



Storytelling Through Captions Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through the fundamentals of awesome, aligned storytelling in the context of creating captions for your content. In addition, we will walk through how to simplify your content creation process and help them work for you, through a deeper understanding of your brand, and desired outcomes, with a little assist from AI.

Workshop Overview

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Brand Storytelling

02

Social + Digital Media
Fundamentals

03

The Awesome Client
Journey

04

Content Creation

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AI and Your Content

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Next Steps



What are your biggest struggles creating captions?

What types of captions get your attention?

Why



It's All Connected

Your salon brand story is the foundation and your compass for every business decision you make.

Brand Outcomes & Objectives

Your desired outcomes and business objectives, goals, etc.

Brand Experience

This is a big part of your brand promise. Everything that happens when engaging with your brand, online and in the salon

Brand Marketing

Pricing, menus, content, promotions, programs, referrals, building relationships, awareness, etc.

Your Salon Brand Story

Brand Business Model

The type of business you choose; employment or lease-based salon, independent stylist, digital, etc.

Brand Identity

Look, feel, voice, vibe, logos, colors, fonts, textures, sounds, smells, feels.

Brand Culture and Communications

Business Agreements, Handbooks, Leadership, Client, Team, Tenant Care

Storytelling and Your Brand



Why stories matter.

- Stories connect us.
- Stories help us feel things.
- Stories differentiate businesses and brands.
- Stories inspire action.
- Stories, in the context of social + digital, help your business become more discoverable.

Brand Story Framework

1

Brand purpose
Brand promise
Brand people
Brand services & products
Brand business model

2

Brand story
Brand vision
Brand values
Brand voice

3

Brand identity

4

Marketing
Pricing
Culture
Content
Programs
Operations and systems
Education
Communications
Client, team, tenant care



Social and Digital Discovery Fundamentals

Social media is designed to;

Build relationships

Build trust

Add value

Solve problems

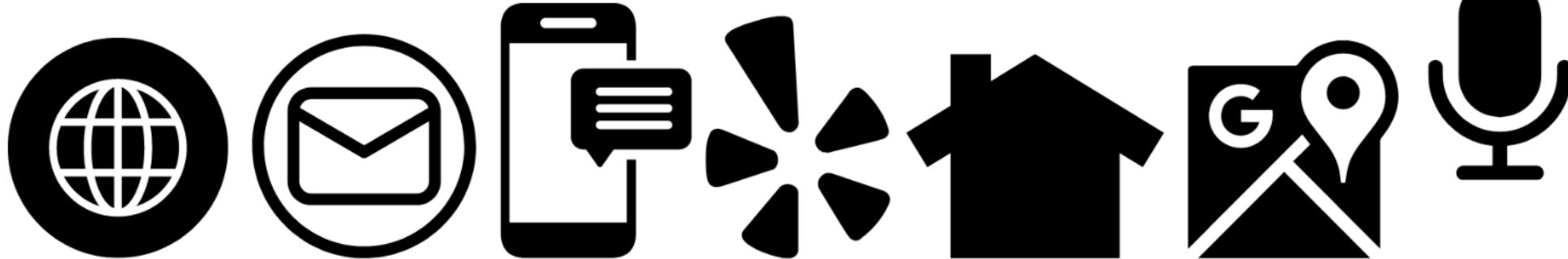


Social and Digital Fundamentals

Social Platforms



Digital Platforms



Your Content Is Your Marketing



Every photo, video, like, comment, and share is connecting you to your people or disconnecting you from those you do not wish to serve.

Discovery and Word of Mouth

- Social platforms help you become more discoverable to the people you want to serve
- Social and digital platforms are simply another way to amplify word-of-mouth

The Job of Search Engines Is To Deliver The Most Relevant Results To The People Searching

Balayage salon near me



Awesome Client Journey



The Awesome Client Journey Online Begins With...

Intent

I want something

Search

I'm going to look for that something

Discovery

OMG I found something

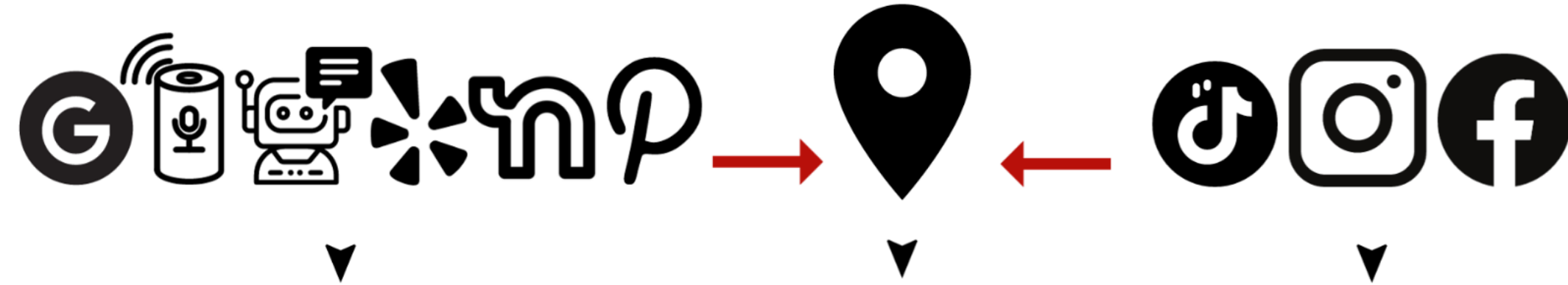
Action

I am going to book, buy, and follow something



Awesome Client Journey

How do clients, teams, or tenants discover you online?



Digital Search

Everything is searchable which is one reason captions, page descriptions, optimizing pages, and about sections aligned with your brand are so important. This is how clients find you and do business with you.

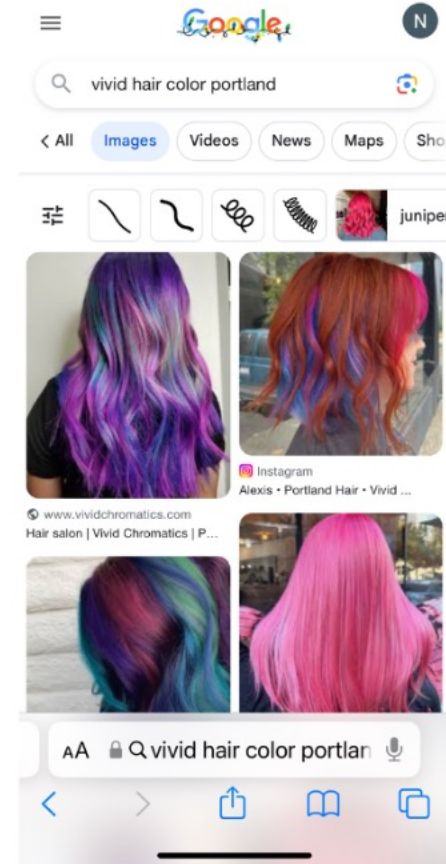
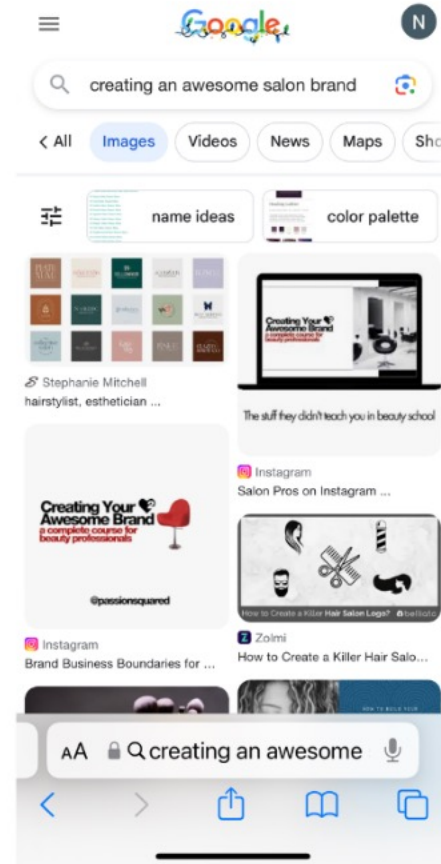
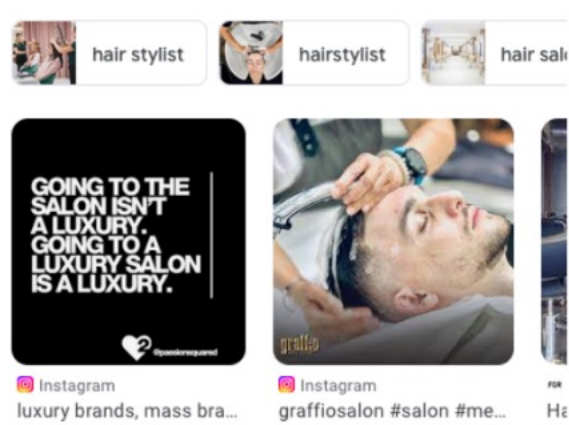
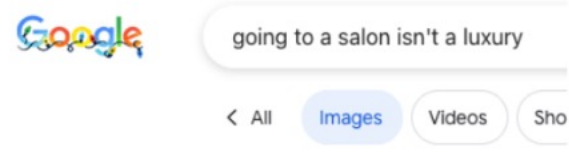
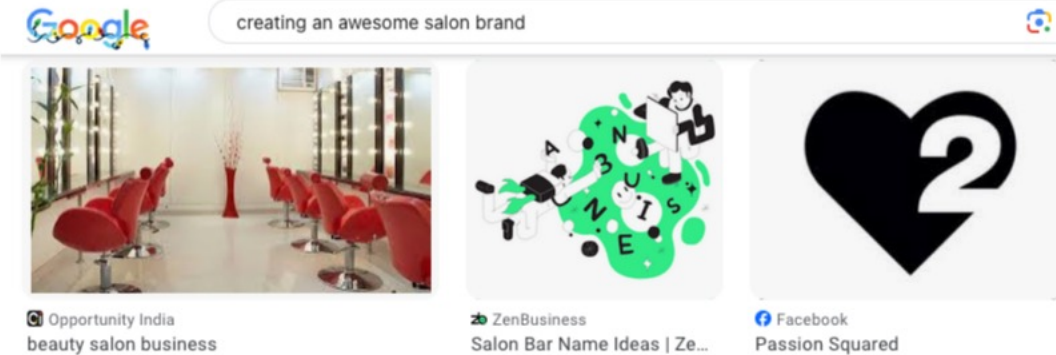
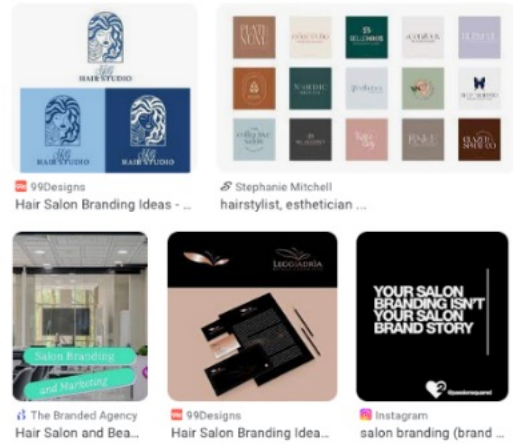
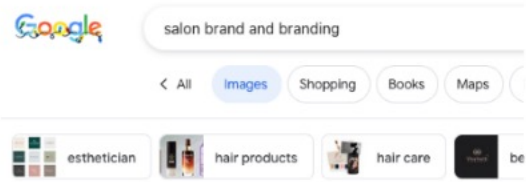
Your Brand

Your website, booking page, client list, email list, and text list are all platforms you own and have complete control over. Social & digital search need to lead clients here

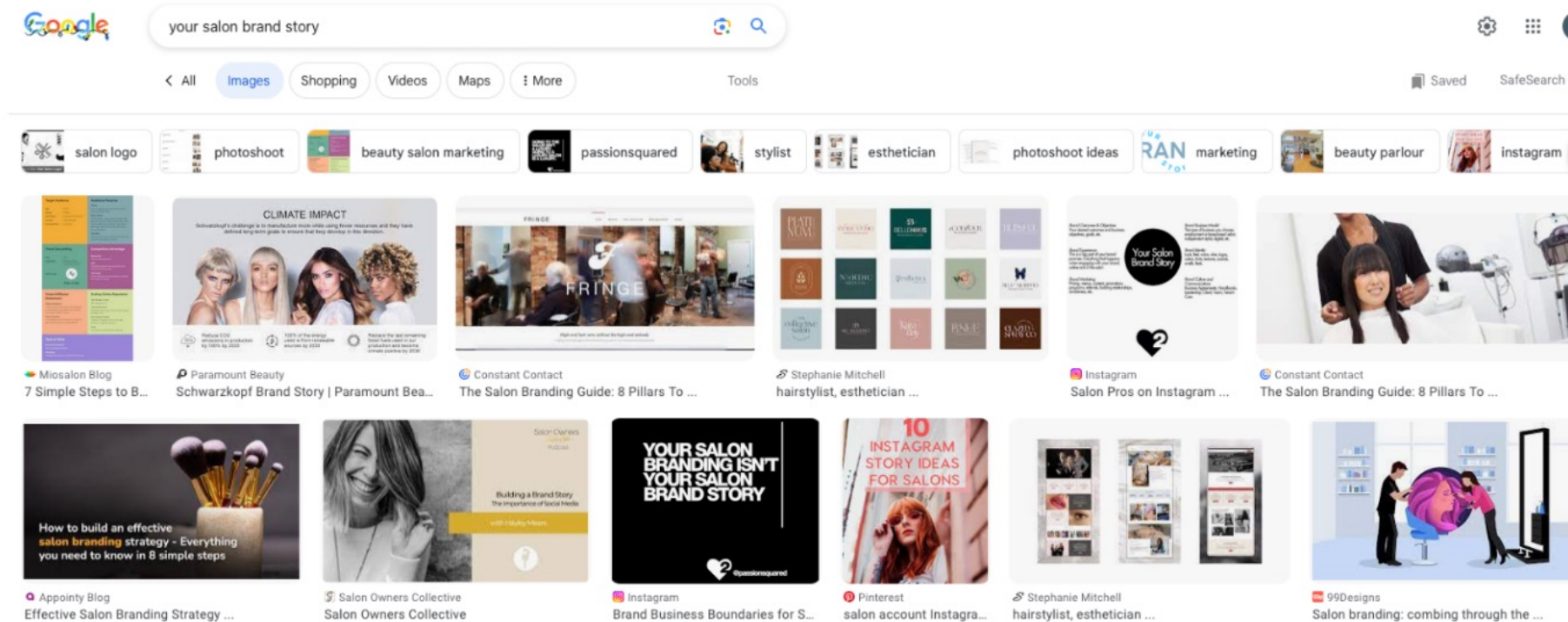
Social Search

Optimizing your social pages through your bio, content, hashtags, location tags, how to book and contact, information helps folks find you and do business with you

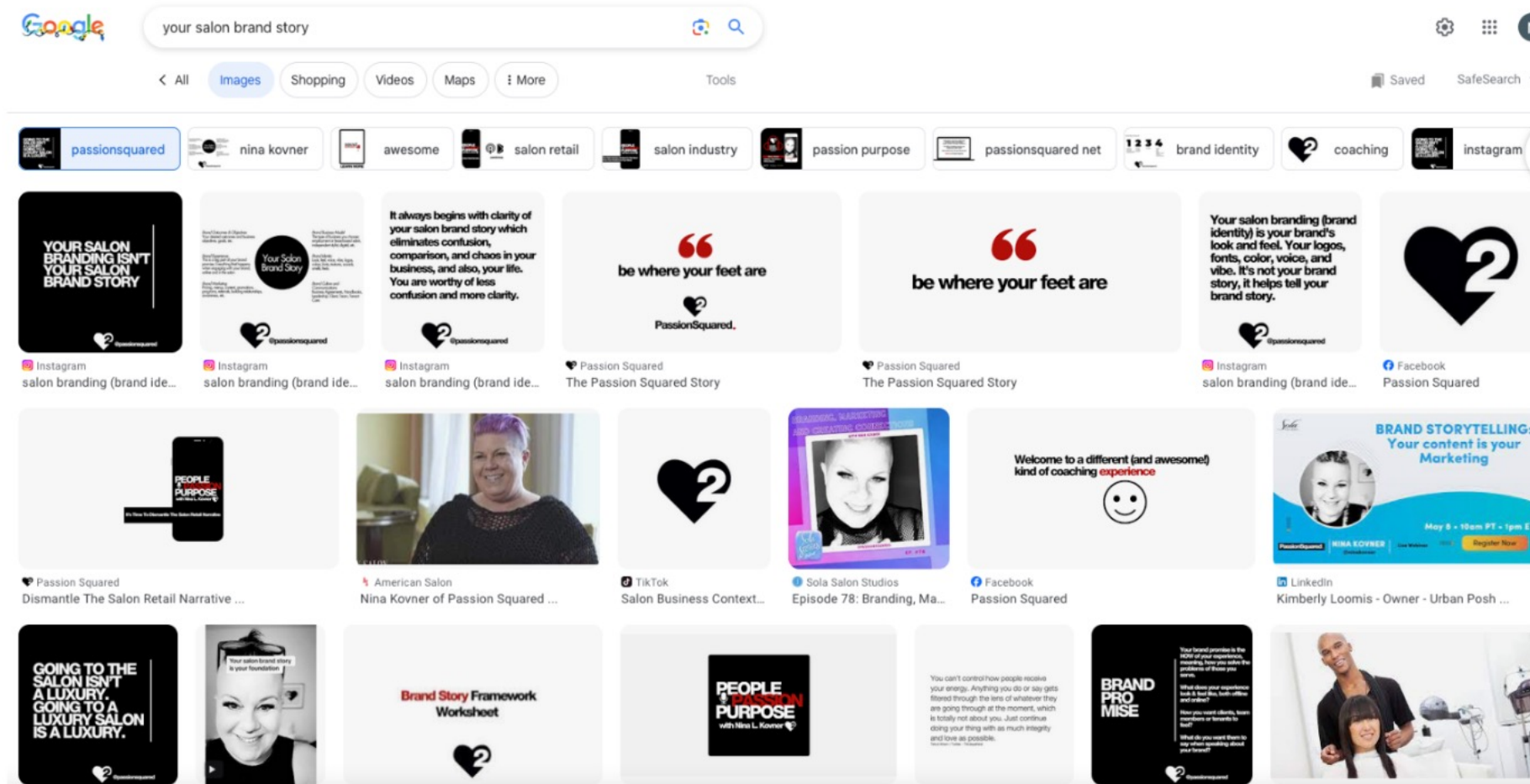
Every Word and Picture (and picture title) Counts



Every Word and Picture (and picture title) Counts



Every Word and Picture (and picture title) Counts



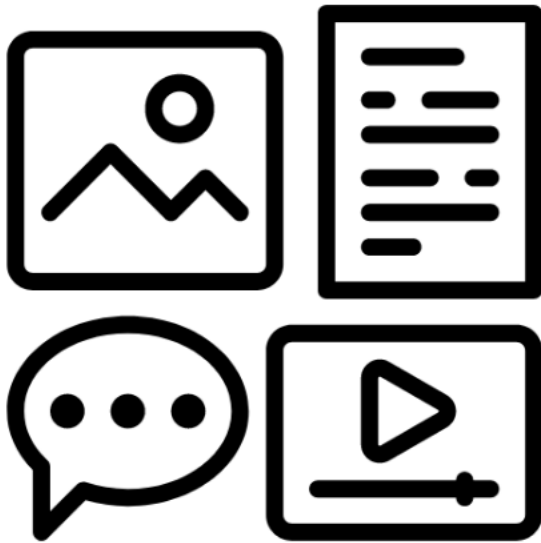
What



Content, Context and Storytelling

Your content is the image, video, newsletter, podcast, etc.

The context is the story you create and 'frame' the content with



Storytelling As A Salon Experience

Beginning

Problem
Feeling

Hello
Consultation

I see you.
I hear you.
I can help you.

Middle

Solution
Feeling

Cut/Color/Style

This is what + why
we are doing. This is how
you will maintain this
look. You look beautiful.

End

Result
Call to action

Close

This is how to care for your
hair. This is when I want to
see you again. Here are
pictures for you to share from
your experience.

Storytelling On Social Media

Beginning

Problem Feeling

Nina came in sad and ready for a big change but craves low maintenance.

Middle

Solution Feeling

The cut + color technique I used is perfect for those of you craving a style that doesn't take hours in the morning to look awesome.

End

Result Call to action

Seeing the smile on Nina's face is why I do what I do.
Thank you Nina for trusting me with your hair, I cannot wait to see your selfies on the gram! Be sure to use #myhashtag so we can share your beautiful selfies!

Content and Context

A story about dogs.
A story about courage.
A story about happiness.
A story about your animal Agreements.



Content

Courage Jude



Context

Dogs in the salon

Your fur babies bring us so much joy and we love seeing them when you visit the salon.

We wish we had space for a dog park, but the truth is, we don't. To keep the joy flowing while being mindful of your experience, we ask that you choose to bring 1 of your sweet fur babies on your next visit.

We love you, appreciate you, and look forward to seeing you and your baby soon.

Content, Context, and Brand Alignment



Your fur babies bring us so much joy and we love seeing them when you visit the salon. We wish we had space for a dog park, but the truth is, we don't. To keep the joy flowing while being mindful of your experience, we ask that you choose to bring 1 of your sweet fur babies on your next visit. We love you and appreciate you and look forward to seeing you and your baby soon.

No dogs in the salon

Sorry, not sorry.

Content Framework

1. Who is this content for?
2. What problem is this content solving?
3. How does this content add value for the clients, teams, or tenants I serve or want to serve?
4. What feeling do I want to inspire?
5. Is this content aligned with my brand?
6. What result or action am I seeking?

Content Framework

Who is this content for?

Clients, teams, tenants

What problem is this content solving?

The interruption in experience due to too many dogs in the salon

How does this content add value for the clients, teams, or tenants I serve or want to serve?

Yes, because it's clear, simple, and kind, and reduces misunderstanding and bad feelings

What feeling do I want to inspire?

Compassion, empathy, love and care

Is this content aligned with my brand?

Yes

What result or action am I seeking?

Clients, teams, and tenants to respect our Dog Agreement and only bring one dog to the salon

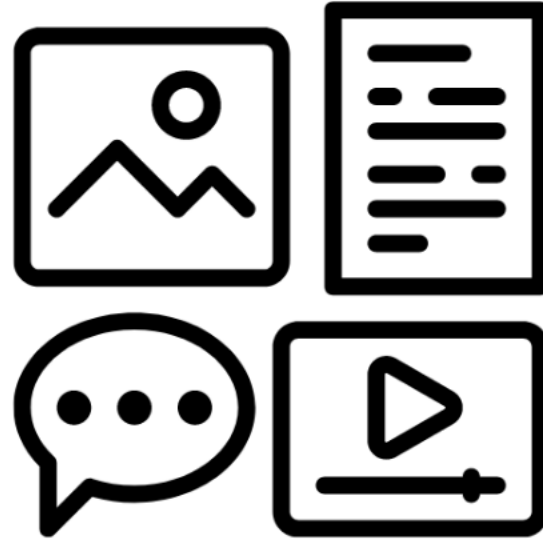


How



Content Creation

Content Storyboard



Creating content always comes back to your brand;
the problems you are solving, and the solutions you
have for your clients, teams, or tenants

light salon + head spa Brand Story Outline

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair

light salon + head spa Voice, Vibe, and Style

Voice and Vibe

Empowering, modern, healthy, happy

Style

Modern, soft, muted tones



light salon + head spa Brand Identity Package

Colors



Fonts

Tan Ashford

Futura

Logo In Different Formats



Style



Content Storyboard

light salon + head spa content storyboard

Color Transformations
Client spotlights



Empowerment,
Health, Sustainability,
Fashion

Original content + User
Generated Content

“There is a crack in everything,
that's how the light gets in.”
-Leonard Cohen



Experiences
Head Spa experience, Outside
the salon experiences



Products, Promotions and Events
Sales Events and Salon Information

Fall Self-Care Event

Stock up on your favorite cozy
at-home self-care essentials and
save 50% this month.



It's Not About The Hair, It Never Was

light salon + head spa content storyboard

Color Transformations
Client spotlights



Empowerment,
Health, Sustainability,
Fashion
Original content + User
Generated Content



Experiences
Head Spa experience, Outside
the salon experiences



Products, Promotions and Events
Sales Events and Salon Information



Captions, Captions, Captions



Relevant



Aligned



Specific

What Doesn't Work Anymore for Captions

Look at her shine. I love this for us. 🌟🌟😄

OMG love. 😍💕💕

Light and bright. ✨💫

An Audience of One

- The most impactful stories speak to an audience of one.
- Your captions need to speak to your audience.



Content Framework

1. Who is this content for?
2. What problem is this content solving?
3. How does this content add value for the clients, teams, or tenants I serve or want to serve?
4. What feeling do I want to inspire?
5. Is this content aligned with my brand?
6. What result or action am I seeking?

CHARGE YOUR WORTH VS CHARGE YOUR SALON BRANDS WORTH



@passionsquared

passionsquared I understand how frustrated you can get when certain folks or random strangers on the internet don't see value in your salon brand experience. 😞

And what you need to remember is those aren't your people. Please don't give them your energy or attention. Focus on who your salon brand is for, the folks who see value on your salon brand experience; love them, listen to them, solve their problems, help them feel more beautiful, happy and joyful. 😊

And please, remember, your worth and value as a human being is priceless, and has nothing to do with the value others place on your salon brand experience (an important part of your salon brand story). Period. ❤️ Nina

PS: thank you to everyone who joined us in class tonight, I'm so grateful to have shared that time with you.



**There will be times
you'll need to do it
with a broken
heart**



passionsquared It's all rhythm. 🎵

There will be times you'll need to do it with a broken heart, which is one of the hardest parts of leadership, business and life. 🥺

As Taylor said, 'I can do it with a broken heart'. 🎩

Be gentle on yourself. Remember to give yourself compassion and grace. And keep doing your best. Proud of you. Proud of us. Sweet dreams. Ily. ❤️ Nina





Elevated Salon Prices
Require Elevated Salon
Experiences



passionsquared Your salon service and product pricing is meant to be aligned with your salon brand story and strategy, which includes the experience you deliver both online and in the salon.

When your prices are aligned with the experience you deliver, and you're attracting the salon clients who see value in the experience for the price, you are good.

When your prices are out of alignment with the experience you deliver, that's when you may struggle.

This is not unique to the salon industry, this is just how pricing strategies work.

It always comes back to your salon brand story, strategy, market position and business model. One of the gazillion reasons we made the Creating Your Awesome Brand Course for you and for our industry. Start there. ❤️ Nina



AI and Creating Captions for Your Content



Caption Prompt Tips



1. Be as specific as possible when writing your prompts including the tone, voice, audience and the content the captions will be used for
2. Be as specific as possible what you are seeking for your results; short caption, step by step, bullet points, one paragraph, etc. While you are learning, try using the Caption Framework in your prompts
3. ALWAYS include your brand story outline, and ask for the results to align with your brand story
4. Take the prompts as inspo, however, always make it your own



Caption Prompt Framework



1. Content description and type
2. Content audience
3. Feeling you want to create
4. Tone and voice of caption
5. Brand story outline
6. Provide examples to help train your AI



Hello. I am working on caption ideas for my salon clients who value caring for their scalp, and are willing to invest in service experiences and products to do so. Can you please give me 10 caption ideas, that speak directly to our clients, and that align with my salon brand story below, that are relevant to scalp care content including head spa experiences, in the voice and tone of a luxury salon experience? Thank you.

light salon + head spa Brand Story Outline

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences



Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair





Absolutely, here are 10 luxury salon caption ideas that align with your brand story and focus on scalp care and head spa experiences:

1. "Experience the ultimate in luxury scalp care with our bespoke Head Spa treatments. Feel seen, heard, and rejuvenated. 🌿✨ #LuxurySalon #HeadSpa"
2. "Transform your hair from the inside out. Our scalp therapy services offer holistic care for a radiant, healthy mane. 🌱🐱 #ScalpCare #HolisticBeauty"
3. "Indulge in a moment of pure relaxation and care with our eco-friendly Head Spa treatments. Because you deserve to feel beautiful and confident. 🌸✨ #EcoLuxury #SelfCare"
4. "Our salon is your sanctuary. Discover the power of personalized scalp therapy for a truly empowering experience. 🌿👉 #LuxuryExperience #HealthyHair"
5. "Revitalize your scalp, rejuvenate your spirit. Our modern head spa services align with your values and elevate your beauty routine. 🌱🌟 #ModernLuxury #ScalpHealth"
6. "Unwind with our premium scalp treatments and feel the difference. Because true beauty begins with a healthy foundation. 🌸🐱 #ScalpTherapy #LuxurySalon"
7. "Holistic scalp care tailored to you. Step into a world where you are seen, heard, and transformed. 🌿✨ #LuxuryExperience #HeadSpa"
8. "Experience a head spa like no other, where eco-friendly meets extraordinary. Feel good from the inside out with our scalp care services. 🌱💖 #EcoFriendly #LuxuryBeauty"
9. "Empower your hair journey with our luxurious scalp treatments. Designed for the modern, health-conscious individual who values premium experiences. 🌿🌟 #HealthyHair #LuxurySalon"
10. "Your wellness journey begins here. Our head spa treatments offer the perfect blend of relaxation and holistic care for your scalp. 🌸🐱 #HolisticBeauty #LuxuryCare"





Hello. I am working on caption ideas for my salon clients who value caring for their scalp, and are willing to invest in service experiences and products to do so. Can you please give me 10 caption ideas, that speak directly to our clients, to the benefits of scalp care, and that align with my salon brand story below, that are relevant to scalp care content including head spa experiences, in the voice and tone of a luxury salon experience? Thank you.





1. "Discover the ultimate in luxury scalp care with our head spa treatments. At Light Salon + Head Spa, we believe in beauty that starts from within. 🌿✨ #HealthyScalp #LuxuryExperience"
2. "Feel heard, seen, and truly pampered with our holistic scalp therapy. Transform your hair and wellbeing with our eco-friendly treatments. 🌿💆 #HeadSpaExperience #InnerBeauty"
3. "Elevate your self-care routine with our premium scalp treatments. Embrace a healthier, more confident you with Light Salon + Head Spa. 🌿💖 #ScalpHealth #LuxurySalon"
4. "Indulge in a head spa experience that nourishes your scalp and soul. Our modern, eco-friendly approach ensures you feel beautiful inside and out. 🌿💆 #HolisticBeauty #EcoFriendlySalon"
5. "Our head spa treatments offer more than just scalp care—they're a journey to inner wellness and outer radiance. Discover the Light Salon + Head Spa difference today. 🌿✨ #HealthyHair #LuxuryService"
6. "Prioritize your scalp health with our luxurious head spa services. Feel empowered, rejuvenated, and truly beautiful at Light Salon + Head Spa. 🌿💆 #ScalpTherapy #LuxurySalonExperience"

7. "At Light Salon + Head Spa, we combine modern trends with holistic care to create a space where you feel truly valued. Pamper your scalp and transform your hair. 🌿💖 #HeadSpa #InnerWellness"
8. "Experience the ultimate in scalp care with our eco-friendly treatments. Feel the difference that holistic beauty can make at Light Salon + Head Spa. 🌿💆 #ScalpWellness #LuxuryPampering"
9. "Our head spa services are designed for those who value premium experiences and holistic care. Nourish your scalp and embrace a healthier, more vibrant you. 🌿✨ #LuxuryScalpCare #EcoFriendlyBeauty"
10. "Transform your hair from the roots up with our luxurious scalp treatments. At Light Salon + Head Spa, we believe in beauty that resonates from within. 🌿💆 #HolisticScalpCare #LuxurySalon"



Nourish your scalp and elevate your soul with our bespoke head spa experience.

Skin care for your scalp? Immediately adds to cart. And by cart we mean click on the link in our bio @lightsalonheadspa to reserve your head spa experience.

light salon + head spa, where trend and your tranquility align.





the bespoke head spa experience

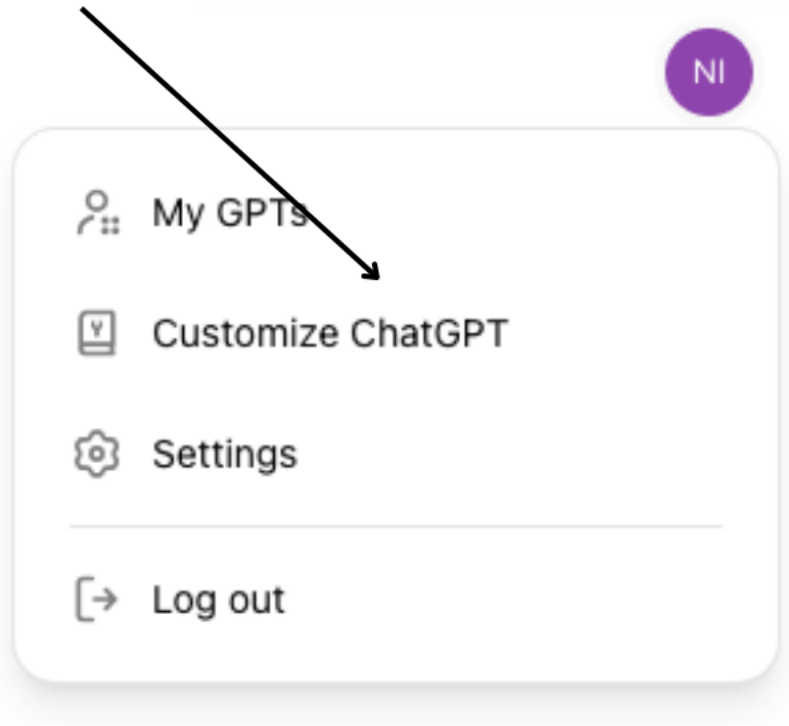


Let's talk about what your light salon + head spa bespoke experience looks + feels like.

1. Consultation: We begin with a personalized scalp analysis to understand your unique needs as we tailor your treatment.
2. Aromatherapy: Relax with soothing essential oils designed to calm your mind and invigorate your senses.
3. Scalp Exfoliation: Gently cleanse away impurities and dead skin cells, promoting a healthy scalp.
4. Nourishing Mask: Enjoy a nutrient-rich mask that deeply hydrates and revitalizes your scalp, fostering stronger, healthier hair growth.
5. Therapeutic Massage: Experience the bliss of a rejuvenating scalp massage, enhancing blood circulation and relieving stress.
6. Eco-Friendly Water Therapy + Rinse: Refresh with our eco-conscious, gentle rinse, leaving your scalp feeling clean and balanced.
7. Holistic Finishing Touch: Conclude with a styling session using our luxury, eco-friendly products, ensuring your hair looks as good as it feels.



Training ChatGPT To Learn Your Brand



Customize ChatGPT

Custom Instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

0/1500

How would you like ChatGPT to respond?

0/1500

Enable for new chats ☒

Cancel Save

Next



Next Steps

- Get clear on your brand story and create your salon brand story outline
- Make your Content Storyboard
- Schedule time each week to write your captions using the Caption Framework and AI Caption Framework
- Train your AI to learn your brand, voice, tone and style
- Measure and adjust
- Come to our A School Facebook group for support



Other Workshops

 Creating Your Awesome Brand Course Module 1	
	
what you will learn The foundations & frameworks to build your brand story along with a peek into the Creating Your Awesome Brand, a complete course for beauty professionals	
materials 4 Course videos & PDFs, Salon Business Models Guide, Brand Story Worksheet, ChatGPT prompts	

 Your Social Media Content Is Your Marketing	
	
what you will learn A review of the fundamentals of social media marketing, aligning your content with your brand, and how your content helps connect you with the clients, teams, or tenants (renters) you wish to serve.	
materials Class video and PDF, Content Storyboard Template, ChatGPT prompts	

 How To Become More Discoverable Online	
	
what you will learn A review of the fundamentals of how to optimize your social and digital pages to become more discoverable to new clients, teams, and tenants online, from Instagram to Google Business, Your Website and More.	
materials Class video and PDF, How To Become More Discoverable Online Checklist, ChatGPT prompts	



Storytelling Through Captions Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through the fundamentals of awesome, aligned storytelling in the context of creating captions for your content. In addition, we will walk through how to simplify your content creation process and help them work for you, through a deeper understanding of your brand, and desired outcomes, with a little assist from AI.