



How To Become More Discoverable Online Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through the fundamentals of making your business more discoverable online to those you wish to serve, be it clients, teams, or tenants. We will discuss the Awesome Client Journey, where you can automate, and where you can best focus your time and energy.

Workshop Outline

- ✓ Brand story
- ✓ Social and media fundamentals
- ✓ The Awesome Client Journey
- ✓ Optimizing Your Social and Digital Business Pages
- ✓ Brand Story, Discoverability + AI
- ✓ Reviews + AI

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



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

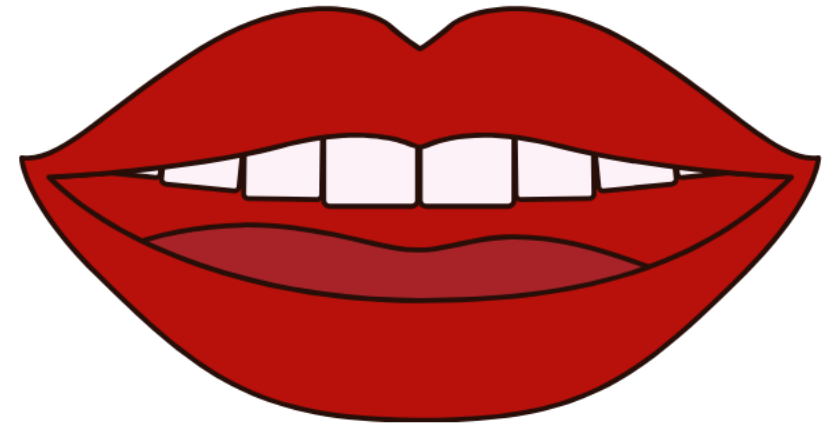
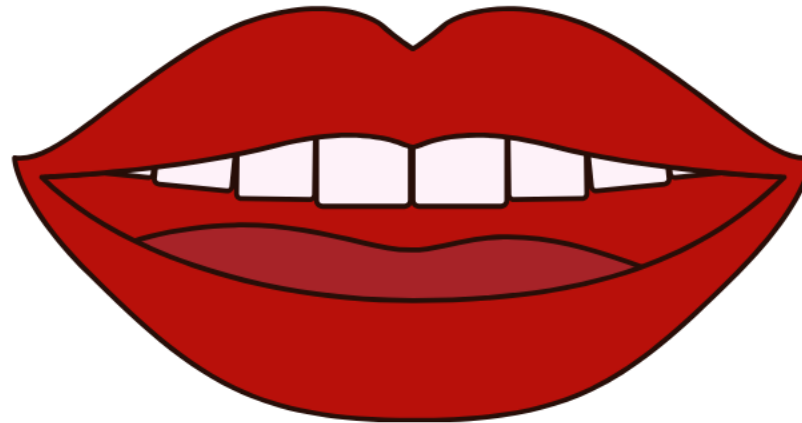
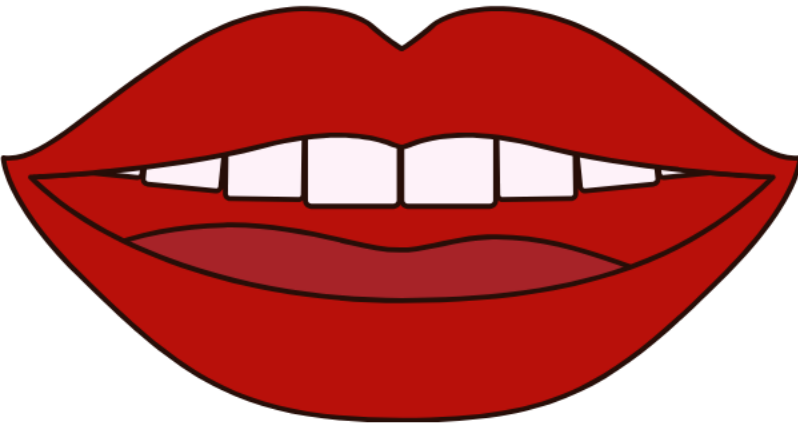
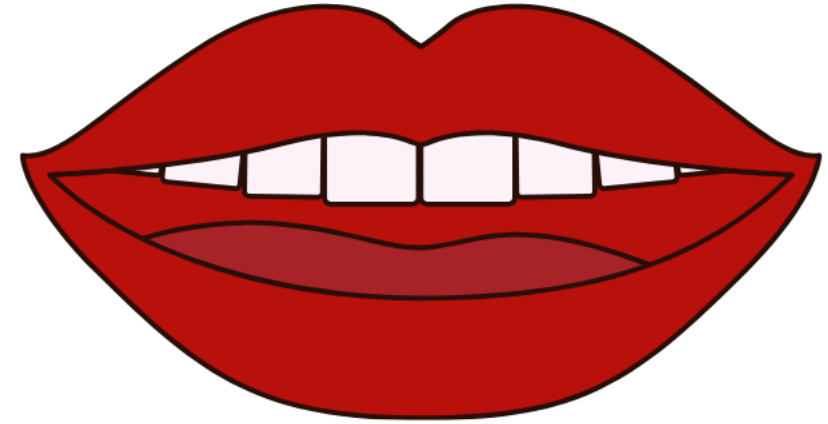
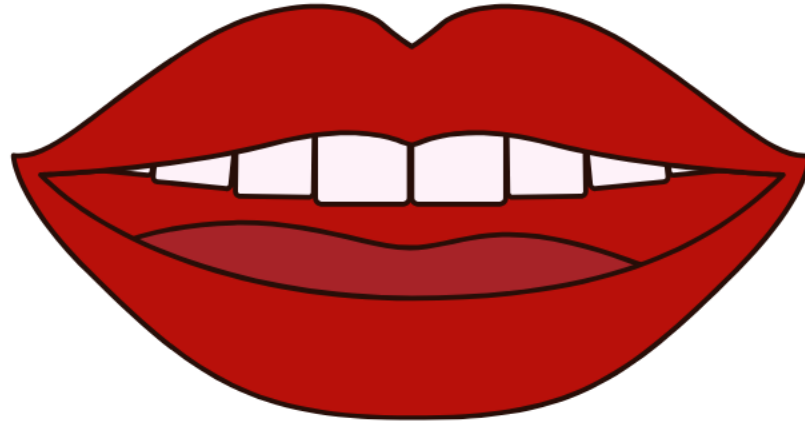
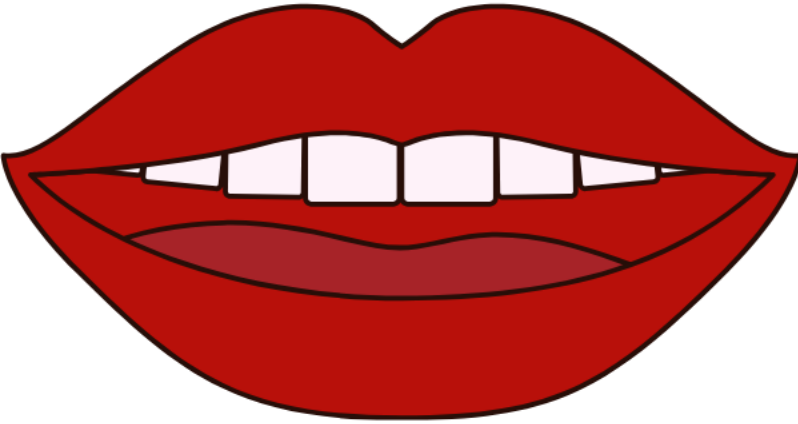
Marketing
Pricing
Culture
Content
Programs
Operations and systems
Education
Communications
Client, team, tenant care



What



Word of Mouth Happens Both Online and Offline



Discovery and Word of Mouth

- Social and digital 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

How do you find new businesses online?

What inspires you to take action with a new business you find online?

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

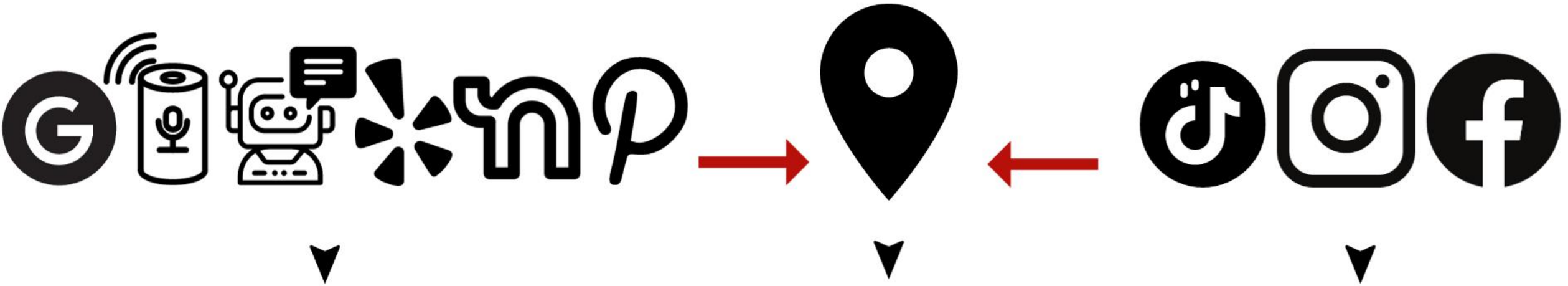
Action

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

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

Balayage salon near me



Technology and Your Online Brand Experience

- The experience begins the moment a client discovers your salon brand online
- Tap into the technology and tools available to create an online experience that's aligned with your offline experience
- This is what the Awesome Client Journey is all about



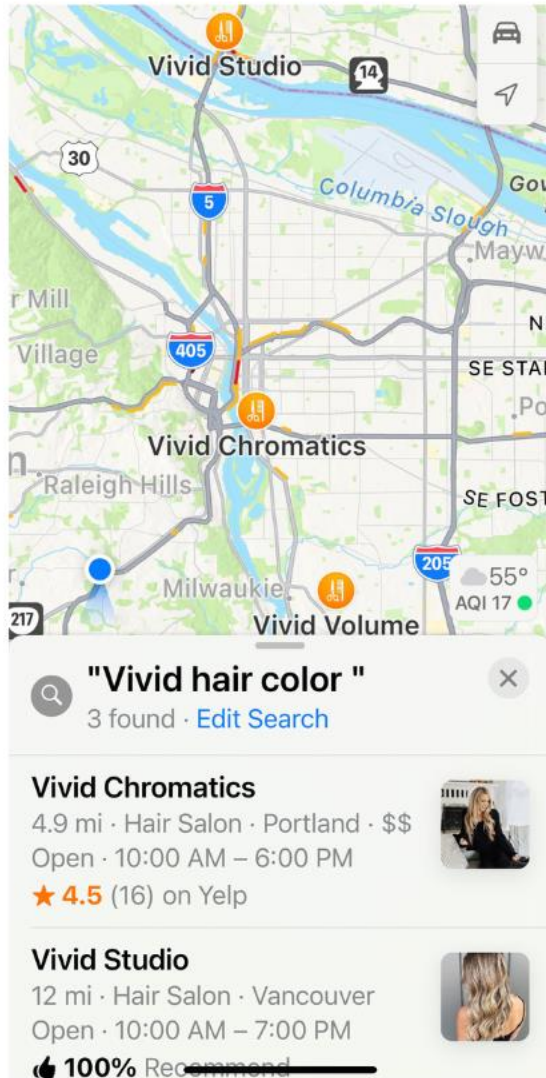
How



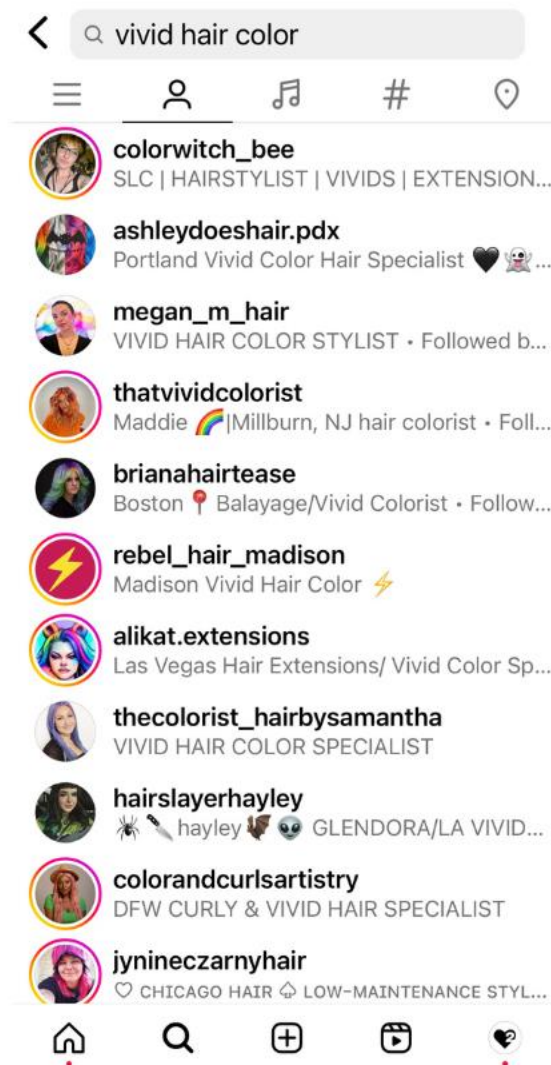
Optimizing Your Social & Digital Pages

Becoming Discoverable Online

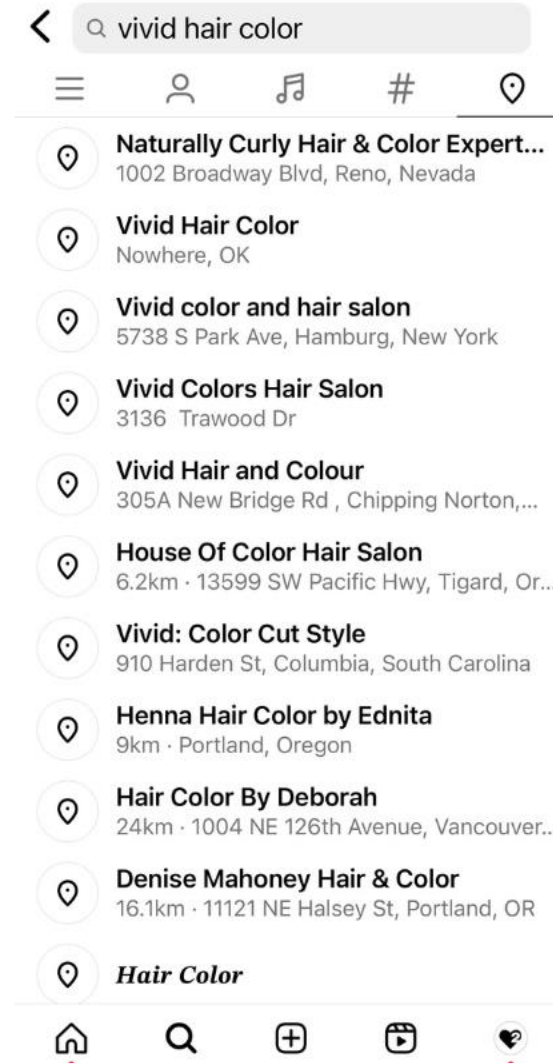
Apple Maps



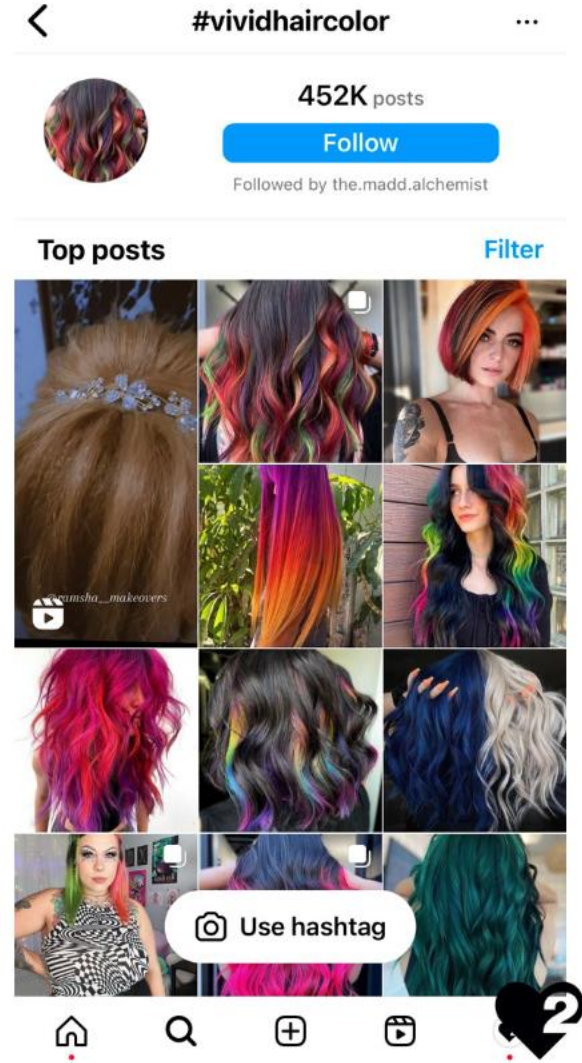
Instagram Key Word



Instagram Location Tag

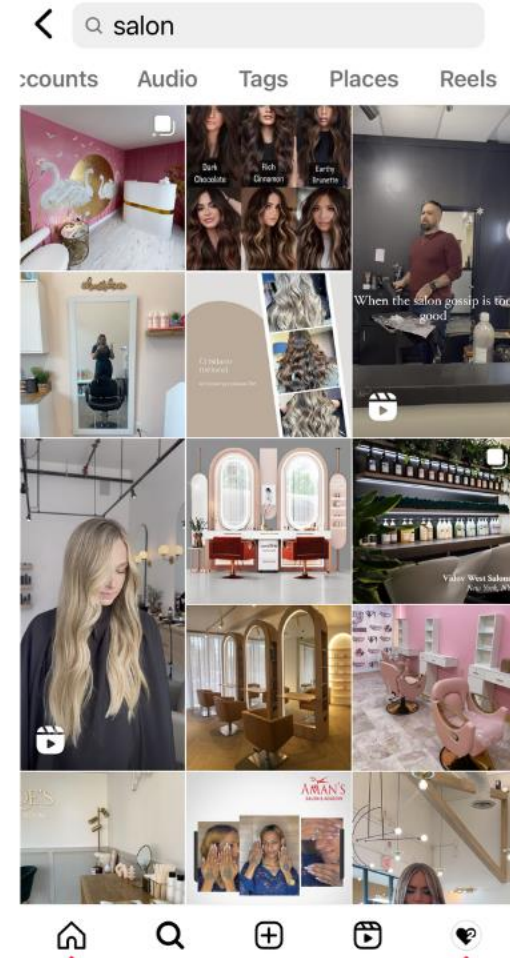
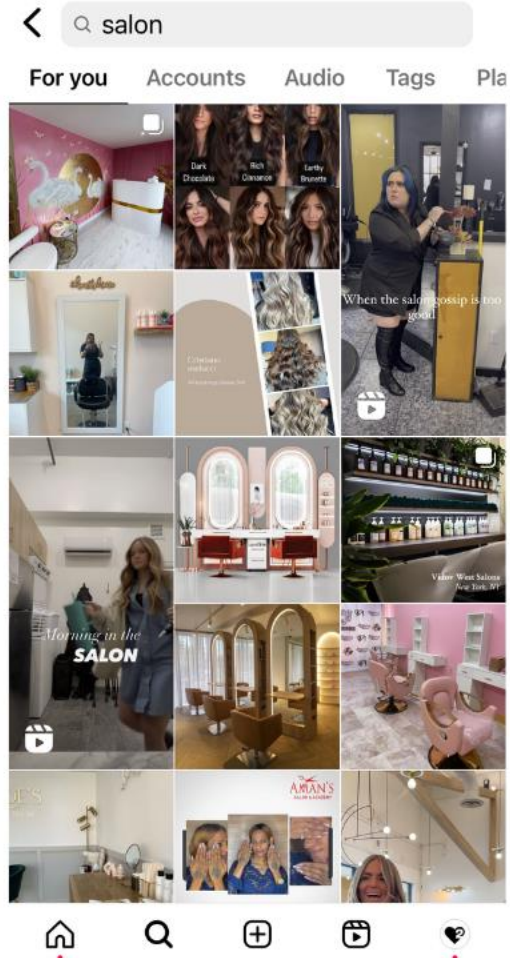


Instagram Hashtag



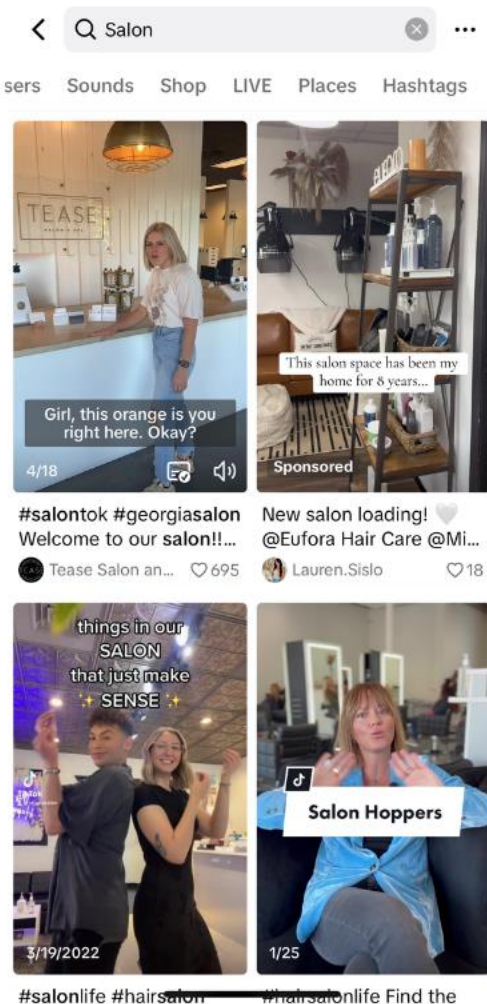
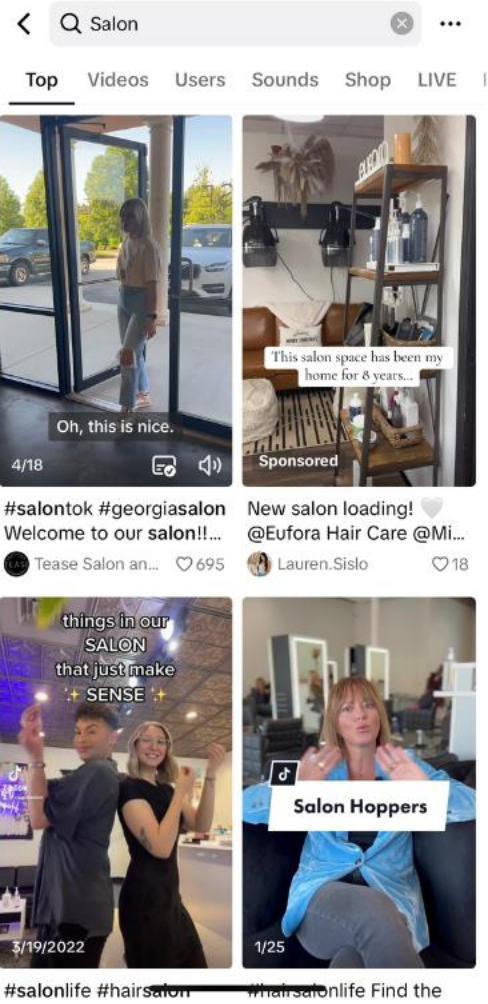
Instagram Search

Accounts
Audio
Tags
Places
Reels



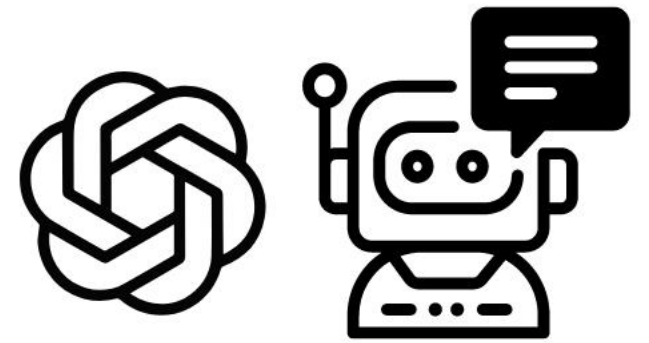
TikTok Search

- Top
- Videos
- Users
- Sounds
- Shop
- LIVE
- Places
- Hashtags



AI, Search and Discovery

The words you choose to use have direct impact on your discoverability



NI

Hello. I am looking for a barber in Portland Oregon. Can you help me find one? Thank you.



Of course, I'd be happy to help you find a barber in Portland, Oregon! Here are a few options you might consider:   

1. **Gentleman's Barber Shop:** Located at 811 SW Morrison St, this barber shop offers classic grooming services for men. They have skilled barbers and a relaxing atmosphere.
2. **Rooks Traditional Barbers:** You can find this barber shop at 1313 NW Flanders St. They provide traditional and modern barbering services with a focus on quality and attention to detail.
3. **Bishops Cuts/Color:** With multiple locations in Portland, including 1230 SE Grand Ave, Bishops is a trendy and modern barber shop that offers a range of hair services for all genders.
4. **The Modern Man Barber Lounge:** Situated at 1405 SE Hawthorne Blvd, this barber lounge offers a variety of grooming services for men in a comfortable setting.
5. **Hair M:** This barber shop is located at 2929 SE Powell Blvd and provides both men's and women's haircuts. They are known for their skilled stylists and friendly atmosphere.

Before you visit any barber shop, it's a good idea to check their website or give them a call to confirm their services, pricing, and availability, as these details can sometimes change. You might also want to read reviews online to get a sense of the experiences other customers have had.

NI

Hello. I am looking for a barber in Portland Oregon who offers gender free services and pricing. Can you help me find one? Thank you.

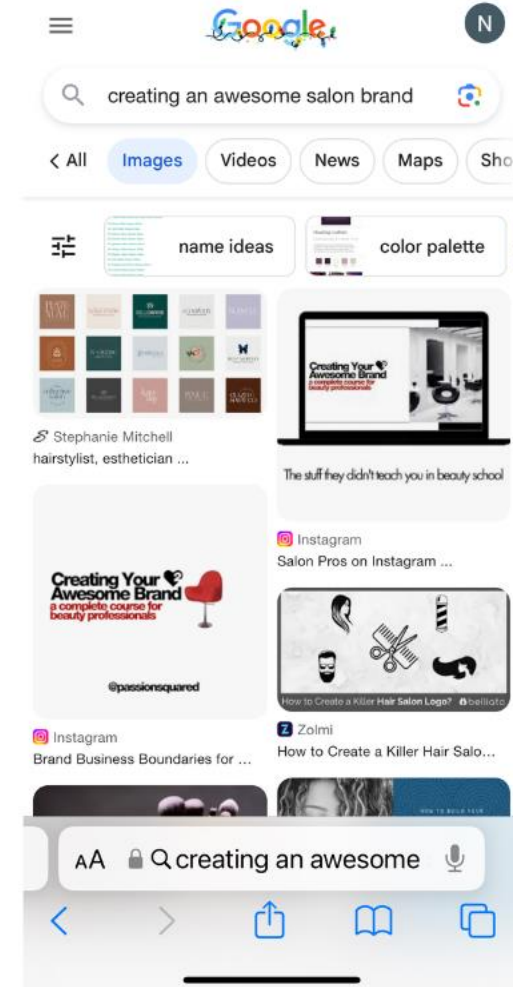
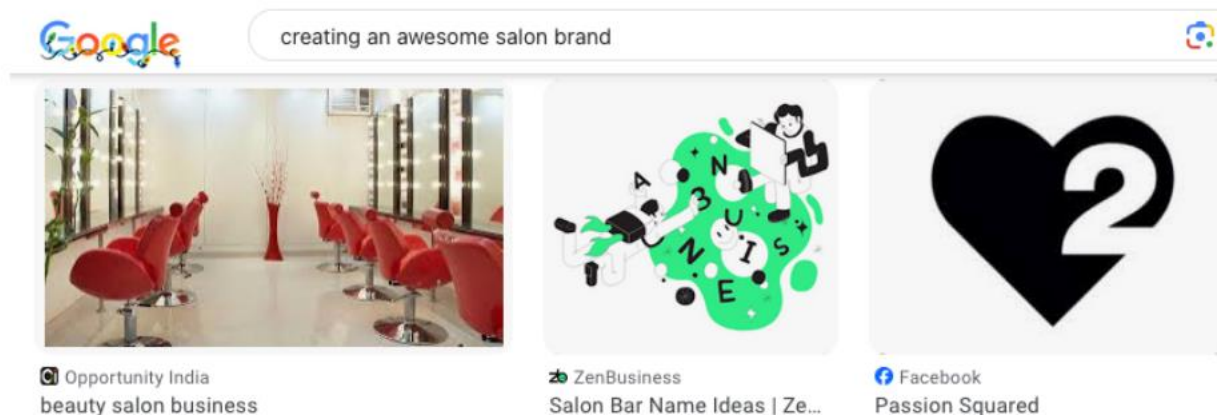
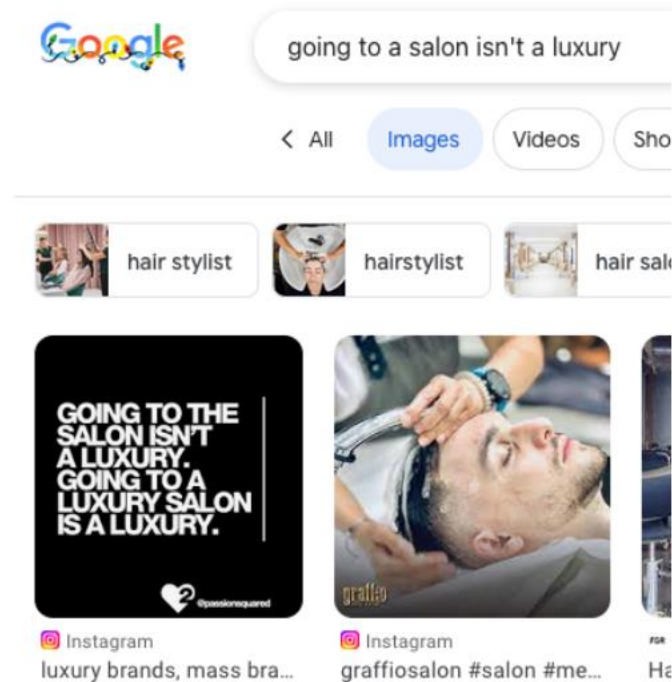
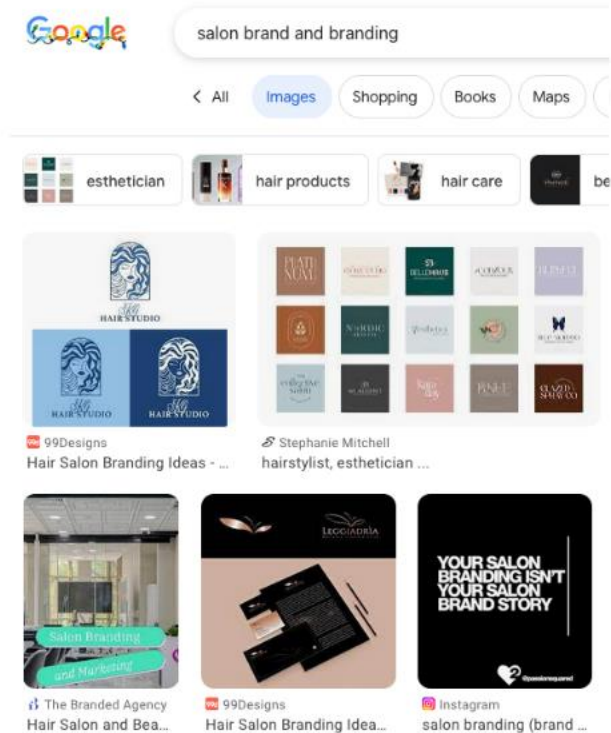


Certainly! Finding a barber that offers gender-neutral services and pricing is a great choice for inclusivity. Here are a couple of options in Portland, Oregon, that you might consider:   

1. **Bishops Cuts/Color:** As mentioned earlier, Bishops has multiple locations in Portland, including 1230 SE Grand Ave. They are known for providing services for all genders with a focus on a relaxed and inclusive atmosphere. They offer a set pricing structure regardless of gender.
2. **The Modern Man Barber Lounge:** Located at 1405 SE Hawthorne Blvd, The Modern Man Barber Lounge is known for its welcoming environment and gender-neutral pricing. They aim to provide quality grooming services for everyone.
3. **Saints and Sinners Barber and Beauty Parlor:** This salon can be found at 811 E Burnside St. They offer a range of hair services for various genders, and they prioritize creating a comfortable space for everyone.

When reaching out to these or any other barber shops, you might want to inquire specifically about their gender-neutral services and pricing to ensure they align with your preferences. It's also a good idea to check their reviews or social media presence to get a sense of their commitment to inclusivity and customer experiences.

Every Word and Picture (and picture title) Counts



Every Word and Picture (and picture title) Counts

Google

your salon brand story

< All Images Shopping Videos Maps More Tools

Saved SafeSearch

salon logo photoshoot beauty salon marketing passionsquared stylist esthetician photoshoot ideas RAN marketing beauty parlour instagram


Miosalon Blog
7 Simple Steps to B...


Paramount Beauty
Schwarzkopf Brand Story | Paramount Bea...


Constant Contact
The Salon Branding Guide: 8 Pillars To ...


Stephanie Mitchell
hairstylist, esthetician ...


Instagram
Salon Pros on Instagram ...


Constant Contact
The Salon Branding Guide: 8 Pillars To ...


Appointment Blog
Effective Salon Branding Strategy ...


Salon Owners Collective
Salon Owners Collective

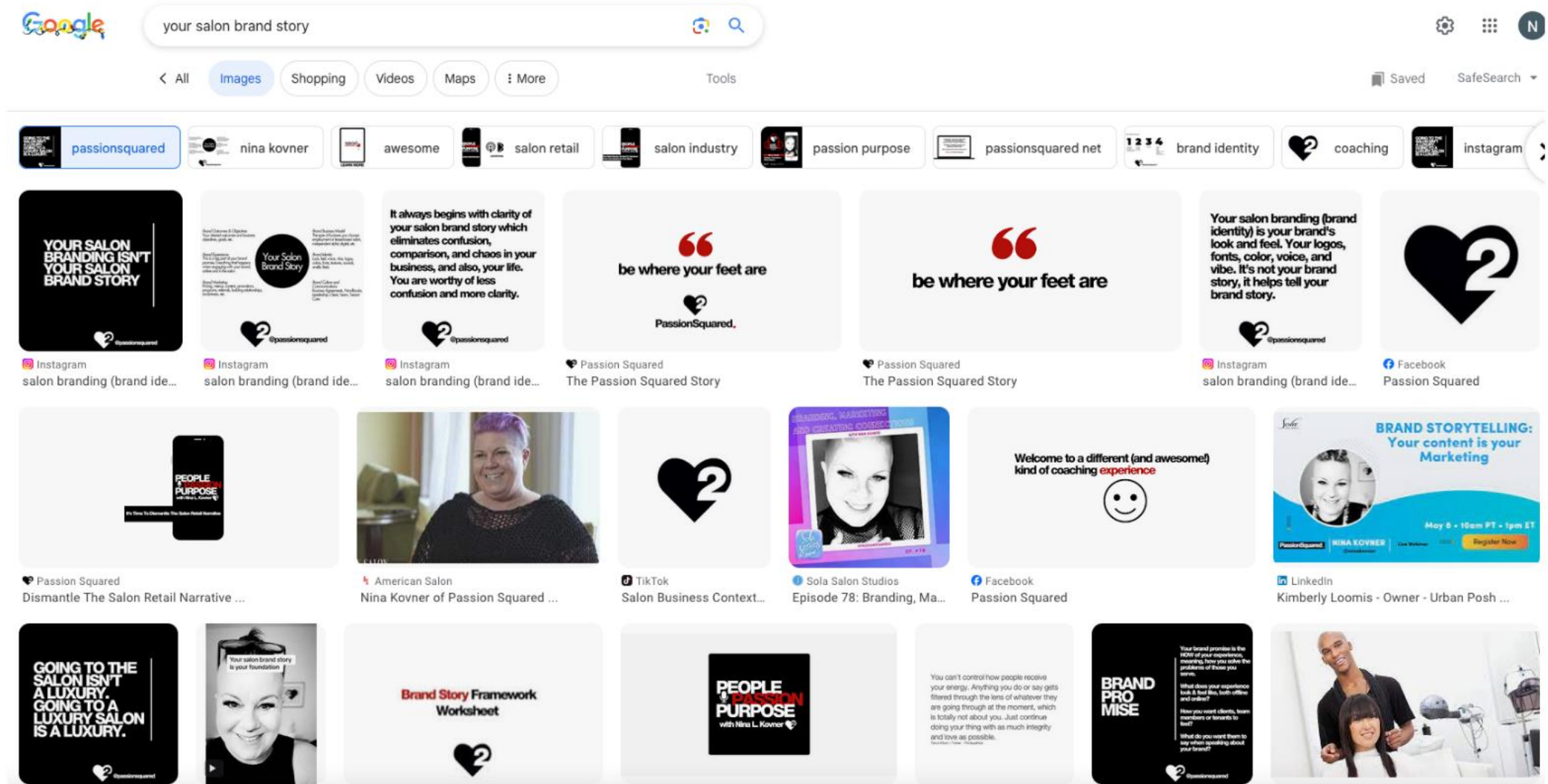

Instagram
Brand Business Boundaries for S...


Pinterest
salon account Instagram...


Stephanie Mitchell
hairstylist, esthetician ...


99Designs
Salon branding: combing through the ...

Every Word and Picture (and picture title) Counts



Captions, Captions, Captions



Relevant



Aligned



Specific

SALON PRICING: THE CRITICAL CONTEXT THAT'S MISSING FROM EDUCATION AND CONVERSATIONS



@passionsquared

passionsquared One of the main reasons the same issues and discourse come up around salon pricing is that nobody is talking about how pricing is driven first by brand story and strategy, including salon business model, and salon market position.

This is a key fundamental of both service and product pricing, and how businesses first determine how they will set their prices.

Next comes costs, including overhead, desired profit, and in the context of service pricing, demand, experience, etc.

However, it always starts with brand. When you're clear on that, everything else becomes WAY simpler and you're empowered to make your salon pricing decisions in alignment with your brand.

These are the fundamentals that are missing in the conversations! It always begins with clarity of your salon brand. To learn more about the Creating Your Awesome Brand course, click on the link in our bio [@passionsquared](#)

You are worthy of more clarity, context, confidence, courage and joy! Believe it. I do.
❤️ Nina



SALON PRICING: THE CRITICAL CONTEXT THAT'S MISSING FROM EDUCATION AND CONVERSATIONS



@passionsquared

Comments

...

🔍 Salon pricing strategies

For you ▾



passionsquared 1w · Author

#passionsquared #salonleadership
#saloneducation #salonmarketing
#salonbusinesstips #salonbranding
#salonbusinesseducation
#salonbusinessmentor

Reply Share on Threads



cosmicchloe 1w · ❤️ by author

Love this 🙌

Reply Hide

— View 1 previous reply



Add a comment...



Salon pricing strategies

For you

Accounts

Reels

Audio

Ta

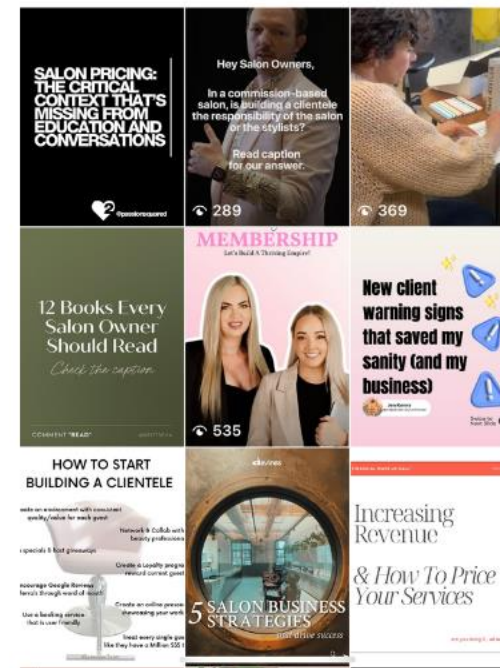
Summarizing...



Salon pricing strategies are crucial for attracting and retaining clients while ensuring profitability. To craft a winni... more

🔍 Salon pricing strategies

Sources



Every Word and Picture (and picture title) Counts



Passion Squared Going To A Salon Is Not A Luxury fb.png

PNG image - 58 KB



Passion Squared Salon Brand Story Creating Your Awesome Brand.png

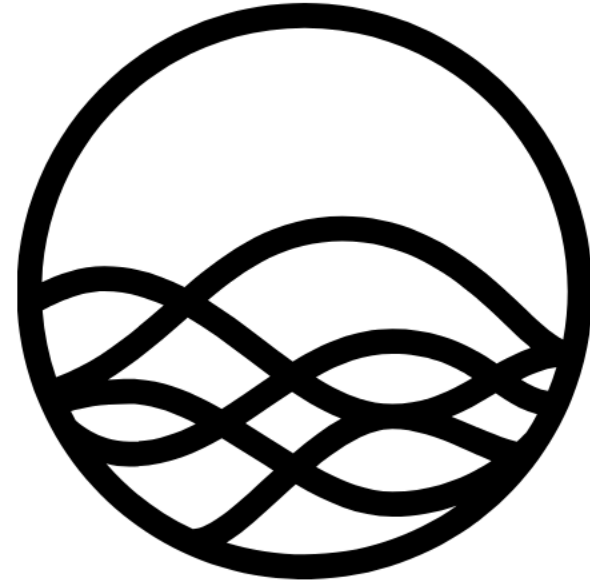
PNG image - 299 KB

Voice, Search and Discovery

Alexa



Siri



Alexa and Siri use the information on the web to deliver answers to your questions which could include your Google Business page, Yelp page, Apple Business Connect page, website, social pages, etc.

Optimizing Your Social and Digital Pages

Page Name

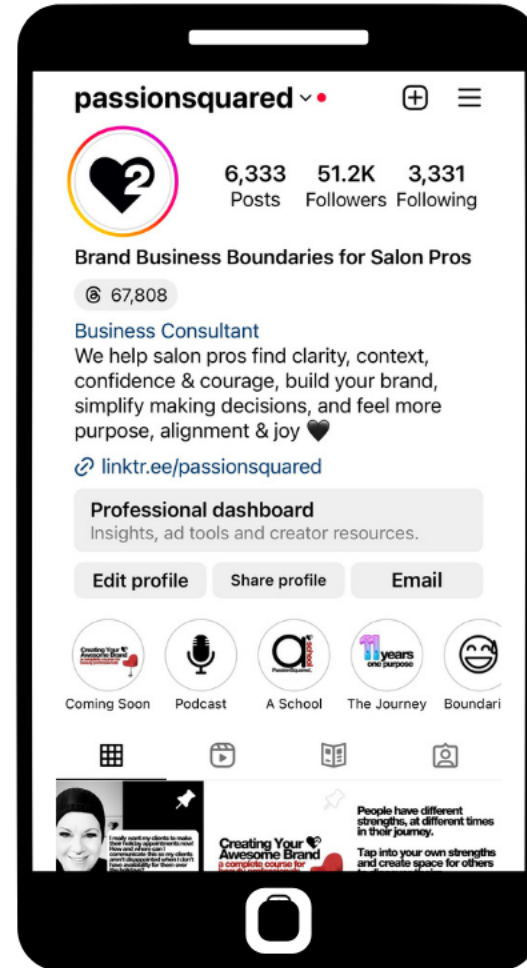
Page Bio

Location Information

Book Button

Contact Information

Call To Action Link



Optimizing Your Social and Digital Pages

Keywords

Services/Products

Service Area

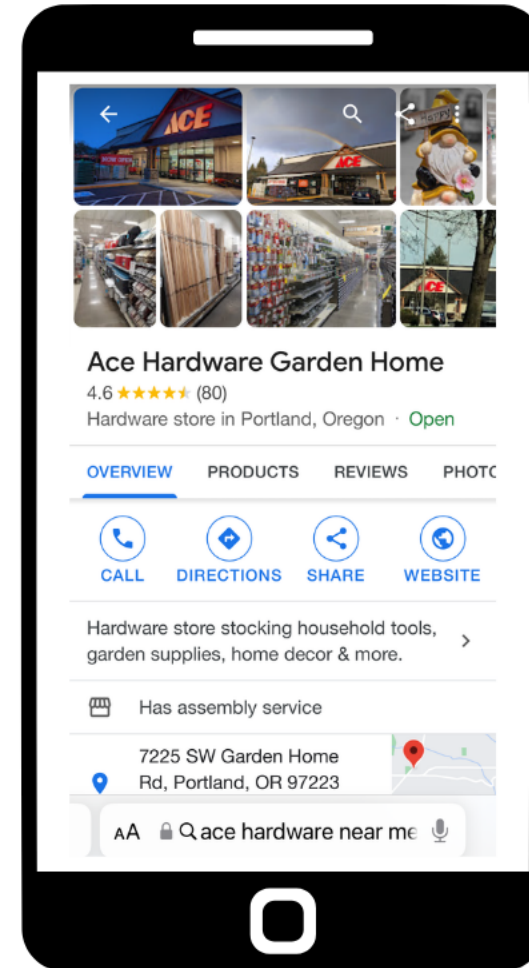
About Section

Location Information

Contact Information

Reviews

Images



Optimizing Your Social and Digital Pages

Keywords

Services/Products

Service Area

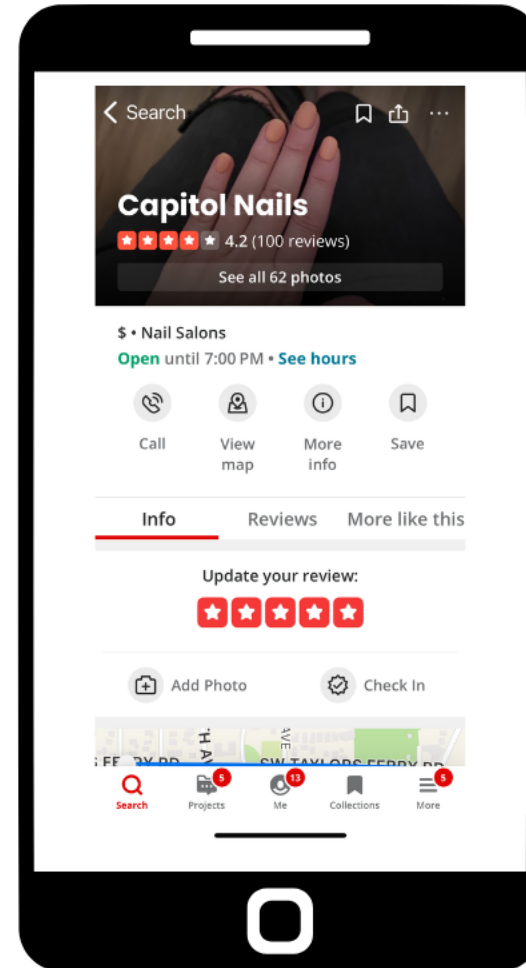
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Optimizing Your Social and Digital Pages

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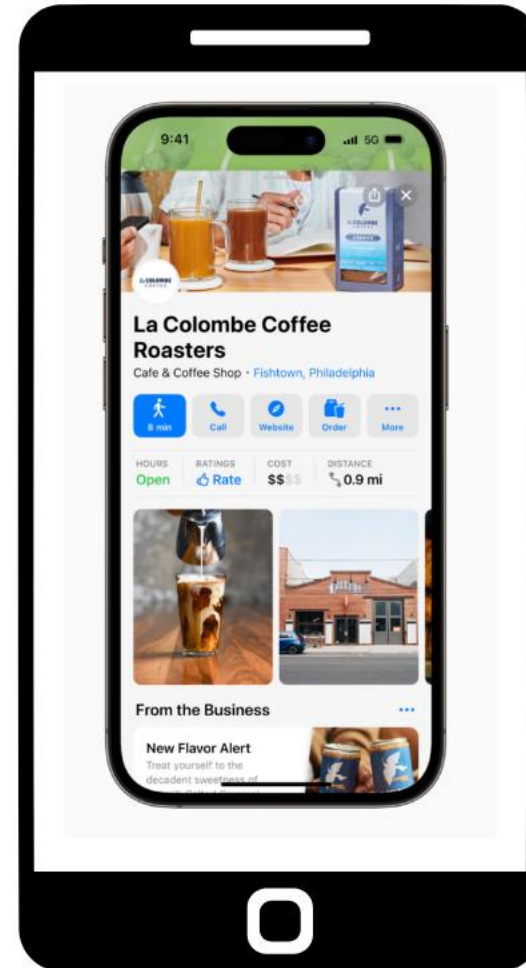
Location Information

Contact Information

Reviews

Images

Apple Business Connect



Optimizing Your Social and Digital Pages

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Services/Products

Service Area

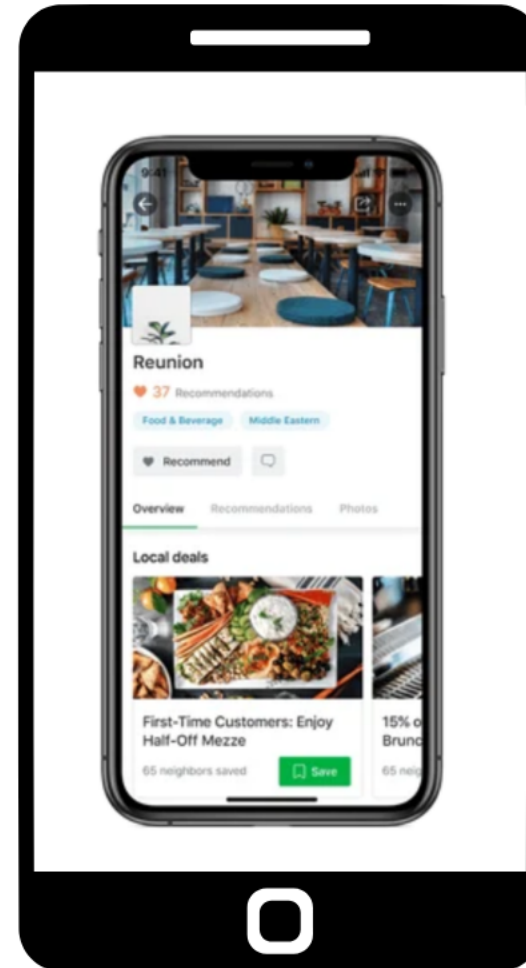
About Section

Location Information

Contact Information

Reviews

Images



Website

Page name

Meta description

Image name

Tags

Search appearance

Determine how your post should look in the search results.

Preview as:

Mobile result

Desktop result

Passion Squared

passionsquared.net › going-to-salon-...

Going To A Salon Isn't A Luxury, Going ...

Nov 28, 2023 — When you have clarity on your salon brand story & position, you're able to focus on why, how & who you serve and get out of comparison!



SEO title

Use AIInsert variable

TitlePageSeparatorSite title

Slug

going-to-salon-isnt-a-luxury

Meta description

Use AIInsert variable

When you have clarity on your salon brand story & position, you're able to focus on why, how & who you serve and get out of comparison!



Passion Squared Going To A Salon Is Not A Luxury fb.png
PNG image - 58 KB

Tags

^v▲

Add

Separate tags with commas

✕ salon brand

✕ salon brand storytelling

✕ salon branding ✕ salon business

✕ salon business courses

✕ salon education

✕ salon marketing ✕ salon owner

Brand Story and Discoverability

Alexa, who is an awesome hybrid lash artist?



Gender affirming hair cuts and hair color



Head spa and scalp facials



Matte black nails



Brand Story Outline for Clients

Root + Kind A Salon

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. People who care about kindness, inclusivity, the planet.

Brand Service/Products

What solutions do we offer?

Scalp therapy + facial-like rituals

Healthy hair color

Hair extensions that protect and restore



Hello. I am working on helping my salon become more discoverable online. From keywords, to copy, to social pages, to captions, to optimizing my Google business, Yelp, and Facebook page, and IG bio. Based on my brand story below, can you help me with all of the above, being aligned with my brand and optimized for discovery of the people (clients, teams, tenants) I want to serve? Thank you!

Brand Story Outline for Clients Root + Kind A Salon

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SEO + Discoverability Strategy (Overview)

Core Keywords to Use Across Platforms

Primary Keywords (High Intent):

- scalp therapy salon
- healthy hair color
- hair extensions for hair health
- holistic salon near me
- scalp facial near me
- hair wellness salon
- hair and scalp care

Secondary Keywords (Supportive/Descriptive):

- inclusive salon experience
- mindful beauty salon
- modern scalp treatments
- kind salon experience
- healthy blinding
- root to soul hair care
- non-toxic hair salon

📍 Google Business, Yelp, and Facebook 'About' Sections

✨ Optimized Bio:

Root + Kind is a modern salon experience built for your whole self—where scalp care is self-care, and hair health is beauty. We offer holistic scalp therapy, healthy hair color, and damage-free extensions designed to restore, not stress.

Located in [City, State], Root + Kind is a peaceful, inclusive space where you'll feel heard—not rushed. Whether you're struggling with flaking, thinning, or just want to feel better in your hair, we care for you from root to soul.

Scalp facials • Healthy blonding • Modern extensions

✨ Book now → [website]

📍 [Address] | IG: @rootandkindsalon

Character count optimized for Google: ~690 characters with spaces.

📱 Instagram Bio

🧴 IG Bio (Max 150 characters):

✨ Scalp facials + healthy color

🌱 Hair wellness from root to soul

📍 [City] | Book: ⬇️

🔗 [Linktree or website]

🌿 IG Name Field (SEO Tip):

Use: Root + Kind | Scalp Care & Hair Health

This boosts your visibility for "scalp care salon" or "healthy hair salon" searches on IG.

Content Pillars (for IG/Facebook)

1. ✨ **Scalp & Hair Education**
→ Before & afters, what's a scalp facial, healthy blonding
2. 🌙 **The Root + Kind Experience**
→ Salon vibe, peaceful energy, inclusivity visuals
3. 🌱 **Client Testimonials & Stories**
→ Share voice-of-client moments & photos
4. 🧡 **Team + Culture**
→ Highlight your intentional hiring, your team values, training, kindness-first culture

1. 🙌 Your scalp is talking—are you listening?

Your hair's health starts where it grows. At Root + Kind, we combine scalp facials with healing rituals to care for your whole self—not just your hair.

Click the link in our bio at @rootandkindsalon to reserve your Scalp Therapy Ritual.

2. ✨ Healthy hair color isn't a dream—it's our standard.

You shouldn't have to choose between gorgeous results and your hair's integrity. Our mindful color services are designed to protect, nourish, and glow.

Click the link in our bio at @rootandkindsalon to learn more and book your visit.

3. 🌙 Ever left the salon feeling more stressed than when you walked in?

That doesn't happen here. Root + Kind is a peaceful, intentional space where you're heard, not hurried—and where every detail is designed with your wellness in mind.

Click the link in our bio at @rootandkindsalon to experience it for yourself.

4. 🧠 Burnt out? So is your scalp.

Flaking, itching, hair shedding, or tension? Our facial-like scalp rituals help reset your nervous system and support long-term hair health.

Click the link in our bio at @rootandkindsalon to reserve your scalp healing session.

5. 🌿 **Rooted in health. Built on kindness.**

From scalp to soul, everything we do is intentional. Our salon experience is about real connection, healthy hair, and care that lasts.

Click the link in our bio at @rootandkindsalon to book your first visit.

Awesome! Now can you give me a website about section speaking to the clients we wish to serve? Then give me content ideas for speaking to stylists we want to hire? Then, can you give me service name and descriptions, all aligned with my brand story, and optimized for SEO and speaking to the clients and stylists we serve?

Website "About" Section (Client-Facing + SEO Optimized)

✨ Root + Kind | A Health-First Hair Salon Experience

At Root + Kind, we're redefining what it means to feel good in your hair.

Our salon was created for people who are tired of surface-level beauty and ready for something deeper—an experience that prioritizes long-term hair and scalp health, not just looks. We specialize in holistic scalp therapy, healthy hair color, and damage-free extensions that restore from root to soul.

We believe:

- Hair health *is* beauty
- Scalp care *is* self-care
- Simplicity makes space for deeper connection

Whether you're dealing with breakage, thinning, or simply want to be cared for in a way that feels more intentional, Root + Kind is a peaceful, inclusive space where you'll feel seen, heard, and supported—never rushed. From our healing rituals to our kind and educated team, everything we do is designed to help you glow from the inside out.

Located in [City, State], Root + Kind is a modern wellness-forward salon for clients who want more than a quick fix—and who care just as much about how they feel as how they look.

Content Ideas for Attracting Stylists (Aligned with Your Brand Promise)

Speak directly to the stylists who value care, wellness, and purpose. These ideas are great for Instagram carousels, Reels, or LinkedIn-style long captions:

6 Content Themes for Recruiting Stylists

1. **"What Root + Kind Looks Like Behind the Scenes"**
 - A photo series or video showing peaceful energy, thoughtful consultations, rituals in action, and supportive team culture.
2. **"We Don't Rush Hair—or People"**
 - Talk about time standards, values around presence, and how slower, intentional service = healthier hair and happier humans.
3. **"Healthy Hair, Healthier Careers"**
 - Highlight how you're investing in career longevity (education, ergonomics, boundaries, pricing that supports care).
4. **"A Salon Built on Kindness"**
 - Share what kind leadership, team support, and client boundaries look like day to day.
5. **"Why We Center Health in Everything We Do"**
 - Talk about scalp therapy, stress reduction, and how that also applies to stylists—not just guests.
6. **"Meet the Team" Spotlights**
 - Create short clips or carousels where current stylists share why they chose Root + Kind, what they love, and what it's *really* like to work there.

SEO-Optimized + Brand-Aligned Service Menu

Designed to speak directly to your ideal client, and to reinforce your identity to stylists as a wellness-forward, intentional space.

Signature Scalp Rituals

Scalp Facial Ritual

A deeply restorative treatment that supports long-term hair growth and relief from flaking, irritation, or tension. Includes detox, exfoliation, massage, hydration, and nervous system-regulating techniques using small-batch, clean formulations.

For anyone craving calm, clarity, and care—from root to soul.

Root Reset

A quick, refreshing scalp therapy session for in-between appointments. Clarifies buildup, soothes itchiness, and rebalances the scalp microbiome.

Perfect before a color service or as a wellness tune-up.

✨ Healthy Hair Color

Kind Color

Our signature approach to vibrant, healthy hair color. Every service is customized and built around preserving the integrity of your hair and scalp. Includes bond-building, gentle lightening, and personalized care rituals.

Color that glows, without the damage.

Healthy Blonding

Blonding that's designed to protect. We prioritize hair health at every step with low-tox formulas, scalp-safe techniques, and protective treatments.

For lived-in blondes who want long-term beauty, not quick fixes.

Color Glow Refresh

A gloss and hydration ritual to boost shine, enhance tone, and bring dull hair back to life—without overprocessing.

Ideal between major color sessions.



Conscious Extensions

Restore Extensions

Hair extensions designed for recovery, not breakage. We use protective methods and scalp-safe installation to support fullness, confidence, and healing.

No tension. No damage. Just healthy, beautiful hair.

Kind Volume Add-On

Add subtle volume or fullness with lightweight extensions that blend seamlessly into your natural hair.

Thoughtful beauty for everyday wear.

Let's Talk About Reviews and Discoverability



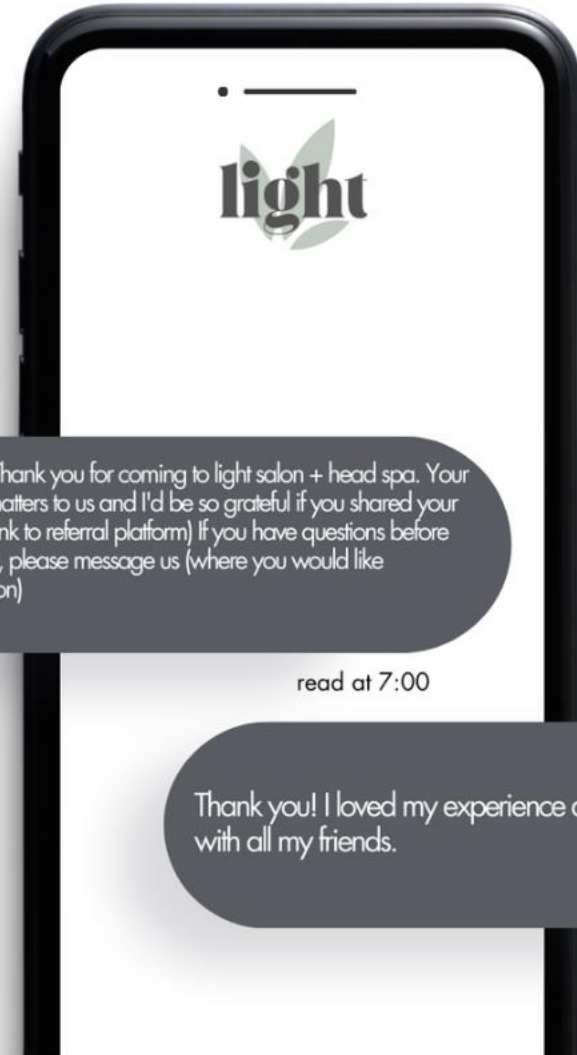
Reviews are simply part of being a business in the Internet age.

You can use them to help your current clients feel heard and cared about and to become more discoverable to future clients.





Your experience matters.
We'd be so grateful if you shared
a review of your experience on
Google. Thank you!



Navigating Not So Awesome Reviews

How you respond publicly to a not so awesome review says a lot about your business and brand.

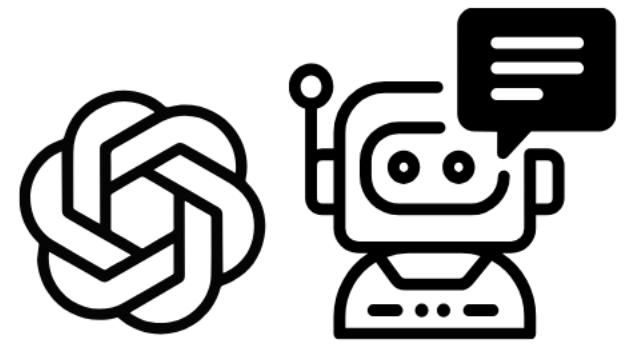
Before you respond, pause, process, and then proceed.

Your reply needs to be aligned with your brand.

Keep your reply simple and to the point.

Reply publicly, and then, privately.





You

Hello. I need some help crafting a reply to a not-so-awesome Yelp review from a client who visited our salon. I want to keep the reply simple and aligned with my salon brand. Can you please give me 5 responses that are aligned with my salon brand story below? Thank you.

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

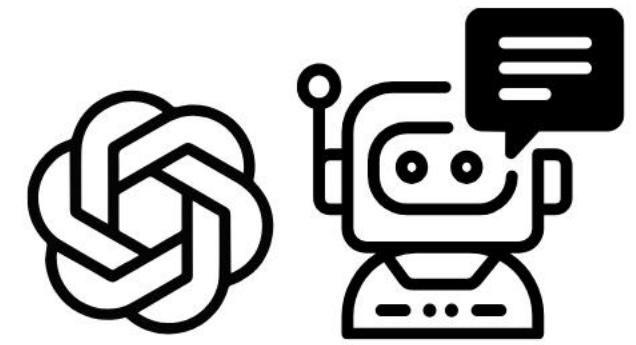
Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

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



ChatGPT

Certainly! Here are five responses aligned with your salon's brand story:

1. "Hi [Client's Name], thank you for sharing your experience with us. We're genuinely sorry to hear that your visit didn't meet your expectations. At [Your Salon Name], we strive to create a space where everyone feels seen, heard, and beautiful from the inside out. Your feedback is invaluable to us, and we'd love the opportunity to make things right. Please reach out to us directly so we can address your concerns personally. Thank you for being a part of our [Your Salon Name] community."
2. "Dear [Client's Name], we appreciate you taking the time to share your thoughts. We're committed to offering modern, trendy, and eco-friendly services that align with our clients' holistic beauty needs. We're sorry to hear we fell short this time. Please connect with us directly so we can better understand your experience and work towards ensuring you leave our salon feeling empowered and beautiful. Thank you for being part of the [Your Salon Name] family."
3. "Hello [Client's Name], thank you for your feedback. We're disappointed to hear that your visit didn't match the empowering and holistic experience we aim to provide. Your concerns are important to us, and we'd like the chance to address them. Please send us a direct message or reach out, so we can learn more about your experience and work towards making it right. We appreciate your honesty and value you as part of the [Your Salon Name] community."
4. "Dear [Client's Name], we're grateful for your feedback and sincerely apologize if your recent visit did not align with our commitment to creating a space of belonging and empowerment. At [Your Salon Name], we value your input and would love to understand more about your experience. Please connect with us directly, so we can address your concerns and continue to improve. Thank you for being part of our journey to redefine beauty in a holistic way."
5. "Hi [Client's Name], thank you for sharing your thoughts. We're sorry to hear that your visit didn't meet the standards we strive for at [Your Salon Name]. Our team is dedicated to providing modern, trendy, and eco-friendly services that make you feel good inside and out. We'd appreciate the opportunity to learn more about your experience and address any concerns. Please reach out to us directly so we can work towards making things right. Thank you for being part of the [Your Salon Name] family."

Resources

Creating Your Brand Story + Why
It Matters Workshop

Your Social Media Content Is
Your Marketing Workshop

Storytelling Through Captions
Workshop



How To Become More Discoverable Online Workshop

Workshop Purpose + Outcome

In this Workshop, we will walk through the fundamentals of making your business more discoverable online to those you wish to serve, be it clients, teams, or tenants. We will discuss the Awesome Client Journey, where you can automate, and where you can best focus your time and energy.