

Thank you so much for coming by our booth at the SEVEN LIVE Connection Center!

I am so beyond thrilled to be able to share my knowledge with my fellow hair artists, and I'm endlessly grateful for your interest, questions, and support!

Below you'll find ALL the Graphics + lots of notes on the topics I discussed at the table, including: multiple examples of Content Calendars, Content Ideas, and Guidelines to Effective & Easy Habits.

If you have any questions, please feel free to hit me up on Instagram (@\_unholyhair) or email me (unholyhair@gmail.com) any time!!

A handwritten signature in pink ink, appearing to read 'Cierra Crandall', written in a cursive style.

Cierra Crandall,  
aka Unholy Hair

For those who don't know me...

Hi, I'm **Cierra!** I'm a hairstylist in Sacramento, CA, with eight years of experience in the beauty industry, specializing in vibrant colors and transformative color corrections.

For the first four years of my career, I was what I would consider a “**struggling stylist**”; I had tons of difficulty standing out from the crowd, was failing at building and maintaining a clientele, and was constantly juggling multiple jobs to make ends meet.

By 2019, I had discovered many hair creators that resonated with me, and who motivated me to shape my business according to my vision, rather than how I'd seen others do. Initially, I began to post to social media, hoping for **instant success** and influencer-dom. However, despite *some* growth, it wasn't as rapid as I had wanted, and it left me feeling frustrated and overwhelmed by the platform's (and my own) expectations.

The pressure of social media, coupled with the elusive **algorithm**, led me to resent it, and ultimately I decided it wasn't the right fit for me.

Enter the pandemic. After exploring various forms of entertainment, TikTok emerged as my creative outlet. Posting for fun on a personal account, I unexpectedly gained **12k followers**. This “success” made me reconsider my stance on social media, and I began to consider that I just needed to learn how to leverage it effectively.

Motivated by this shift, I engaged in online courses, watched YouTube tutorials, and sought advice from influencers. With newfound **knowledge**, I dove back into social media upon resuming client services, determined to do it differently this time.

Within a year, I **doubled** my clientele and income, bidding farewell to my side jobs.

By the second year, I achieved **six-figure earnings**, surpassing \$100k in gross income.

Currently, I focus on catering to a niche clientele and sharing my expertise with fellow stylists to help them navigate **similar journeys** smoothly.

I can't wait to see what **YOU** do!!! 

# Table of Contents

For ease of use, in this file I just have the Content Calendar!  
Effective & Easy Habits can be found in the other file!

## 1. Content Calendar

- Examples
  - Hard Mode (6-7 days/week)
  - Every other day
  - Three times/week
- Empty Templates: August thru December 2024

# **Content Calendars**

Various examples of how scheduling content can work,  
and blank templates so you can create your own!

[ H A R D M O D E ]

# J U L Y

/ 2 0 2 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31 ■	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 ■ ■ ■	1	2	3

P O S T :   ■ O R I G I N A L   C O N T E N T ,   ■ T R E N D I N G   C O N T E N T  
          ■ B A T C H   F I L M ,   ■ S C H E D U L E / E D I T ,   ■ A N A L Y Z E

[ EVERY OTHER DAY ]

# JULY

/ 2024

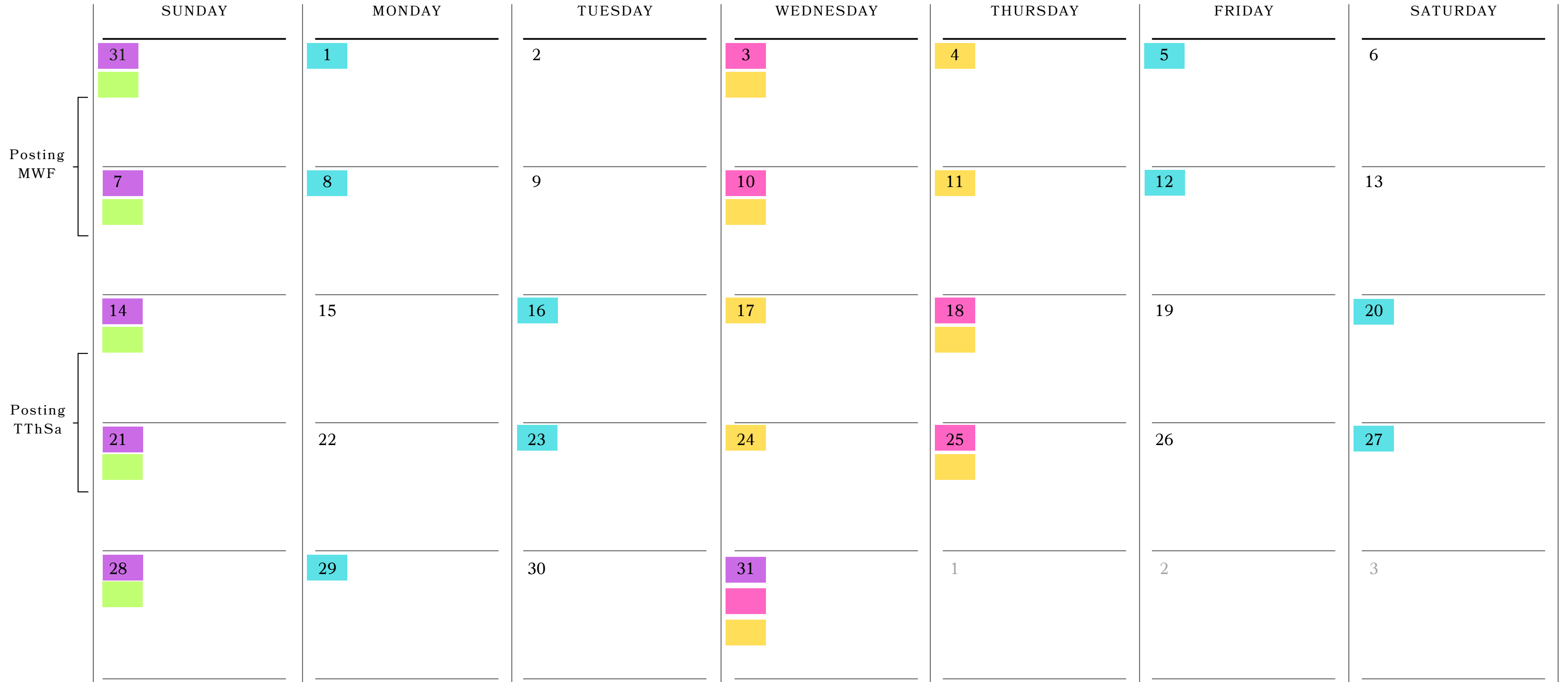
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31 ■	1	2	3 ■	4 ■	5	6
7 ■	8	9	10 ■	11 ■	12	13
14 ■	15 ■	16	17 ■	18 ■	19 ■	20
21	22	23 ■	24 ■	25 ■	26	27 ■
28 ■	29	30	31 ■ ■ ■	1	2	3

POST: ORIGINAL CONTENT, TRENDING CONTENT  
BATCH FILM, SCHEDULE / EDIT, ANALYZE

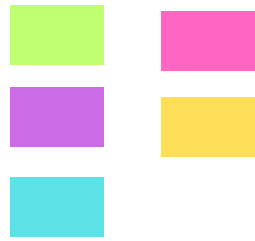
[ T H R E E T I M E S / W E E K ]

# J U L Y

/ 2 0 2 4



P O S T : [ ORIGINAL CONTENT ], [ TRENDING CONTENT ]  
[ BATCH FILM ], [ SCHEDULE / EDIT ], [ ANALYZE ]



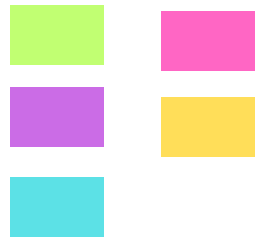
# AUGUST

/ 2024

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

POST: ORIGINAL CONTENT, TRENDING CONTENT  
BATCH FILM, SCHEDULE / EDIT, ANALYZE



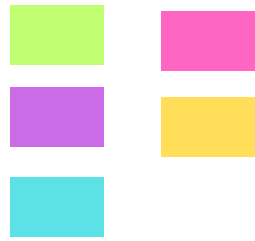


# SEPTEMBER

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

POST: ORIGINAL CONTENT, TRENDING CONTENT  
BATCH FILM, SCHEDULE / EDIT, ANALYZE

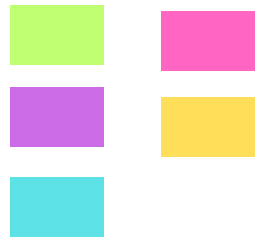


# OCTOBER

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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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	1	2

POST: ORIGINAL CONTENT, TRENDING CONTENT  
BATCH FILM, SCHEDULE / EDIT, ANALYZE

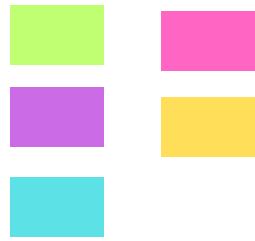


# N O V E M B E R

/ 2 0 2 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	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

P O S T : ORIGINAL CONTENT, TRENDING CONTENT  
B A T C H F I L M , S C H E D U L E / E D I T , A N A L Y Z E



# DECEMBER

/ 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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	1	2	3	4

POST: ORIGINAL CONTENT, TRENDING CONTENT  
BATCH FILM, SCHEDULE / EDIT, ANALYZE