

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 Effective & Easy Habits!
Content Calendars can be found in the other asset!

1. **Effective + Easy Habits**

- Analyzing
- Consuming
- Creating/Posting
- AI Prompts + Content Ideas

2. **My Favorite Resources**

- Educators, Apps, and Podcasts!

Effective and Easy Habits

So that everything can stop feeling... too much.

Effective and Easy Habits:

Do what works for YOU.

Trial & error will help you more than a template.

All sustainable growth is slow. Don't aim for viral!

Have a WHY to go back to when you lose your drive/get burnt out.

(I recommend Thriving Stylist Podcast #268)

Find your Values, create your Content Pillars around them.

Analyzing:

Done weekly by going to Insights on Insta.

Adjust if you notice your current results aren't in alignment with your ultimate Goal. (It's also okay if your goal changes.)

Don't compare to others; your story isn't their story.

Consuming:

Consuming vs Creating - You can't create at the same time you're consuming.

Scroll to Engage w/ other creators, dream clients, and followers, and to get Content Ideas, then hop off.

Have a Save Folder for "Post Inspo"; Save posts AND trending Audio that you like!

Creating:

Film a little bit every day, Create/Edit content weekly.

Post 3-5 times a week on feed, 1-3 posts a day on stories.

Quality and Consistency > Quantity.

(Quantity WILL get you views and clicks because you have more content for the algorithm to push, but it won't be pushed very far or to the correct people if it isn't good quality.)

What you post will depend on your goals:

Trending/Reels for reaching new audiences & growth.

Posts/Carousels/Stories for engaging and nurturing your current audience.

Authenticity is EVERYTHING.

AI?

Use AI whenever possible to make your life easier, NOT to entirely create your content.

(ex: For outlines to captions and blog posts, ideas for content, phrasing certain messages, etc.)

But always remember to proofread and edit to make it your own.)

Planning:

Pick an app and use it. There is no "best", only what's best for you.

Start with a routine that's super achievable; 10% shifts are most sustainable.

AI Prompts:

Give me 20 Instagram content ideas for a hairstylist looking to [insert reason here]

ex: build an extension clientele in a small town, increase their following and become a beauty influencer, etc.

Write an Instagram caption for a post aiming to teach clients about [lesson], with a [your vibe] tone.

ex: how important it is to listen to your stylist's product recommendations, friendly and casual
why you should avoid sunscreen on your extensions, educational and professional

Act as an SEO expert and give me 10 keywords that would attract [your TM].

ex: employee hairstylists between 25-45 years old, 5-10 years in the beauty industry, wanting to grow their clientele and learn more about social media and healthy boundaries behind the chair

Outline a social media strategy for a hairstylist wanting to [goal]. This stylist is X years old, has been in the industry X years, specializes in [xyz], has an overall [abc] vibe, and provides [123] for their clients during their service.

This will give you a detailed strategy tailored to you, your goals, and your dream clients.

I need a bio for a hairstylist's "about me" section of their website, written in a [vibe] tone.

The hairstylist is [describe yourself].

AI Prompted Content Ideas:

Prompt: give me 10 content ideas for a hairstylist to use on Instagram, when they want to grow their clientele

“Sure! Here are 10 content ideas tailored for a hairstylist looking to grow their clientele on Instagram:

- 1. Before and After Transformations:** Showcase color work with before-and-after photos.
- 2. Client Testimonials:** Post video or written testimonials from happy clients.
- 3. Behind-the-Scenes:** Share behind-the-scenes clips of the coloring process or prepping for a big transformation.
- 4. Tips & Tricks:** Offer hair care tips or styling tricks that clients can do at home.
- 5. Product Recommendations:** Highlight your favorite hair care products and explain why you love them.
- 6. Personal Stories:** Share your journey as a hairstylist and what inspires your work.
- 7. Client Spotlights:** Feature your clients, telling their hair story and what they wanted to achieve with their new look.
- 8. Styling Tutorials:** Post short tutorials on how to achieve certain hairstyles, especially those that complement certain colors.
- 9. Hair Art:** Show off any creative or artistic hair designs you’ve done.
- 10. User-Generated Content:** Repost photos and videos from clients who tag your salon.

By using these ideas, you can create engaging and varied content that not only showcases your skills but also connects with your audience and encourages them to book appointments.”

You can adjust the prompt to get more ideas, different types of ideas, ask it to elaborate on certain ideas that you really like, etc.

Resources:

Educators:

Anianne Rivera - Insta - @coach.anianne

Cryystal Chaos - Insta - @cryystalchaos

Katie Steckly - YouTube - youtube.com/@katie

Sammi - Insta - @sammisocial

Shannon McKinstrie - Insta - @shannonmckinstrie

Brock Johnson - Insta - @brock11johnson

Podcasts:

Destroy the Hairdresser - Spotify, Insta - @destroythehairdresser

The Thriving Stylist - Spotify, Insta - @thethrivingstylist

Running with Wolves - Spotify

Apps:

Notion, Metricool, Unum, Trello - Scheduling, Planning

Canva, CapCut, SnapSeed, PhotoCircle - Content Editing/Organizing