

Brand Story Outline for Clients

Hello. I am working on creating a brand story outline for clients, for my new salon brand. I will need help with brand story for team, after. Based on my notes below, can you create a brand story outline for me that I can use in all my future prompts for this brand? Thank you.

Root + Kind A Salon

(working salon name until trademark search is complete and trademark has been filed)

Brand Purpose

1. What problem are we solving?

Most salons focus on looks, not long-term hair and scalp health. People are tired of quick fixes, damage, and stress in their self-care routines.

2. Why do we exist?

We exist to create a healthier relationship with hair, beauty, and work. We believe that healthy hair begins at the scalp. We’re here to care for people from root to soul, without the fluff.

We want to redefine what a modern salon experience looks and feels like—less stress, more support. We want to help people feel good in their hair and in their lives. And we want to show that a salon can be a place of healing, growth, and grounded beauty—for both clients and team.

Brand Promise

What do our clients value and believe in?

Hair health is beauty.

Scalp care is self-care.

Simplicity creates space for real connection.

Compassion is powerful—at the chair and behind the scenes.

What does our experience look and feel like?

We center everything around health —of the hair, scalp, and human. Personalized treatments, holistic scalp therapy, healthy color, and thoughtful extensions. Everything we do is intentional, kind, and built to last. Welcoming, peaceful, clean, intentional. You feel heard, not rushed. You leave glowing from the inside out.

Brand People

Who do we serve?

Clients who care about how they feel just as much as how they look—people who are tired of surface-level beauty and want services that nourish and last.

Brand Service/Products

What solutions do we offer?

Scalp therapy + facial-like rituals

Healthy hair color

Hair extensions that protect and restore



Brand Story Outline for Teams

Hello. I am working on creating a brand story outline for teams for my new salon brand. Based on my notes and brand story outline for clients below, can you create a brand story outline for teams for me that I can use in all my future prompts for this brand? Thank you.

Brand Purpose

To create a healthier relationship with beauty and work by offering a supportive, wellness-rooted environment where stylists can grow sustainable, fulfilling careers—without the chaos, confusion, or burnout.

The Problems We Solve

- Most salons operate in survival mode, leaving stylists overwhelmed, unclear, and unsupported.
- Hustle culture is glamorized, but it leads to burnout and emotional fatigue.
- Too many stylists are navigating their careers alone, without systems, structure, or real leadership.

Brand Promise

At Root + Kind, we promise a grounded, wellness-centered salon culture where clarity, kindness, and calm are built into every layer of the experience—from your schedule to your growth plan. We care for our team the same way we care for our clients—with intention and heart.

How We Solve Those Problems

- We lead with compassion, not ego.
- We offer clear communication and expectations, so no one is left guessing.
- We build simple systems that support creativity and reduce stress.
- We provide real structure, mentorship, and a career path you don’t have to figure out alone.
- We protect peace in our space so you can focus on what you do best

Brand People

We are calm, kind, present, and professional. We believe in collaboration over competition, and we prioritize both personal and professional wellness. We're stylists, educators, creatives, and leaders who want to grow without losing ourselves along the way.

Who We Solve Problems For

Stylists who:

- Are tired of chaos, cliques, and unclear expectations
- Want a peaceful, professional space to grow their career
- Value wellness, intention, and authenticity
- Are looking for leadership that listens and supports
- Crave a long-term path that aligns with their values

Brand Services / Products (The Solutions We Provide)

- Employment with real benefits and aligned values
- Simple systems that reduce overwhelm
- Clear expectations and compassionate leadership
- Career development with mentorship and structured growth opportunities
- A grounded salon space that feels calm, inclusive, and safe
- A culture that honors your wellbeing—emotionally, mentally, and physically



For Optimizing Digital Pages Like Google Business

Hello. I am working on creating an about section for my google business and yelp pages that helps my salon become more discoverable to the clients we wish to serve and is fully optimized. Can you give me some ideas based on my brand story outline below? Thank you. (copy and paste your brand story for clients outline)

For Content Ideas and Inspo

Hello. I am struggling with what type of content I need to create to connect with the type of clients I wish to serve. Below is my brand story outline for clients. Can you please give me 10 content ideas that are aligned with my brand? Thank you. (copy and paste your brand story for clients outline)

For marketing to attract the right type of stylists

Hello. I am needing to fund more stylists to work at my salon. I need some content and caption ideas for my social media that is aligned with my brand story for teams below. I also need ideas for the right questions to ask on the application, along with interview questions, experience day outline and initial onboarding and training for my new hires. Can you please give me those things aligned with my brand story below, thank you. (copy and paste your brand story for teams outline)

For creating newsletter content

Hello. I would like to start a monthly newsletter for my clients that crates connection and delivers value that is aligned with my brand story below. Can you give me a simple, three topic format, that I can create and deliver? Thank you. (copy and paste your brand story for clients outline)

For onboarding and training the team

Hello, I need help prioritizing my onboarding and education for both new and current team members that is aligned with my brand story for teams below. Can you give me an outline that prioritizes brand understanding, and experience. Thank you. (copy and paste your brand story for teams outline)

For service name and description ideas

Hello. I am working on my service menu for clients. I want the menu to be simple, relevant, and aligned with my brand. I want the names of the services to be client friendly, and SEO optimized, and I want the descriptions to be clear and simple, in the language of salon clients. I want to keep the services offerings to no more than 10 services. All aligned with my brand story for clients below. Thank you. (copy and paste your brand story for clients outline)

