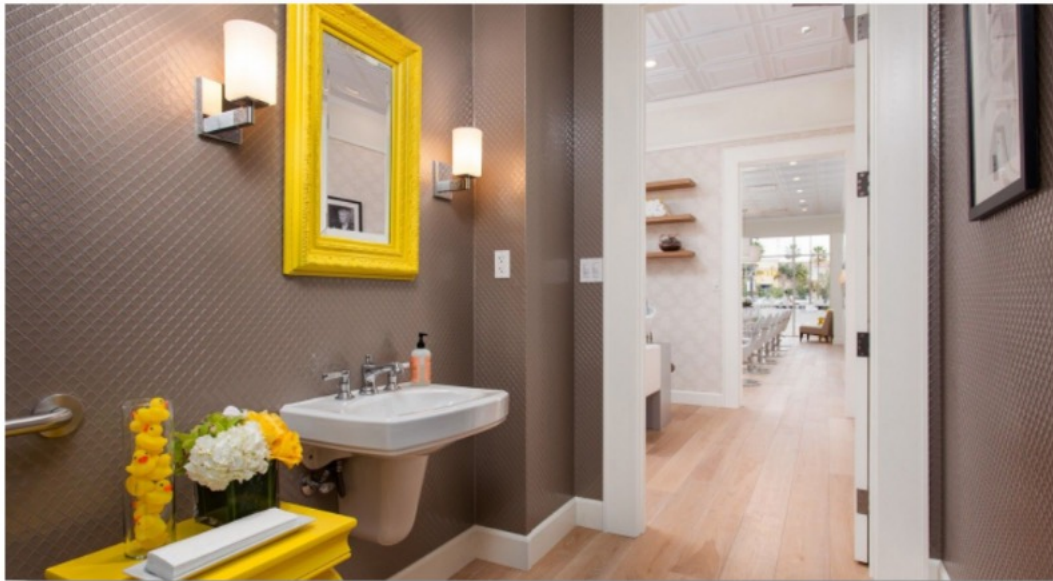


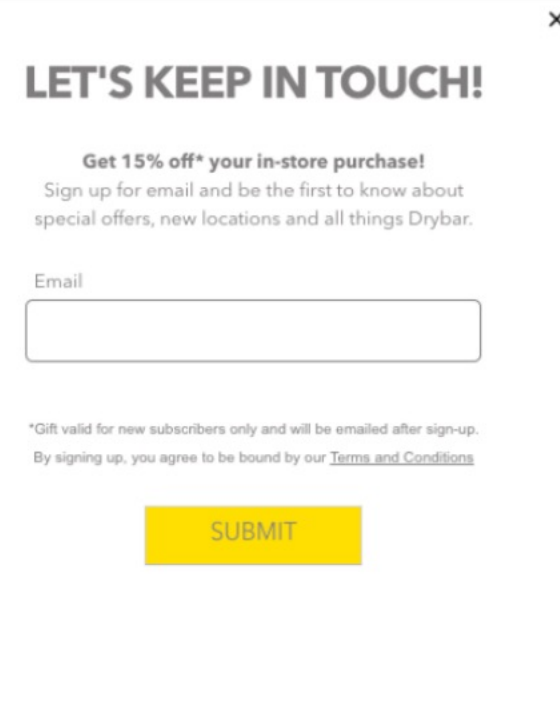
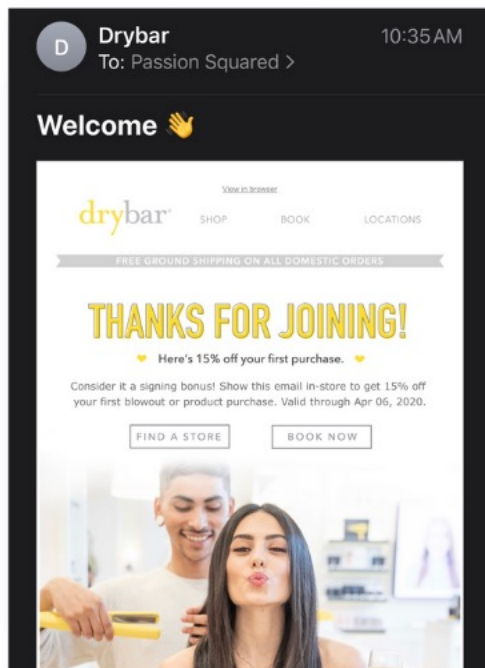
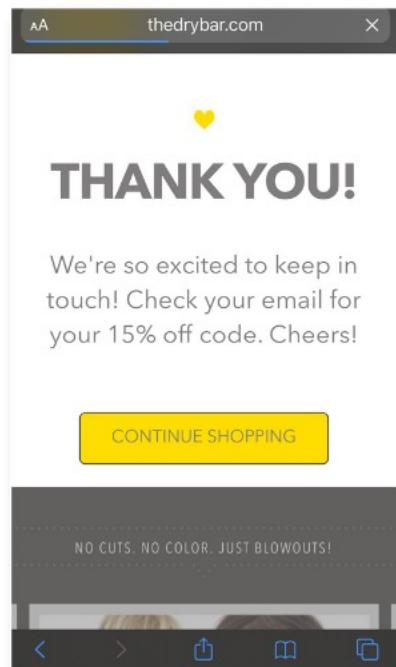
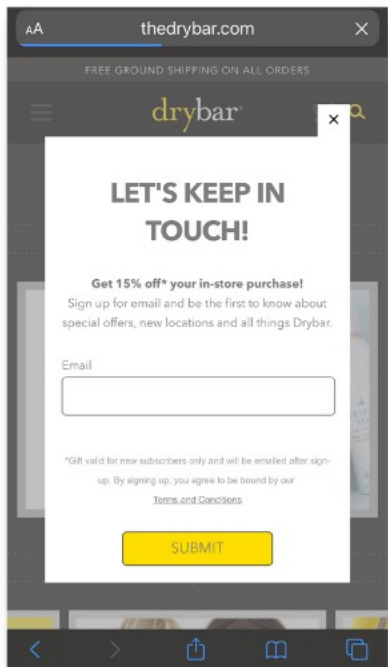
**Referral
Platform
Review
Request**



**Airdrop pics +
request
sharing on
socials**







SEARCH

FREE GROUND SHIPPING ON ALL ORDERS

ACCOUNT

LOG IN

BOOK

SHOP

(2)

drybar

SERVICES

SHOP

THE STYLES

LOCATIONS

GALLERY

MEMBERSHIPS

VIDEOS & HOW-TOs

ABOUT US

JOIN US

HELP & INFO

WE'VE ADDED A.

Paddle our Pack!!

Meet The Lemon Bar Paddle Brush, the newest member of the brush family!

SHOP NOW

New



NO CUTS. NO COLOR. JUST BLOWOUTS!



For old Hollywood vintage waves, you'll want The Old Fashioned.

SHOP THIS STYLE!

BOOK THIS STYLE!

THE STRAIGHT UP



OUR FAVORITES: HEART & SOUL

the heart&soul of drybar

Alli Webb, founder of Drybar, and the Drybar family share the Heart and Soul of Drybar. Watch and learn about our most important 10 Core Values and Beliefs!

CA

Change Location

SERVICES

Blowout \$49*

Wash included! Add \$20 for Extensions.

Uptini \$99

AKA an updo!

Dry Styling \$25

20-minute service. No wash, just style.

Click for info

Shirley Temple \$35

For ages 10 and under. How cute is that?

MEMBERSHIP

Barfly Membership \$85

2 blowouts a month, free b-day blowout & 10% off in-shop products & tools. Click for info

ADD-ONS

On The Rocks Charcoal Scalp Scrub \$10

Gently exfoliates, detoxifies and cleanses

Scalp Massage \$10

Invigorating 10-minute massage during your shampoo.

Mudslide Treatment \$10

Rescue & repair hair with a deeply nourishing hair mask.

Bay Breeze Hydrating Shot \$10

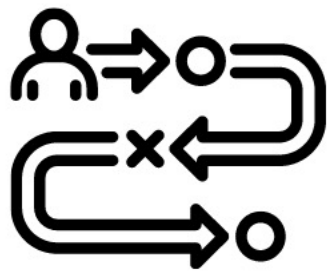
Long-lasting moisture for soft, shiny & detangled hair.

Add a Braid \$10

Price is per braid.

the *awesome* client journey (online)





My Awesome Client Journey: **Post Experience**

Text/Email
Thank you
with referral
platform link



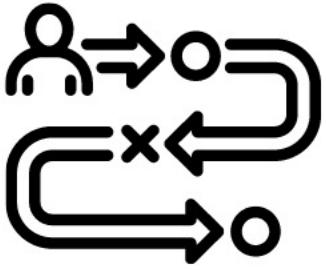
Text/Email
with link to
book
if client did
not pre-book



Text/Email if
client did not pre
book and is on
lapsed client
report

NOTE:

Nearly every salon software system and app offer text/email functionality along with reports for lapsed clients. This is not "automated" meaning it does not happen unless you run the report and set up the email/texts.



My Awesome Client Journey: Instagram

Post about an appointment with CTA link in bio @passionsquared

Post about an appointment with CTA Click on Book Button

Post about an event with a CTA link in bio @passionsquared

For Stories:

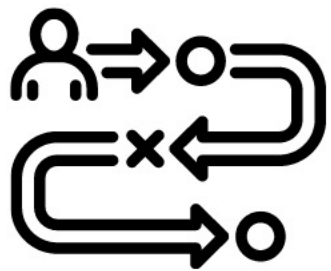
If you have a CTA, use the Link sticker and customize the link name

NOTE:

Do not put a web address (URL) in captions as they are not clickable.

Always use @page name in caption if there is a CTA

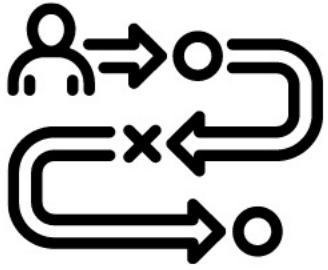




My Awesome Client Journey: **Instagram**

**Do not put a web address (URL)
in captions as they are not
clickable.**





My Awesome Client Journey: **Instagram**

Always use @page name in the caption if there is a CTA and be clear with your CTA.



I'm opening my books 📖 and going to be working more days the coming months!
Text 📱 the number in my bio and let's start your hair journey!

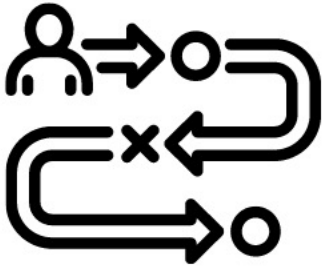
Phone # in bio is not clickable

text 949- [REDACTED]

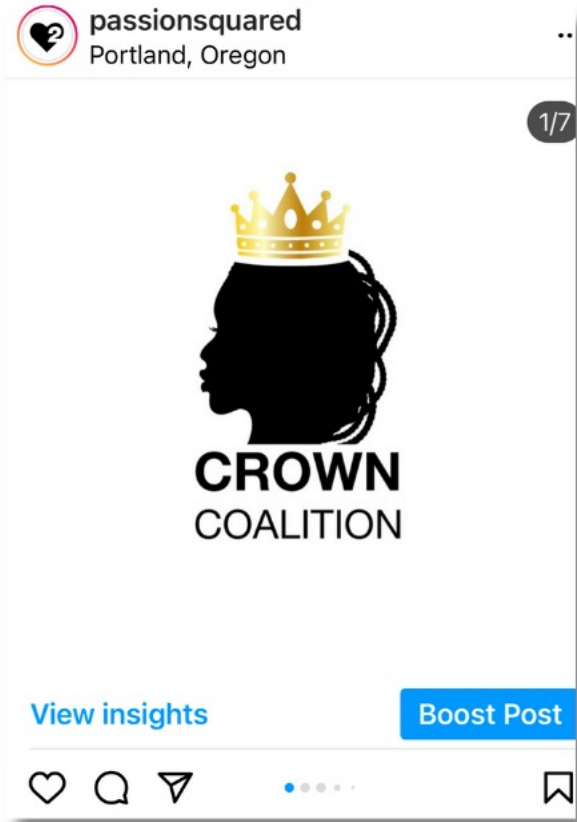
Contact

Text
(949) [REDACTED]





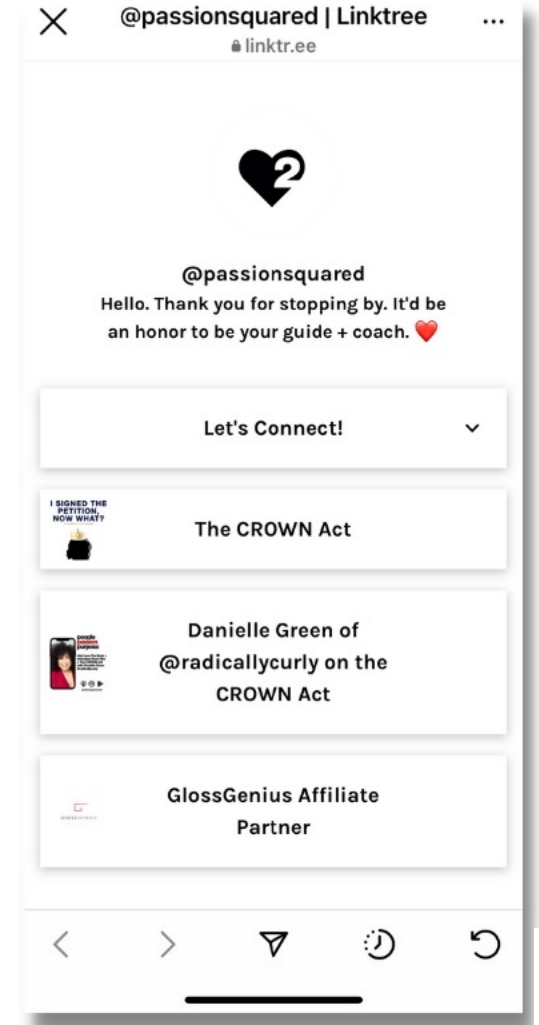
My Awesome Client Journey: **Instagram**

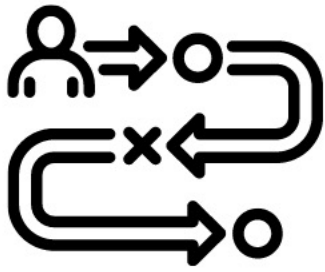


Click on the link in our bio
[@passionsquared](#) to learn more about the
CROWN Act + take action. 👑

Click on the link in our bio to listen to an
episode on the pod recorded in February
2020 with [@daniellegreen__](#)
[@radicallycurly](#) as she shares some
context that will help you better
understand the importance of the CROWN
Act. 👑

Together, we can put an end to race-
based hair discrimination. If not us, who?
❤️

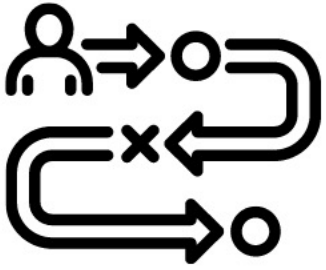




My Awesome Client Journey: **Instagram**

< Select a Partner	< Select a Partner	< Select a Partner	< Select a Partner	< Select a Partner
Add a Book Now Button Choose the website you want to connect to your Instagram business profile.	Book In Beautiful	Kitomba	Shortcuts Booking	Squire
	Bookedin	minimo	Simple Salon	StyleSeat
	Booksy	MyTime	SimplyBook.me	SuperSaaS
Acuity Scheduling	Boulevard	Nearcut	Slick	Timely
Appointfix	ClicRDV	Ovatu	Sonline Booking	Treatwell Connect
Appointments DIKIDI	ClinicSense	Phorest Salon Software	Squire	Trinks
Appointments for Optios	DaySmart	Picktime	StyleSeat	Uala Business
Appointments for Square	EPARKビューティー	Schedulicity	SuperSaaS	Vagaro
APPOINTMENTS YCLIENTS	Fresha	Schedulista	Timely	Watalook Workspace
Appointy	Genbook	Setmore	Treatwell Connect	Wavy
Avec	GlossGenius	sheerME	Trinks	Zenoti
BeautyMerit	IdeaSoft	Shore Booking	Uala Business	かんざし



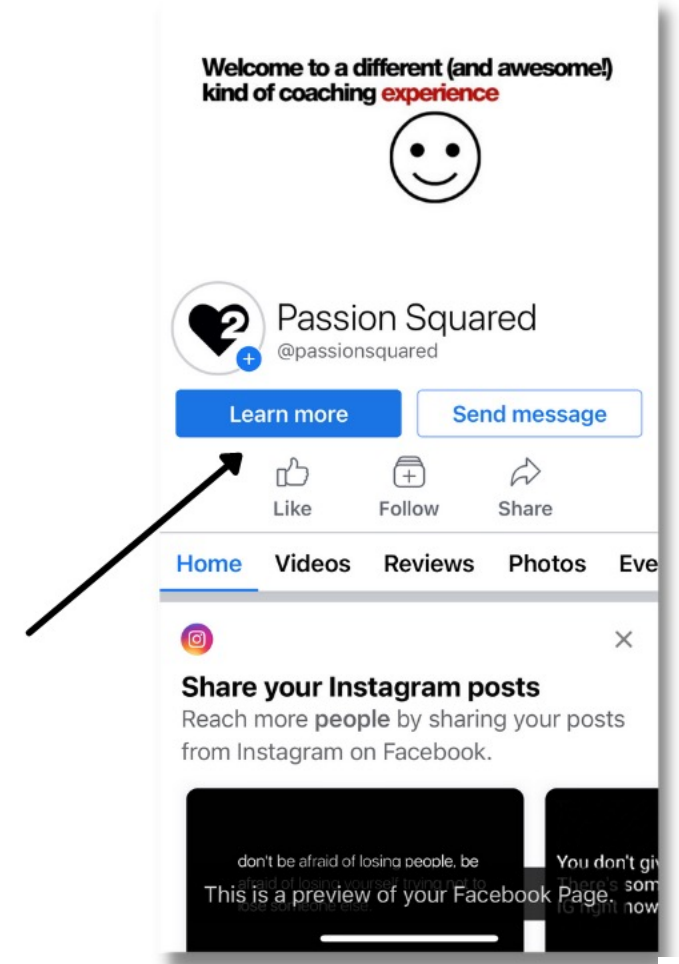


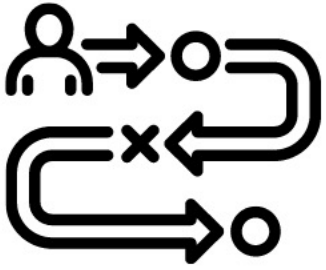
My Awesome Client Journey: Facebook

Facebook allows for clickable links so always include those in your posts when applicable.

Link in bio is not the terminology used on Facebook so be mindful when auto-posting. Same for "Swipe left".

Facebook does have a button at the top of the page where you can put a CTA



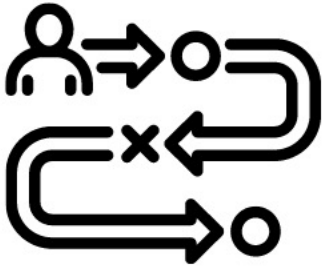


My Awesome Client Journey: Email

Email allows for multiple clickable content.

- URL's**
- Email Address**
- Phone Number**

Use them. And always test from mobile, not laptop or desktop.

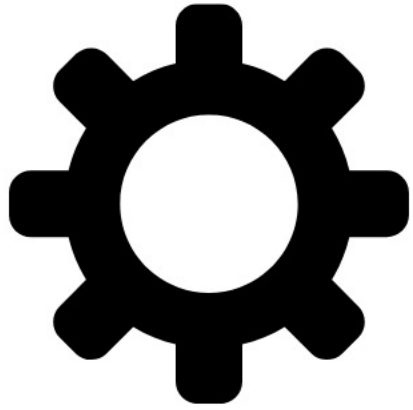


My Awesome Client Journey: Website

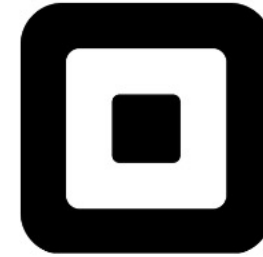
Websites allow for multiple clickable content.

- Email Addresses/Contact**
- Phone Number**

Use them. And always test from mobile, not laptop or desktop.



Your Awesome Client Journey Tools

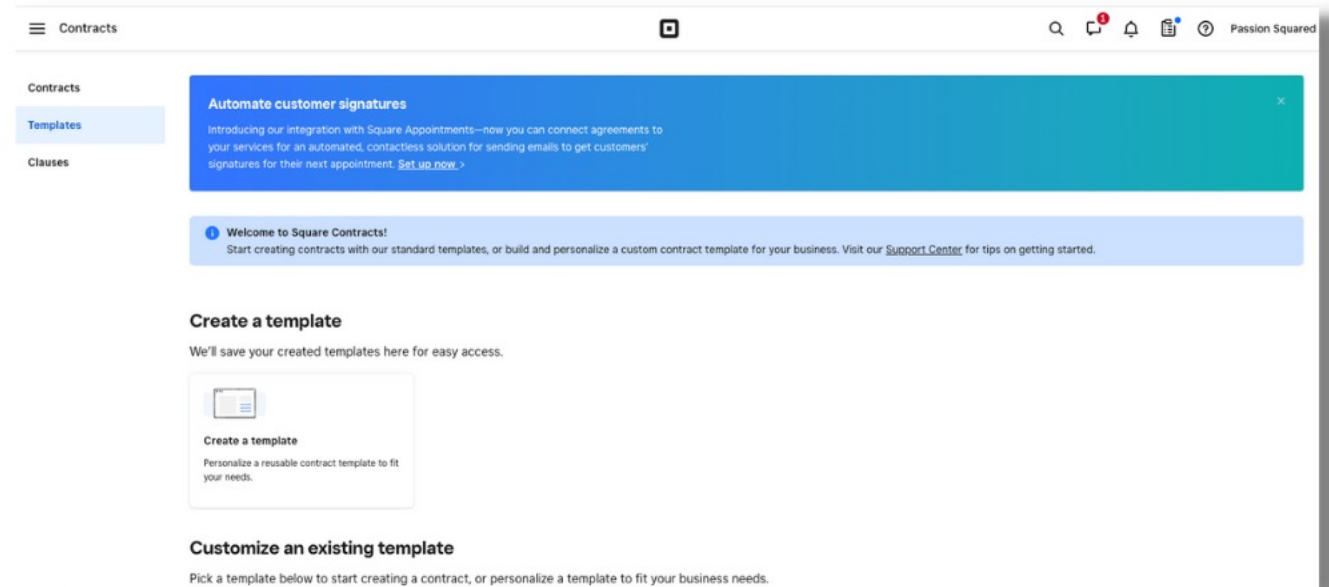


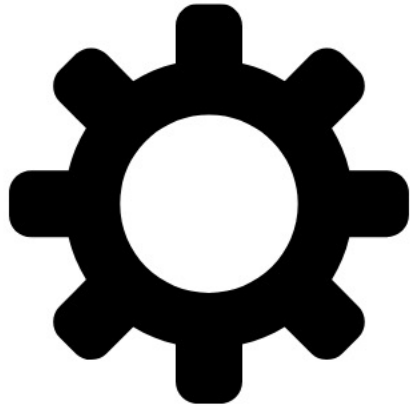
Salon Software/Booking App

Email

Text

Form Integration





Your Awesome Client Journey Tools

Salon Software/Booking App

Email

Text

Form Integration



GLOSS GENIUS

[< Back](#) Follow-ups

Send Clients a Follow-up ☐

A pretty email with a thank you note on your letterhead will be automatically sent to clients after an appointment.

EMAIL MESSAGE LANGUAGE

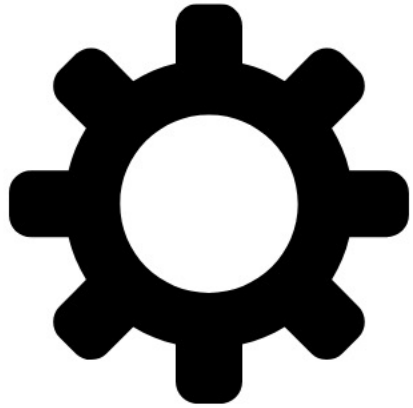
Hi there!

I just wanted to say that it was great working with you today :) For any future bookings, visit my personal page at: adrianmorris.glossgenius.com/

If you have any questions at all, feel free to contact me at 7813366234 or amscoh@gmail.com.

Creatively,
Adrian
adrianmorris.glossgenius.com/





Your Awesome Client Journey Tools

Coaching
Scheduling
Zoom Integration
Payment



PassionSquared.



Passion Squared

One On One Coaching Session (Member Price)

🕒 1 hr

📺 Web conferencing details provided upon confirmation.

💵 \$225 USD

We are so excited to connect with you and help you dig deeper into what you are seeking to create a more awesome biz, brand and life.

Much love + gratitude-
Nina L. Kupper

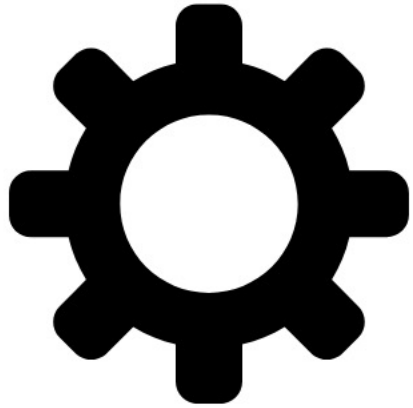
Select a Date & Time

March 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

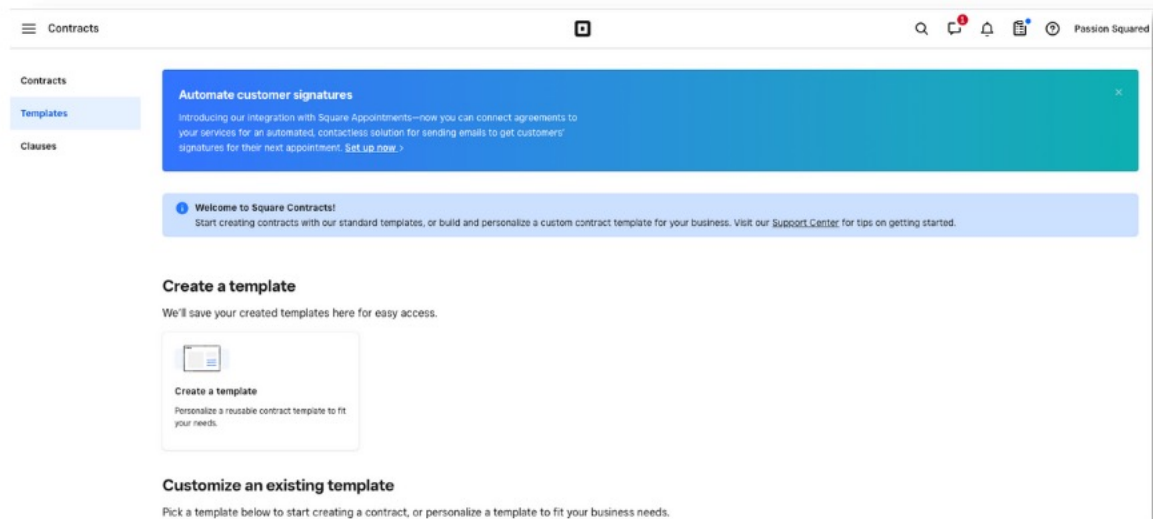
🕒 Pacific Time - US & Canada (9:28am) ▼

🔧 Troubleshoot



Your Awesome Client Journey Tools

Forms + Integrations



Google Sheets

Make data-driven decisions, in Google Sheets

Create and collaborate on online spreadsheets in real-time and from any device.

Try Sheets for Work

Go to Sheets

Jotform

My Forms

Templates

Integrations

Features

Support

Pricing

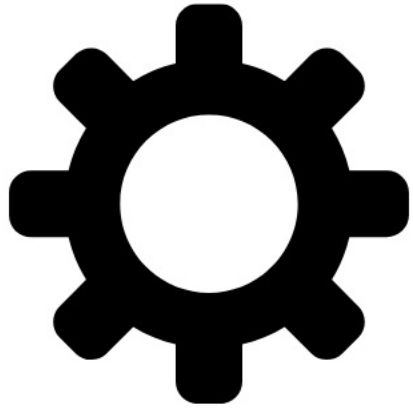
Login

Sign Up

Powerful forms get it done.

We believe the right form makes all the difference. Go from busywork to less work with powerful forms that use conditional logic, accept payments, generate reports, and automate workflows.



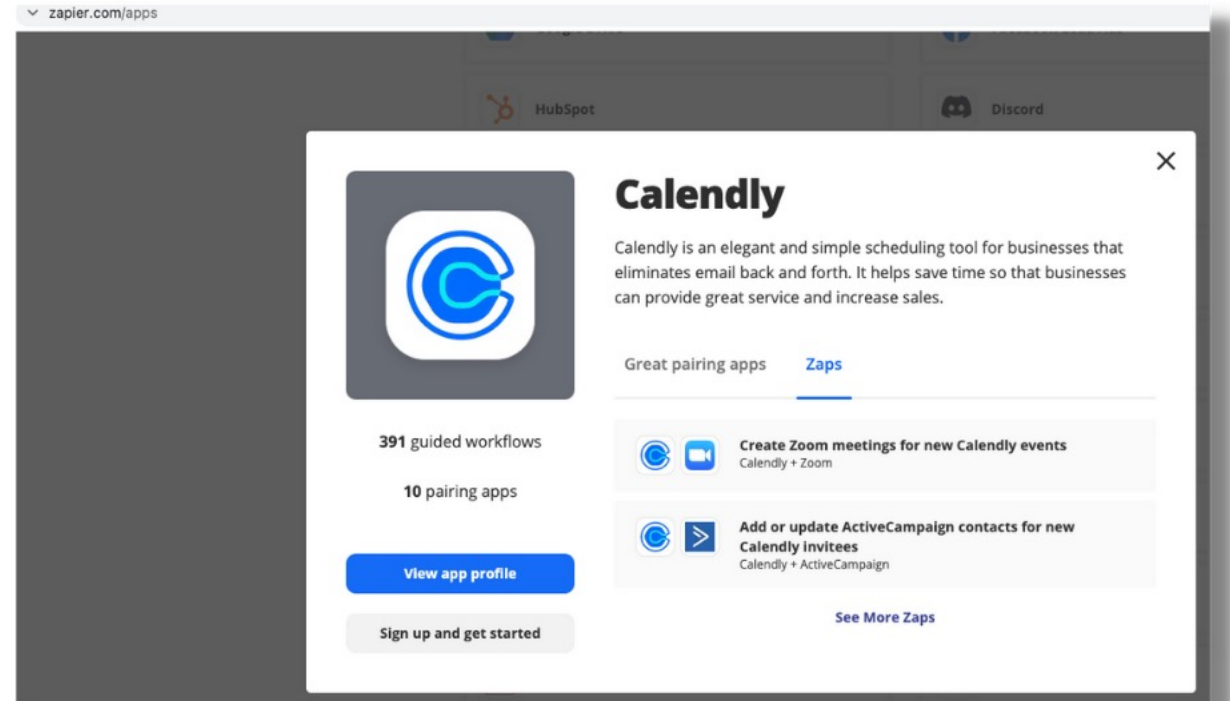


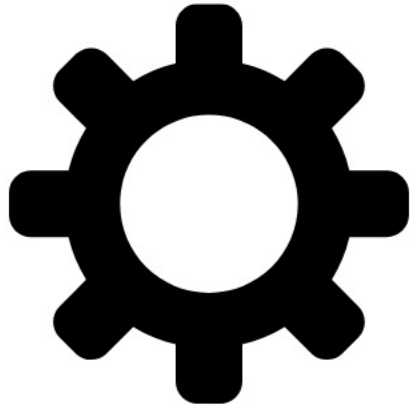
Your Awesome Client Journey Tools

Forms + Integrations

Always check with your existing platform **BEFORE adding any external tools. This is an example.**

Calendly has a Zoom integration already built-in, yet Zapier has an external one you can use too.



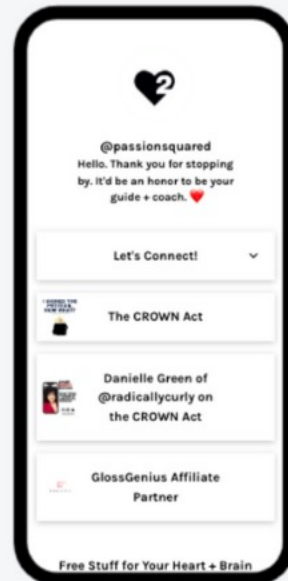


Your Awesome Client Journey Tools

Link Managers



My Linktree: <https://linktr.ee/passionsquared>



- Calendar
- Media Library
- Conversations
- Analytics
- Collect Media
- [Linkin.bio](#)
- Learning Center

- Settings
- Help

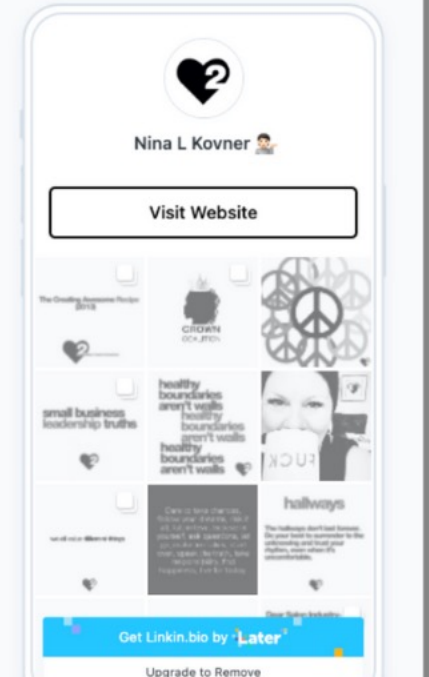
Refer Suggestions

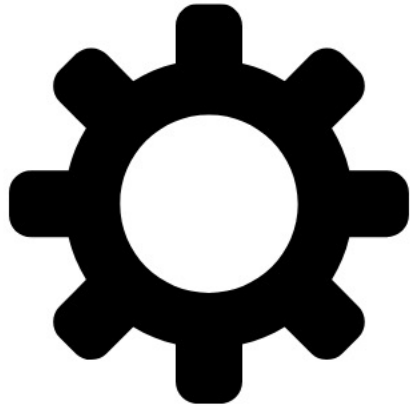
Linkin.bio >

@passionsquared
Instagram

Your Link: <https://linkin.bio/passio...>

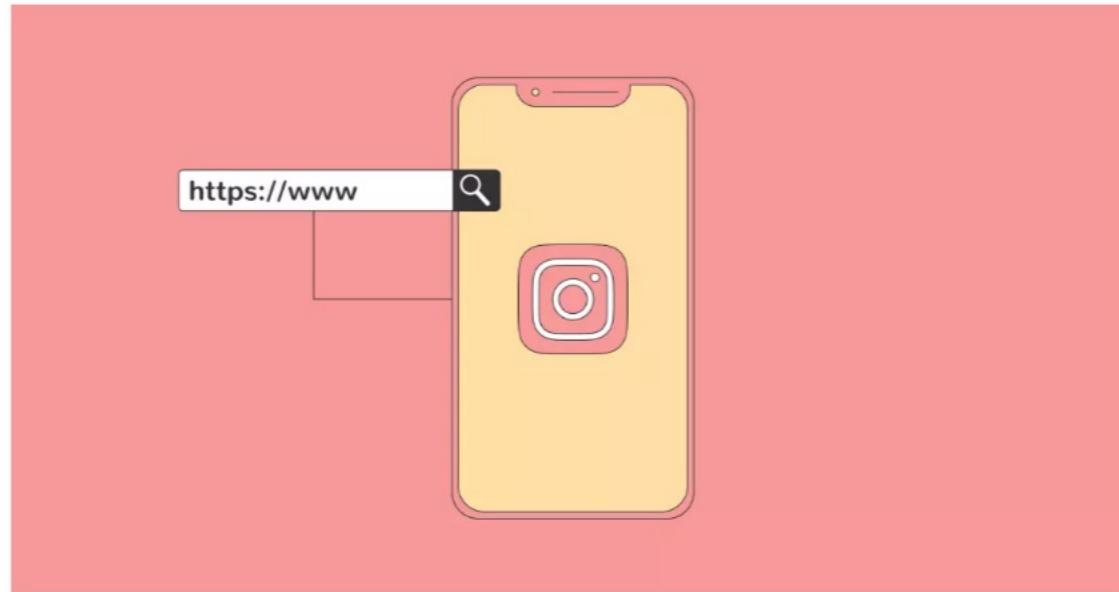
Copy





Your Awesome Client Journey Tools

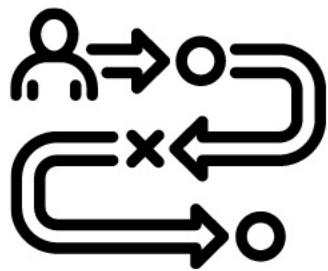
Link Managers



11 of the Best Link in Bio Tools for Instagram

This post lists some of the most effective link in bio tools that you can use to optimise your website link in your Instagram bio to drive traffic to your site.

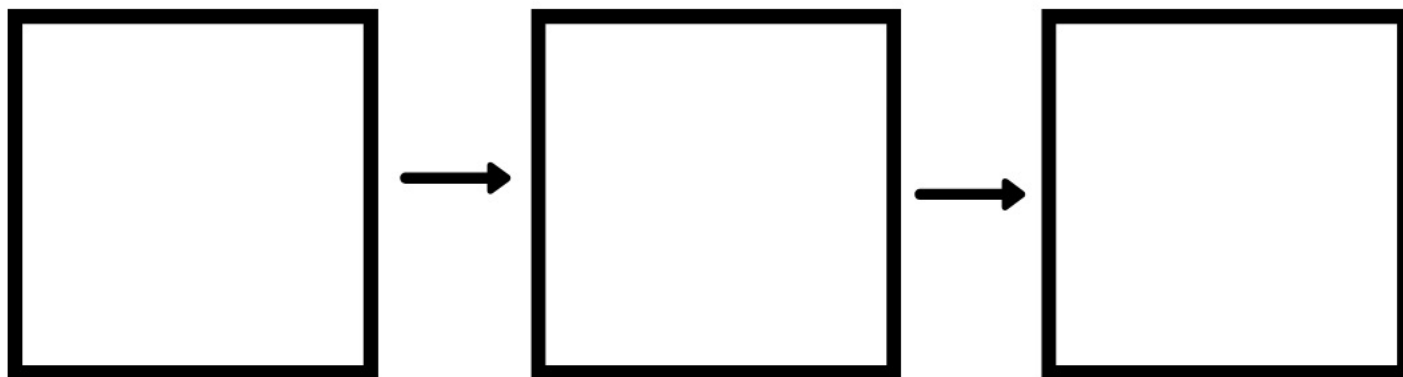
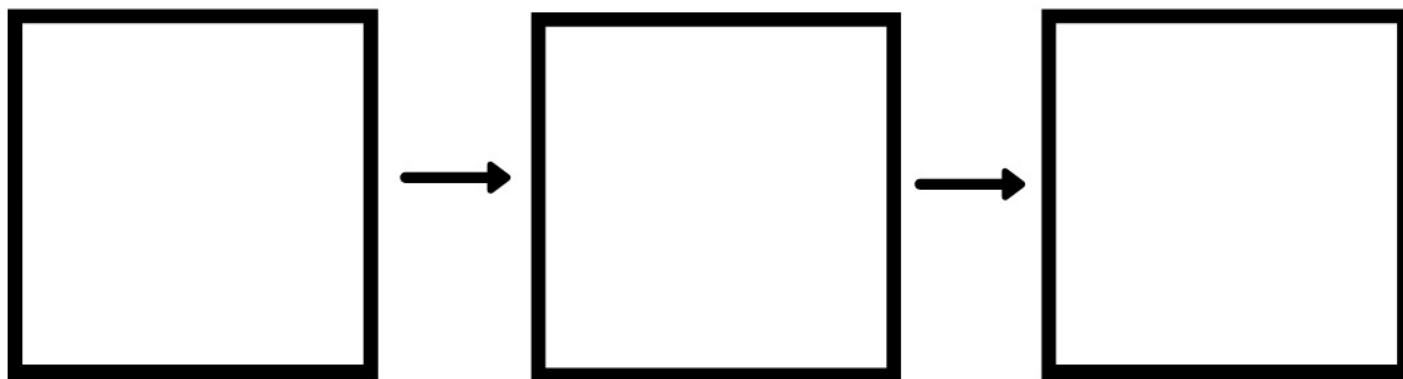
🔗 Influencer Marketing Hub / Werner Geyser / Feb 3, 2020

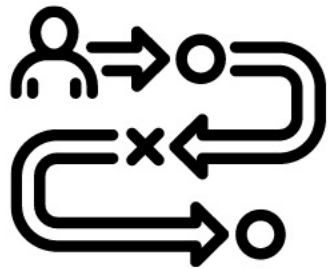


My Awesome Client Journey Map

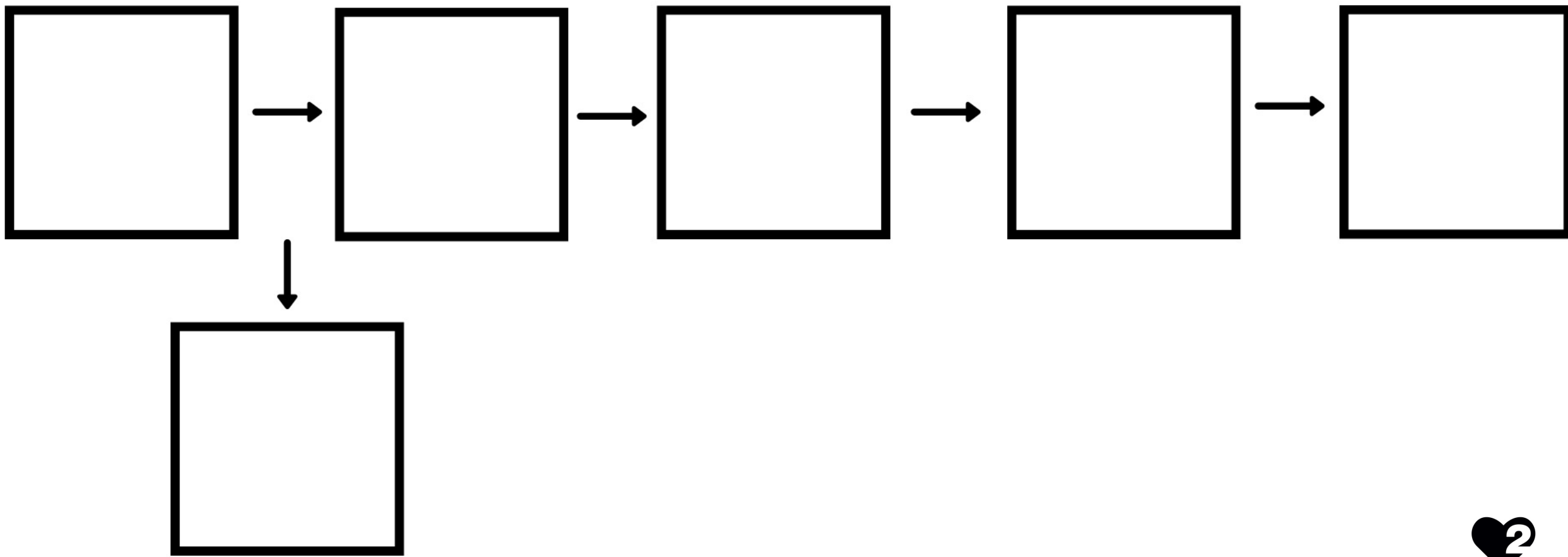
Platform: _____

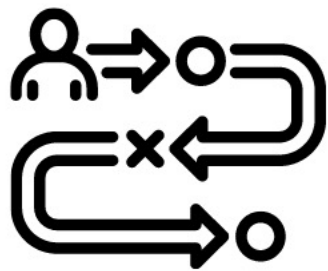
Outcomes + Optimizations



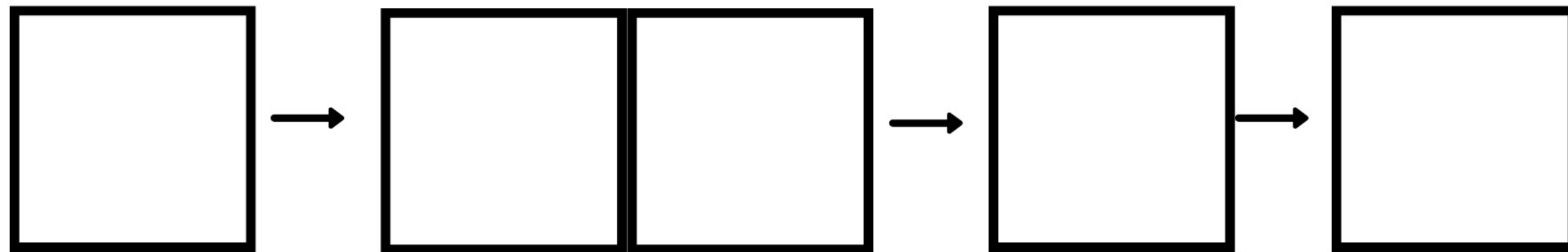


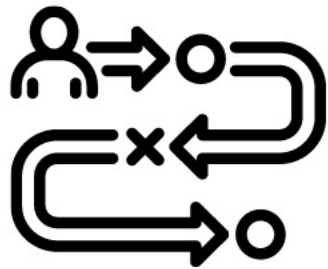
My Awesome Client Journey: **Pre-Experience**



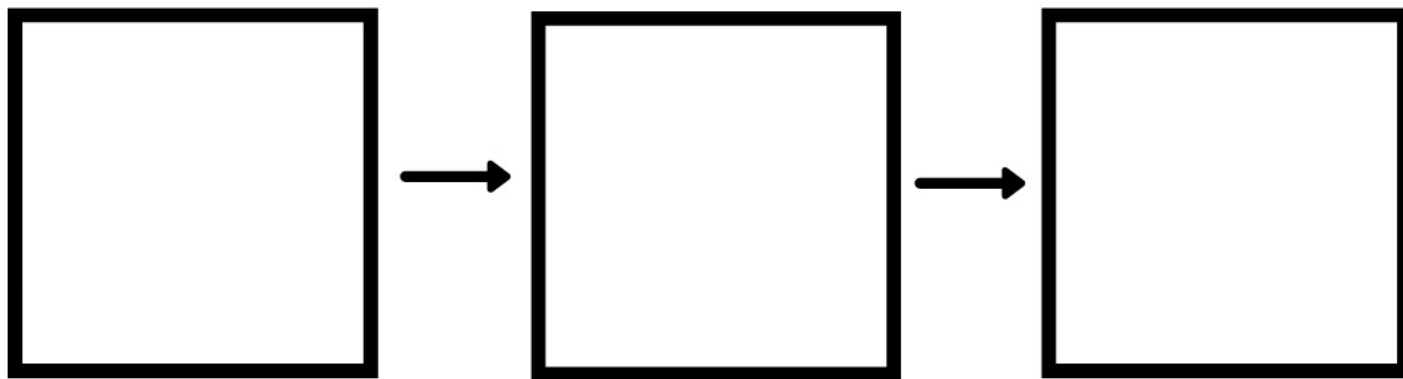


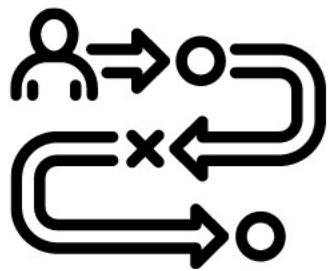
My Awesome Client Journey: **Experience**





My Awesome Client Journey: **Post Experience**



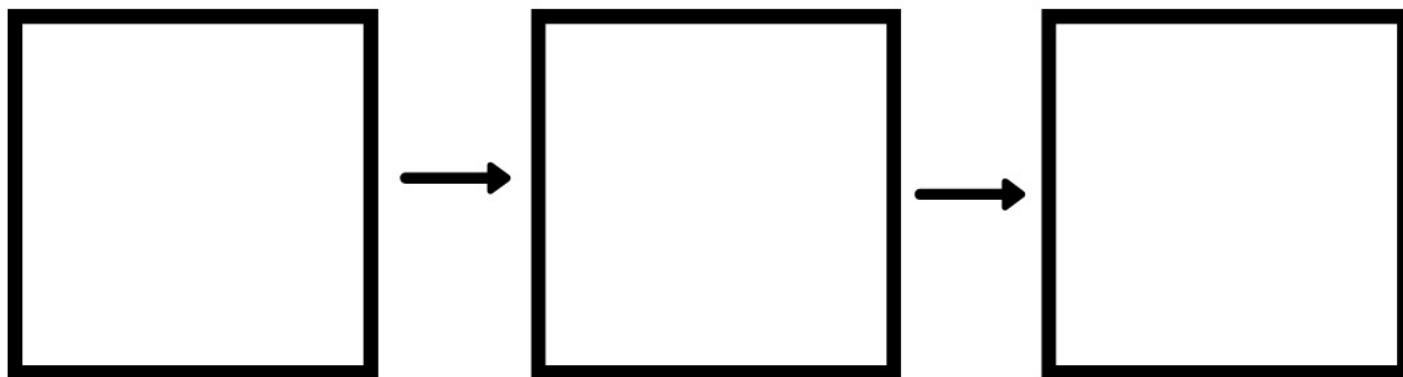
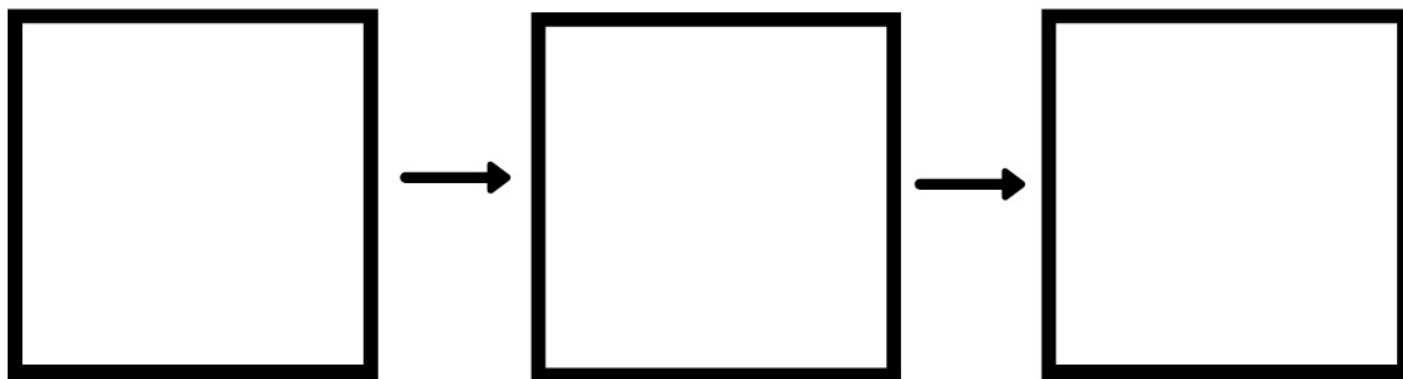


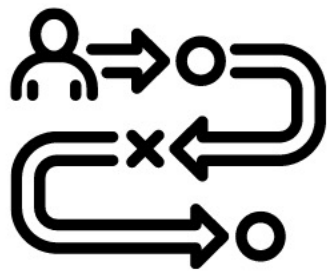
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



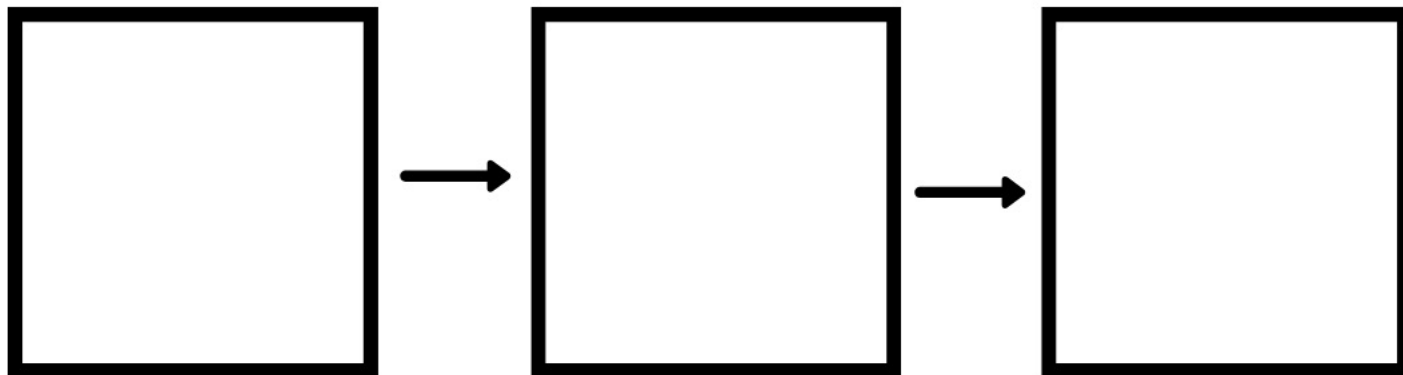
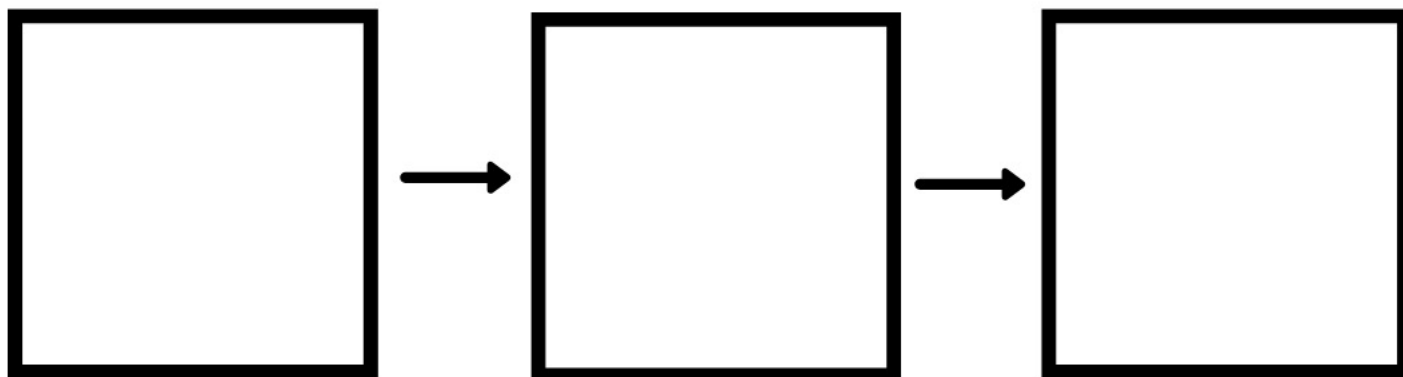


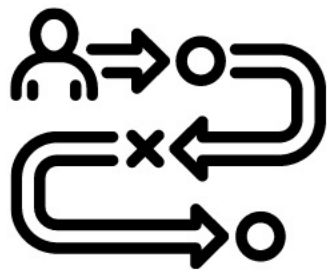
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



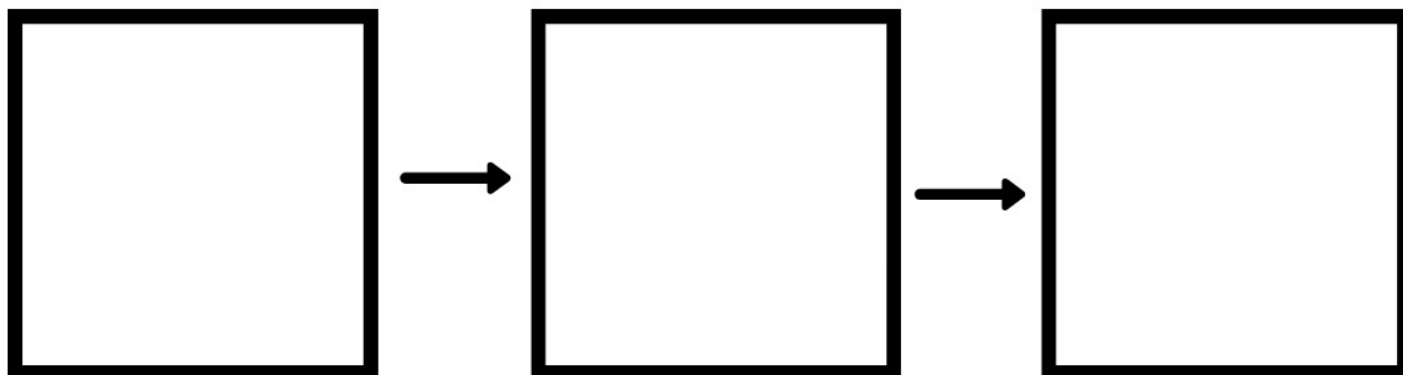
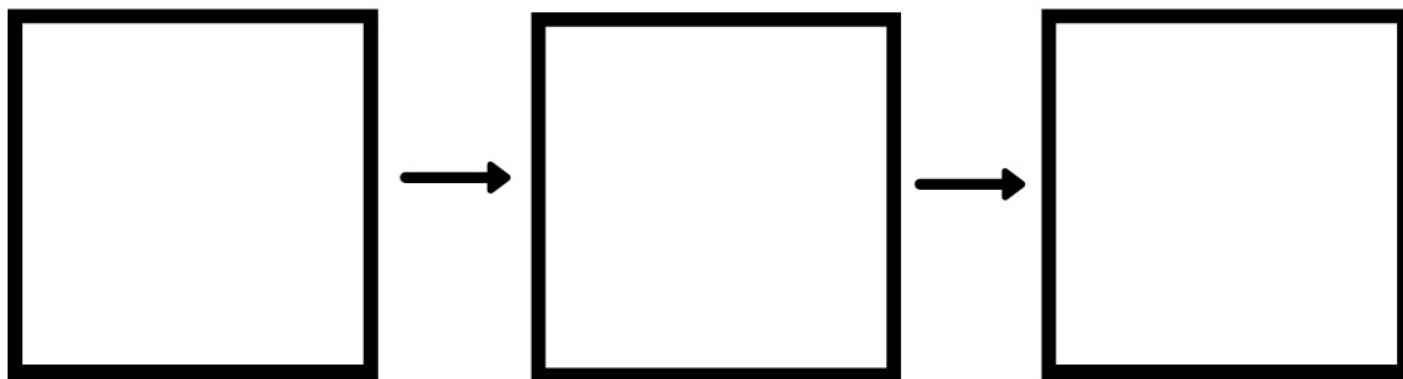


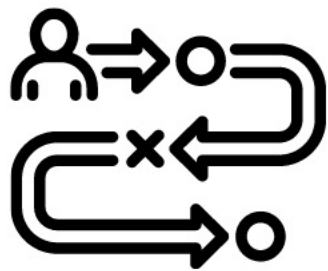
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



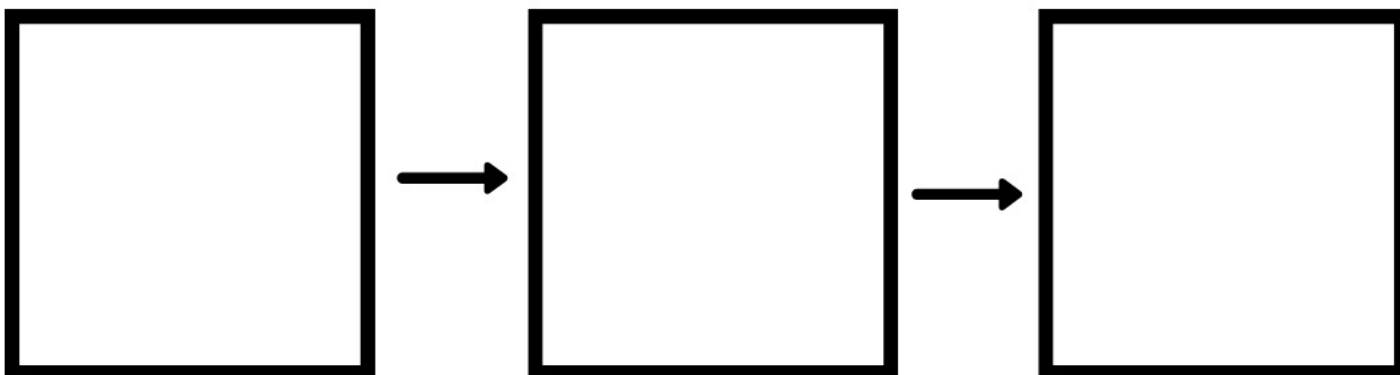
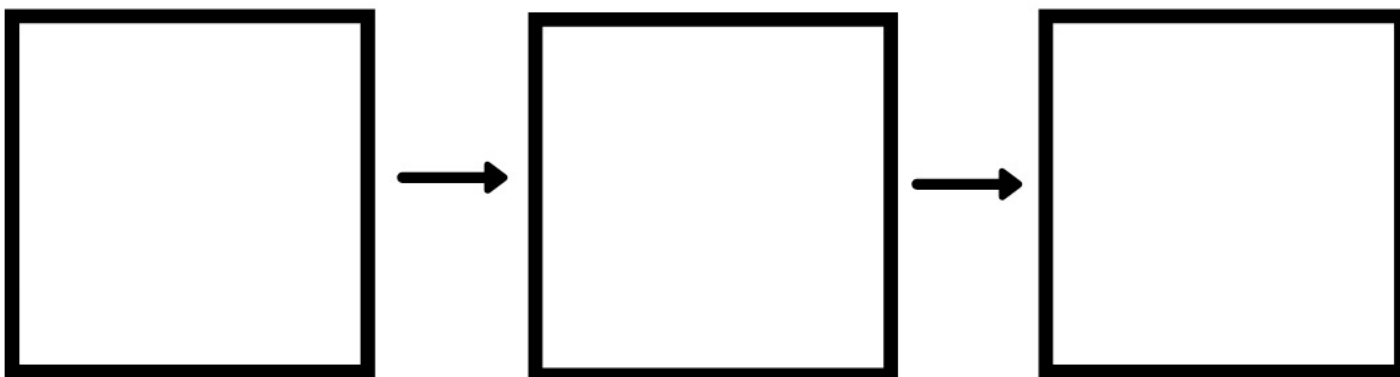


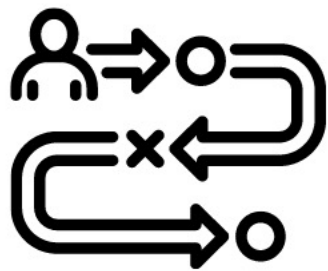
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



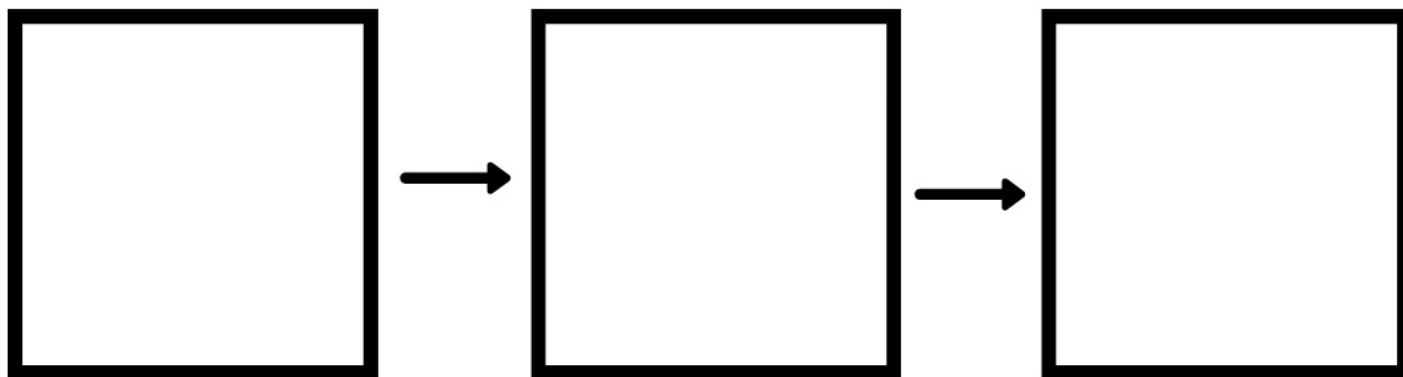
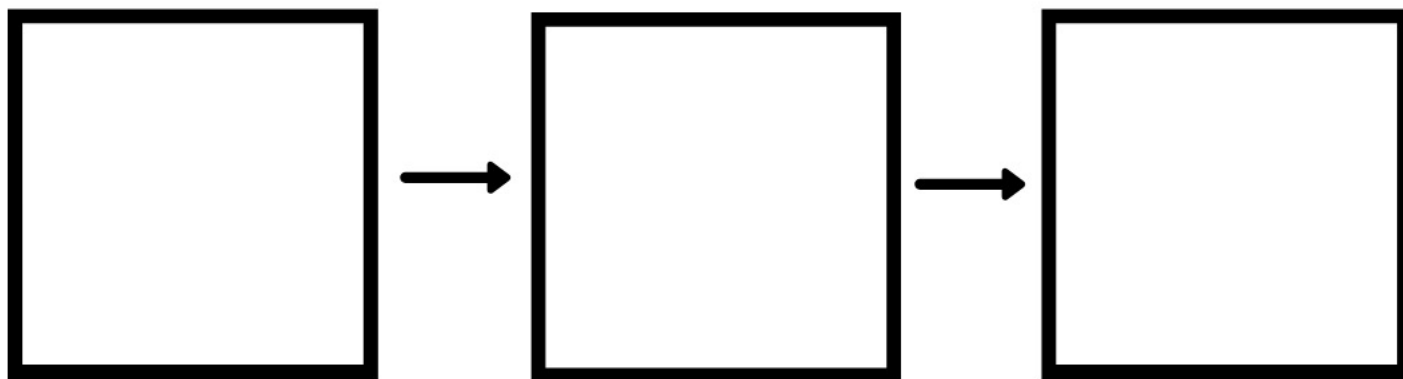


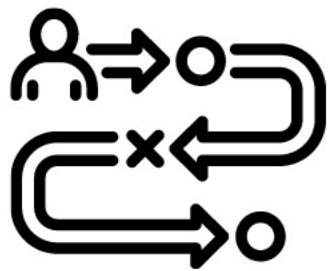
My Awesome Client Journey Map



Platform:

Outcomes + Optimizations



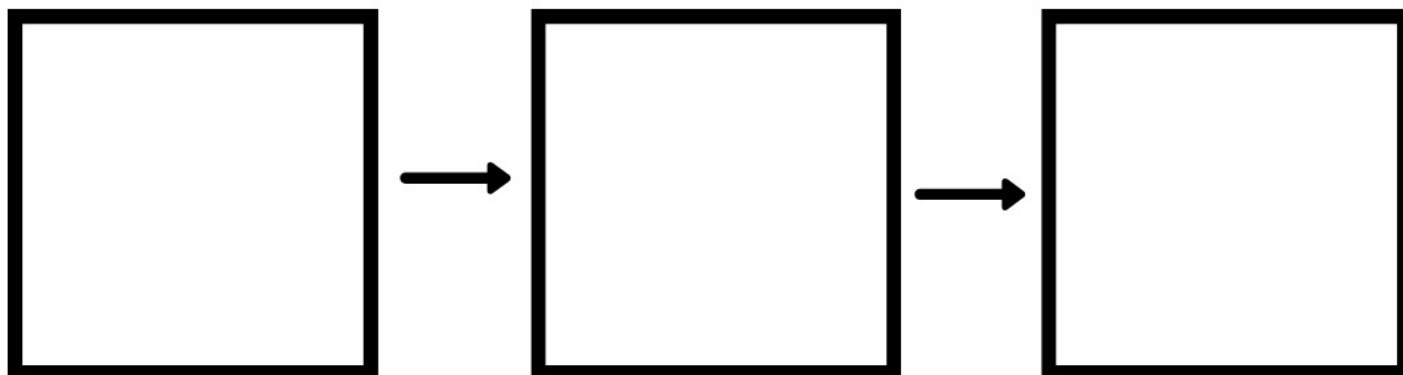
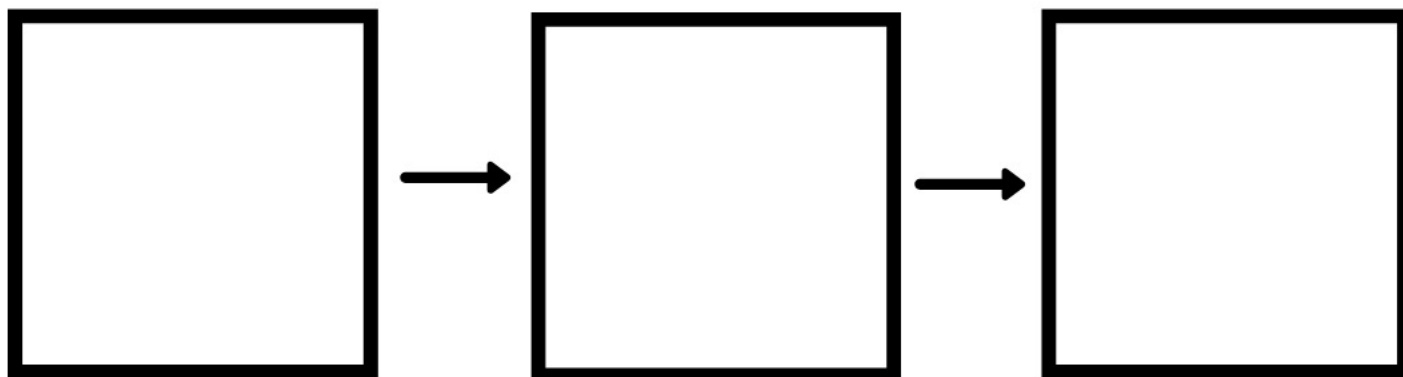


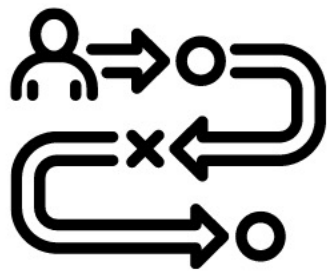
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



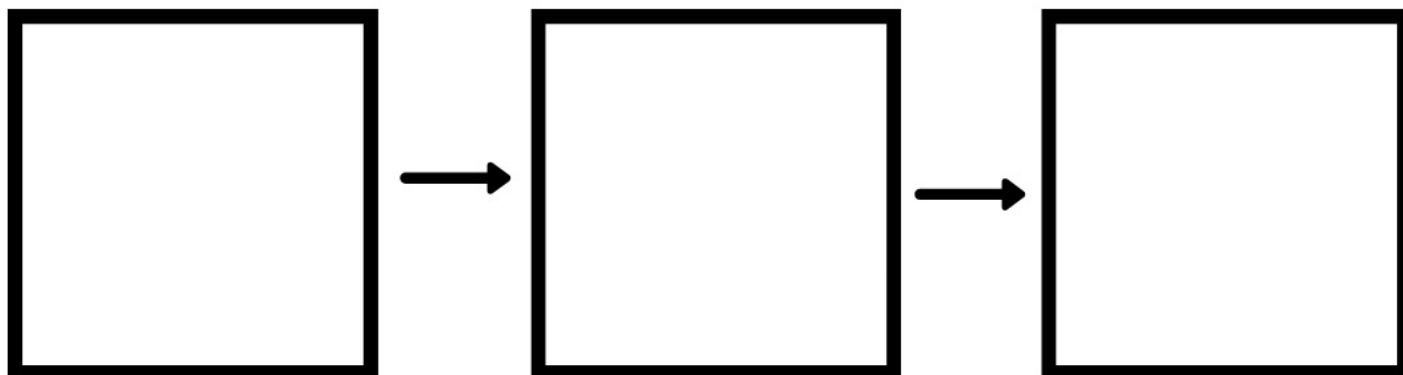
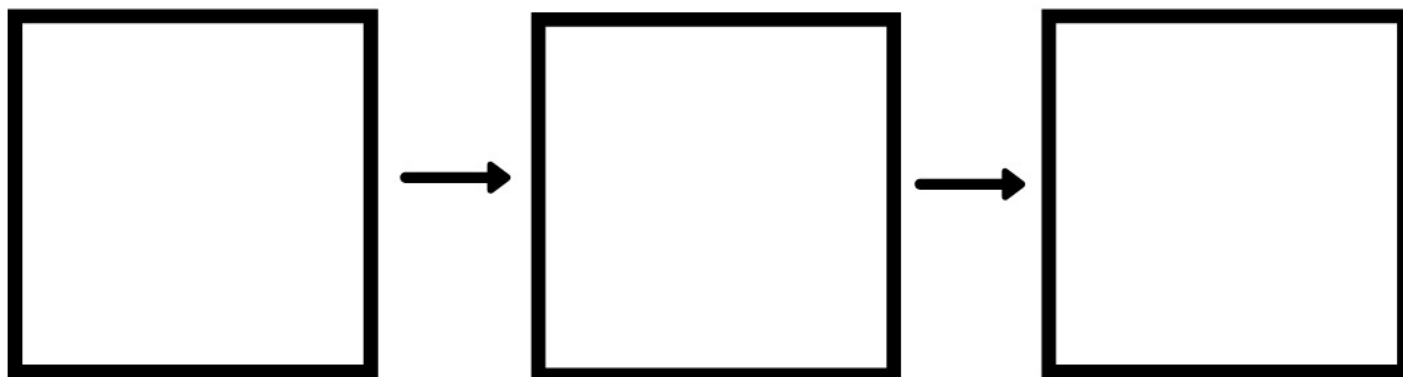


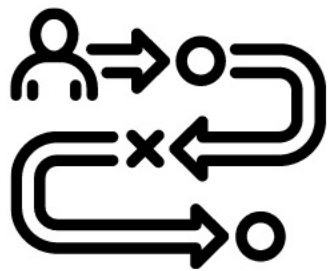
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



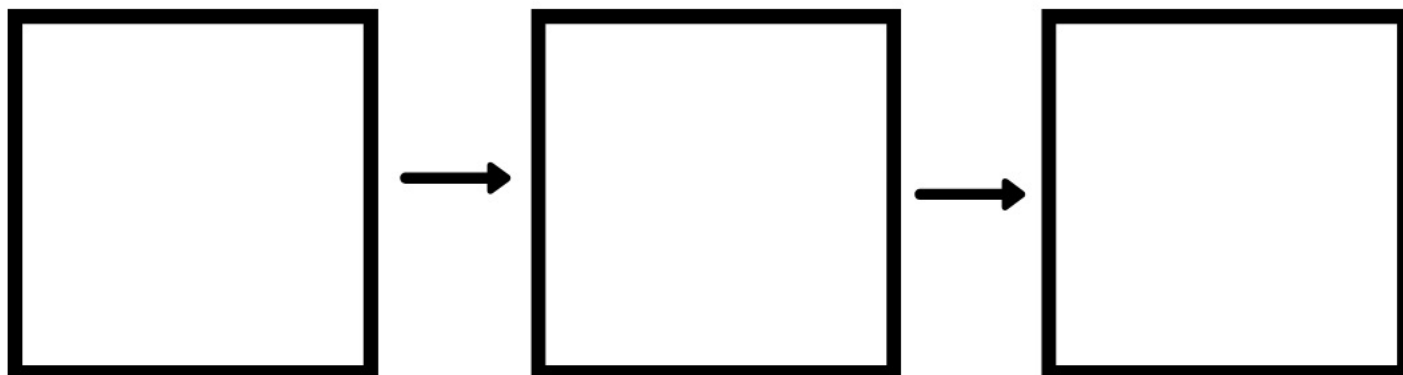
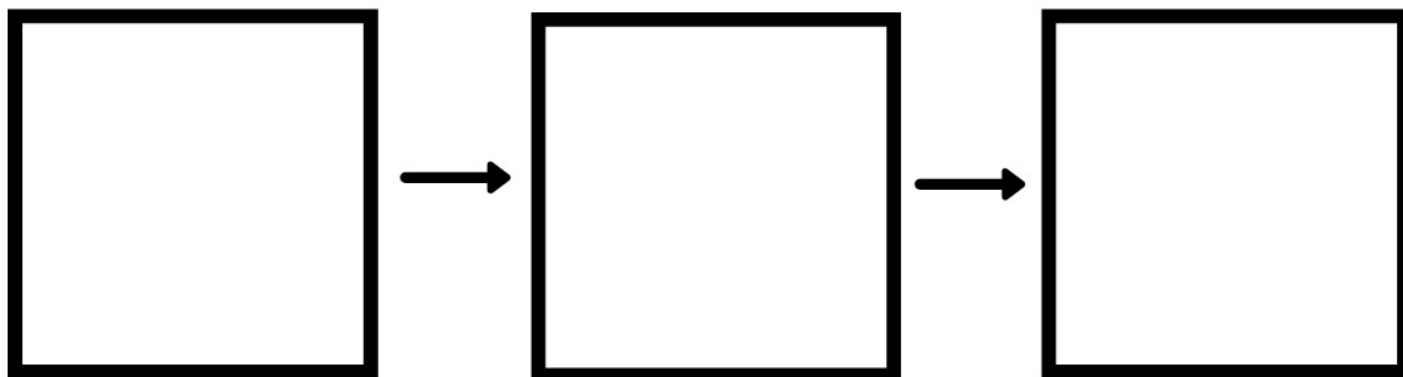


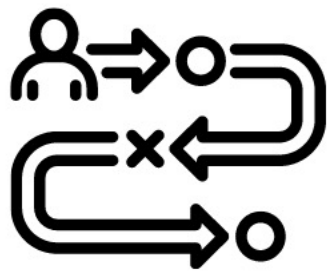
My Awesome Client Journey Map



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Outcomes + Optimizations



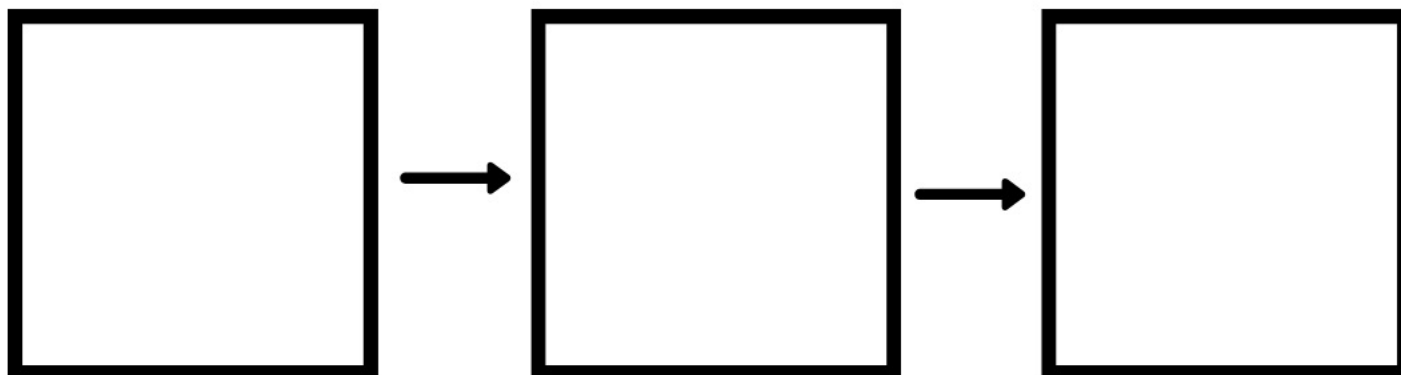
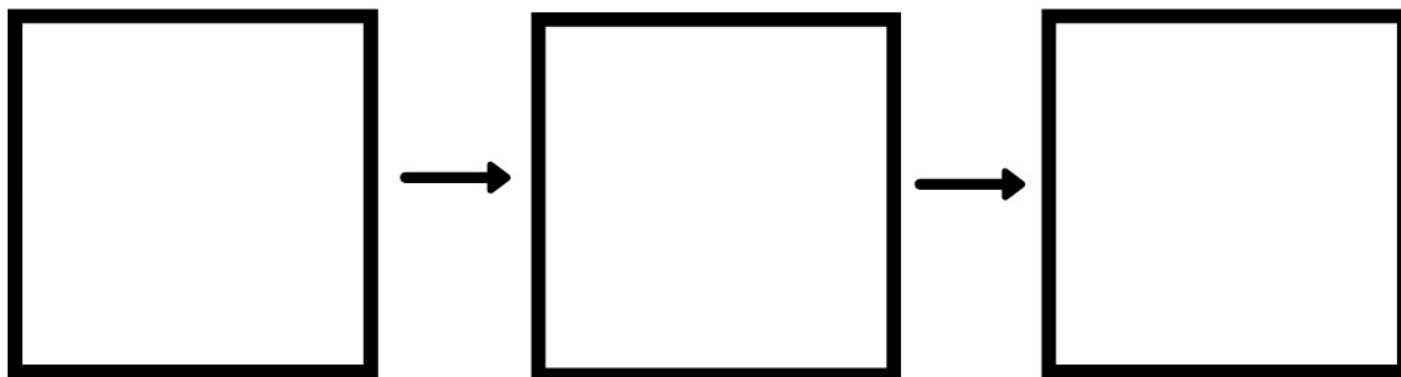


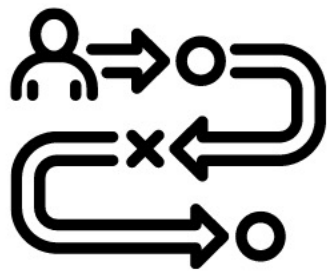
My Awesome Client Journey Map



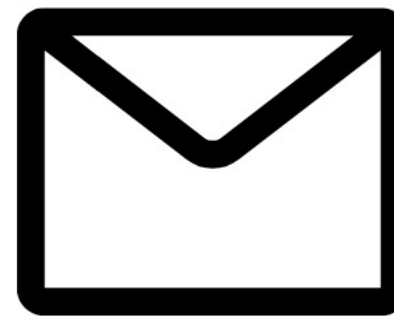
Platform: _____

Outcomes + Optimizations



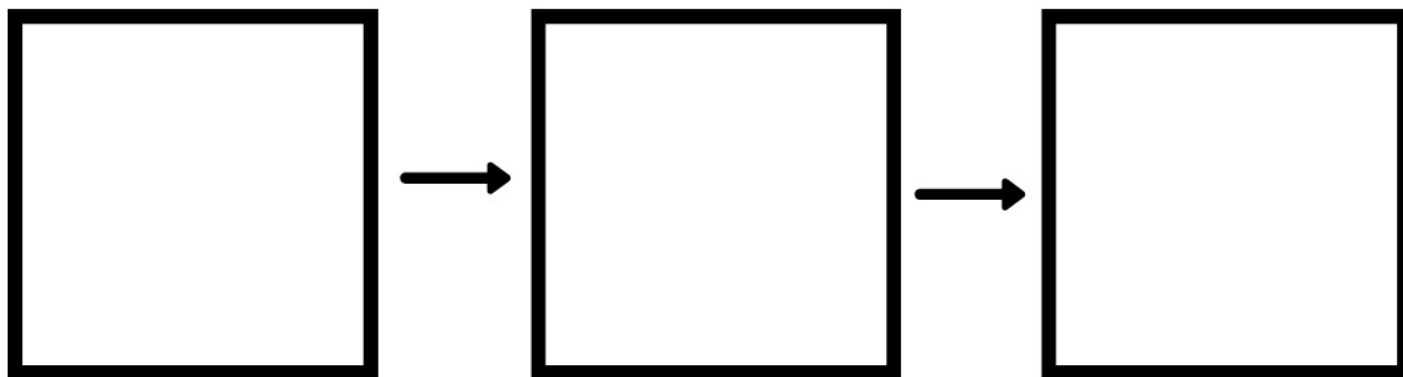
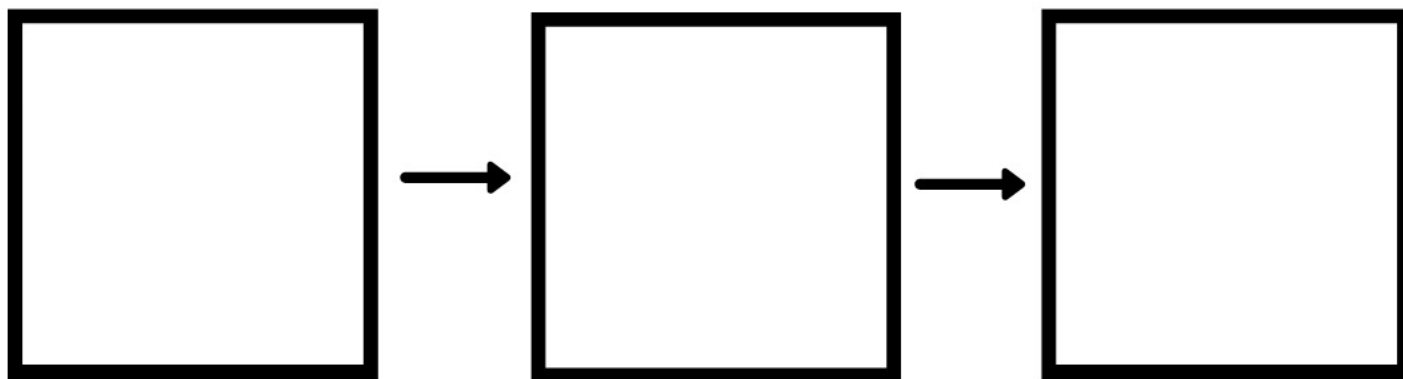


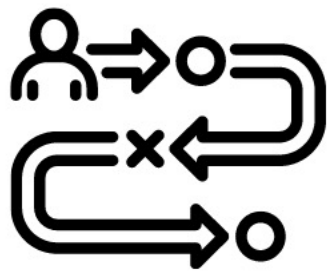
My Awesome Client Journey Map



Platform: _____

Outcomes + Optimizations



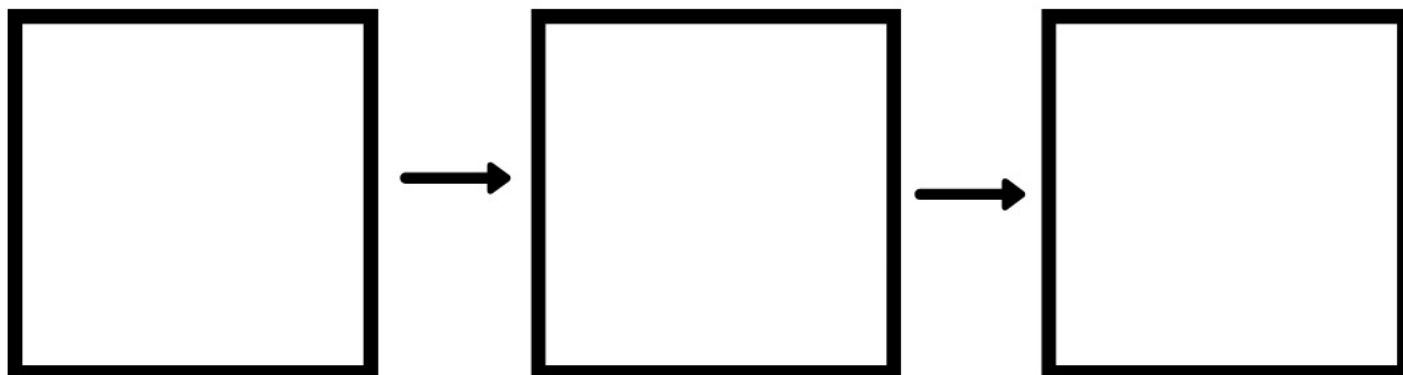
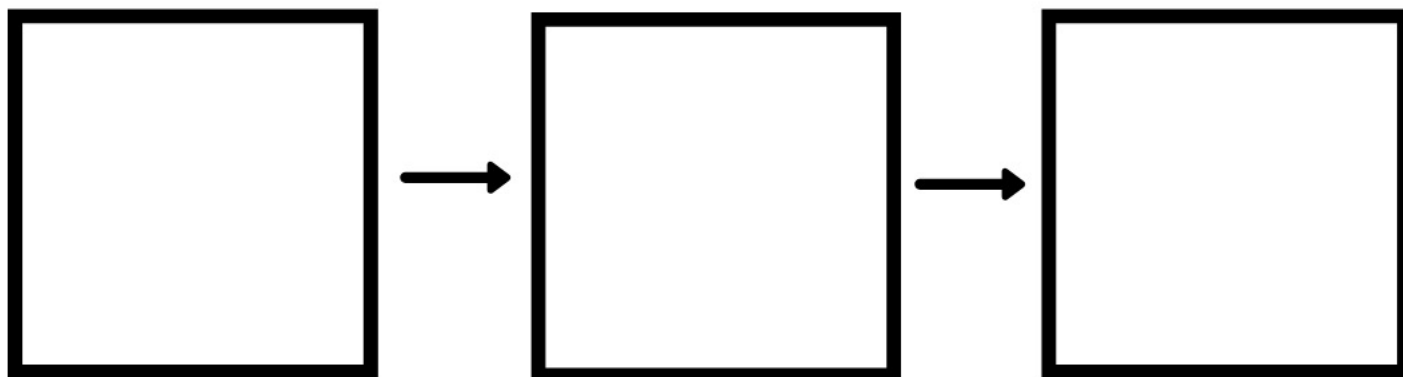


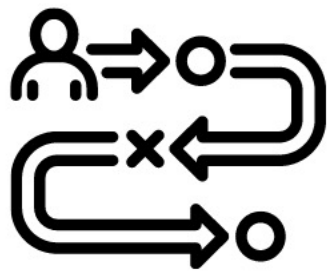
My Awesome Client Journey Map



Platform: _____

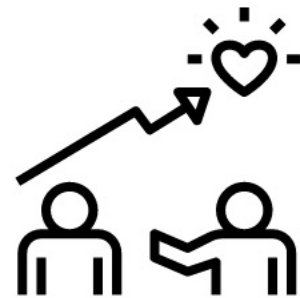
Outcomes + Optimizations



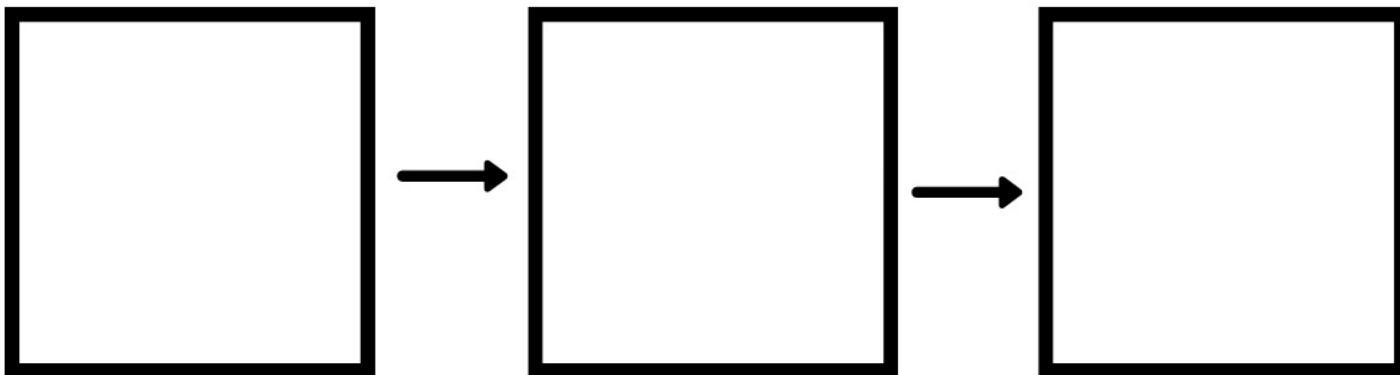
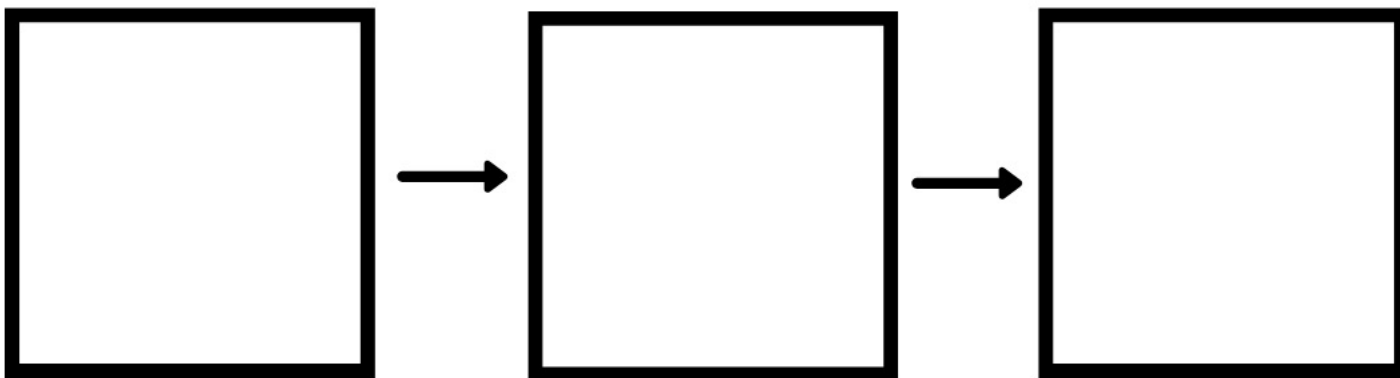


My Awesome Client Journey Map

Platform:



Outcomes + Optimizations





Resources

Tap into the features and tools of your current platforms.

Most of them have what you need!



Resources

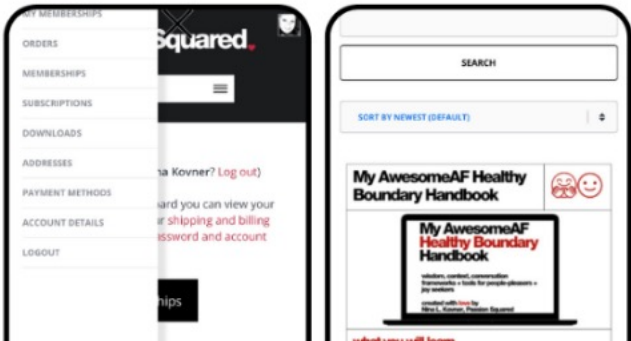
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**a different (and awesome)
kind of group coaching experience**

Here on the membership site, you can enjoy our workshops, guest mentor LIVE chats, program information, worksheets, workbooks, and updates on your contact + payment info.

Use the **search** feature to find the topics that matter most to you such as brand, storytelling, content,







Gain more clarity on what outcome you are seeking on each platform/post

Audit your current client journey's to determine which ones can be more awesome

Design your new awesome client journey with your clients experience in mind

Tap into the tools and resources available to you (A School is one!)

Create your new awesome client journeys

Celebrate!





The Awesome Client Journey Online + Off Workshop

