



SOCIAL MEDIA

WITHOUT THE STRESS!

A FREE GUIDE TO MASTERING
SOCIAL MEDIA, ATTRACTING
YOUR DREAM CLIENTS, AND
GROWING YOUR BUSINESS
WITH CONFIDENCE.

ERIN BOLTON





I get it! Social media can feel like A LOT.

Between the pressure to post and not knowing what to say, you overthink it and avoid posting altogether.

I see far too many talented, hardworking beauty professionals holding themselves back because they think they “can’t do social media.”

They’re under booked, overlooked, and stuck in their head. It’s not because their work isn’t amazing, it’s because no one taught them how to show up on social media in a way that’s manageable.

This guide is here to change that. This isn’t about going viral, it’s about showing up in a way that feels true to you. It’s time to find the clarity and confidence that will help you attract clients without burning out or faking it. Let’s take the stress out of social media. **You’ve got this!**





Meet Your Mentor

I'm Erin, the face behind **Beauty, Business & Beyond.**

I've been in the brow industry for over 9 years now, and I've built a fully booked brow business from the ground up. It's been a journey that's shaped me in more ways than I could have imagined.

I've also lived the side of business growth no one really talks about - how lonely and overwhelming it can feel when you're trying to figure it all out alone.

That's what inspired me to create BBB: a supportive, safe space where beauty professionals connect, feel seen, and build businesses that actually fit their version of success, not someone else's.

If you're ready to grow, here's an insight into BBB. I'm so glad you're here. You don't have to do this alone anymore.

Erin xo



In this guide, you'll learn how to:

- Create content that attracts your dream clients & makes them book
- Show up without overthinking it
- Understand what to post (and why)
- Build confidence and connection through your content
- Grow your business without relying on trends



Social Media Isn't About Chasing Clients.

It's about creating content that draws them in because it feels real, valuable, and like YOU.



A successful socials strategy is based on the **3 C's**:

- **Clarity** – Know who you're talking to
- **Confidence** – Believe in what you're offering
- **Connection** – Share content that builds trust and speaks directly to your dream client.

You don't need to be perfect to be magnetic. You just need to be clear, consistent, and yourself.





Know Who You're Talking To

You're not for everyone, and that's the point.

Take a moment to reflect:

- Who is your dream client?
- What are they struggling with right now?
- What kind of experience are they looking for?

Now, answer this prompt:

"My dream client is someone who values _____
_____ and wants to
feel _____ after their
appointment."



Believe In What You're Offering

If you don't back your service, why would *they*?

- Can you clearly explain what makes your service special?
- What transformation do you create? (Confidence, Relax)

Try this:

"When a client books with me, they can expect _____"





Bio Check List

You only have 150 characters in your Instagram bio, so make sure you use that space to clearly show who you are, what you do, and let your potential clients know how can book.

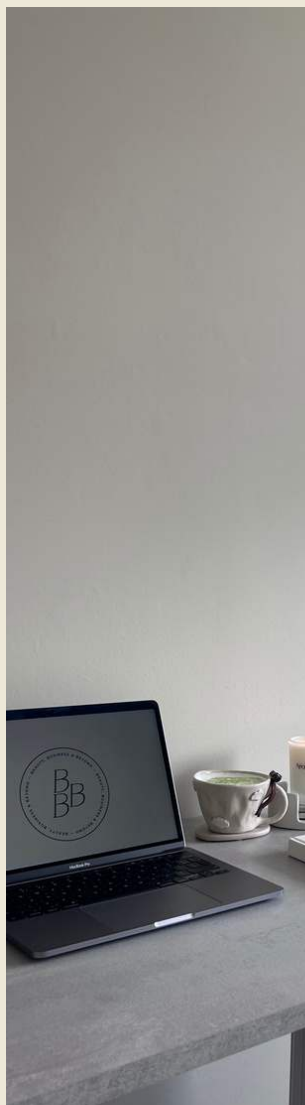
✓ **What you offer - brows/hair/nails/skin/lashes**

✓ **The transformation or result - confidence, empowerment.**

✓ **Your location – so clients instantly know you're local**

✓ **A clear call to action - tell them what to do next.**





Bio Prompt + CTA Ideas

Prompt:

I help [dream client] feel
[emotion] through [your
service]

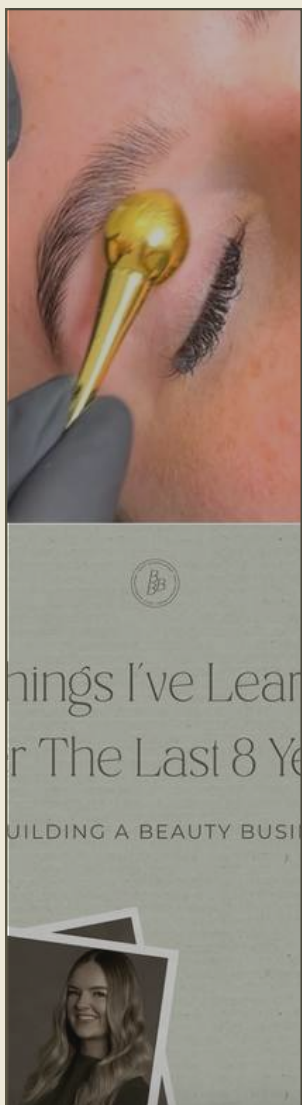
Example:

Helping women feel confident
by enhancing their natural
beauty through luxury,
bespoke brow treatments.

Private studio | Glasgow

Book now via link below ✨





There are 4 Types of Content Every Beauty Pro Should Post:

Content Pillars:

→ **Educate**

→ **Connect**

→ **Inspire**

→ **Convert**

Try and rotate your content around these 4 pillars so audience don't get bored.



Educate:

This is where you share your knowledge and show your audience that you're an expert in your field. Even if you don't feel like an "expert" right now, you're still a trained beauty professional, and that means you have knowledge that your audience doesn't.

Educational content gives your followers a reason to trust you & book with you.

Content Ideas:

- **Aftercare Advice/ Product Recommendations**
- **Common myths or mistakes clients make**
- **Videos of the treatment process**

Examples:

- **"3 things I wish every client knew before their appointment."**
- **"How to keep your brow tint lasting longer."**



Connect.

People buy from people they like and relate to, not just pretty pictures! Let people into your life & let them see the person behind the treatments! Your personality, your values, and your story. Connection content builds relationships and loyalty. It creates conversation & makes your clients feel **seen.**

Content Ideas:

- Behind the scenes in your studio
- Your story or journey as a beauty professional
- Honest moments, challenges, or lessons learned
- Day-in-the-life content
- What you get up to when your not doing treatments

Examples:

- “When I started, I had zero clients and so much self-doubt.”
- “When I’m not in the studio here’s what I’m up to”



Inspire:

This content makes your audience feel something. It's about motivation, transformation, and showing what's possible, whether that's a confident client after a treatment or your own growth as a business owner.

Content Ideas:

- Before & afters with emotional storytelling
- Client success stories or testimonials
- Motivational reminders/ affirmations
- Lessons learned from your journey

Examples:

- “My client has been with me since the start of my journey & today I did her wedding brows”
- “5 things I wish I knew when I started my beauty business”



Convert.

This pillar is all about *action*.

It's where you guide your audience towards their next step, whether that's booking an appointment or joining your waitlist.

Content Ideas:

- Announcing available appointments
- Promoting new services or offers
- Sharing your booking link or waitlist
- Highlighting results with a call to action

Examples:

- “If you’ve been thinking about booking, here’s your sign (include a transformation photo). Head to the link in bio to secure your space.
- “Exciting news - Brow Lamination is now available at the studio! Perfect if you want fuller, fluffier brows that stay in place all day 🌤️ DM to book”



Focus on Connection, Not Perfection.

Don't be fooled - you can still build a magnetic brand without spending hours trying to create a perfectly aesthetic feed.



What matters more than perfection?

That your audience feels something when they see your post.

Think About It...

- Are you showing your personality?
- Are you making it easy for people to trust you?
- Are you being honest and authentic?



Stay Consistent Without Burning Out

You don't need to show up every day to make it work - One good post a week is better than five that leave you feeling burnt out.

Instead of focusing on posting more, focus on what actually matters:

- **Quality:** Are you sharing something helpful or inspiring for your audience?
- **Relevance:** Does your post show who you are and what you offer?
- **Sustainability:** Can you keep up with this schedule without feeling stressed?

Remember: You're building a brand that reflects YOU, not chasing trends.



Why No One's Booking (Yet)

Ever feel like you're posting all the time but no one's booking?



It's not because people don't like your work, it's usually because they're still in the thinking stage.

Most people need to see your business multiple times before they feel ready to invest. This is known as the Rule of 7 - they need to see you show up again and again to feel confident enough to book.

Always remember: even if they're not liking or commenting, they're still watching. 👁️ Silent followers are often the ones who eventually become clients.





What the Buyer Journey Actually Looks Like

1. They scroll past
2. They recognise your name
3. They start reading or watching
4. They follow you or have a look on your page
5. They silently watch your stories or posts
6. They think about booking
7. They finally do it!

This journey can take days, weeks or even months.

But every time you show up, they move closer to booking with you.



How to Turn Followers Into Clients:

- **Post often** – Repetition builds trust
- **Talk to them** – Even if they don't reply, they're listening
- **Show results** – Share your transformations and client wins
- **Teach something** – Give value so they see you're an expert in your industry
- **Include a CTA** – “Click the link in bio” or “DM me to book”

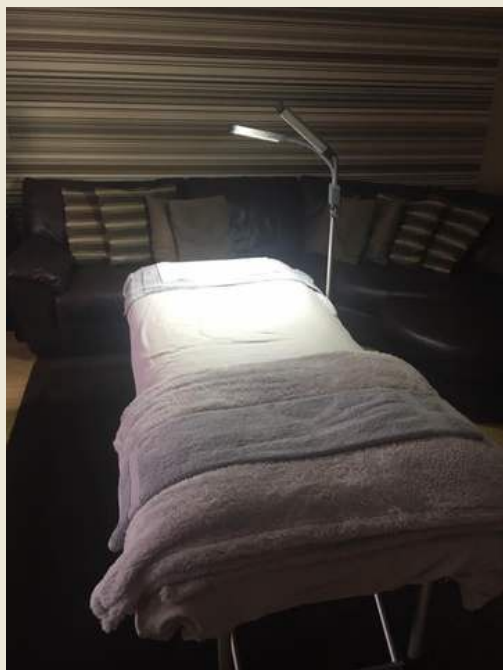


Not everyone will interact, but that doesn't mean they're not interested. If you keep showing up, they'll keep watching and when they're ready, they'll book.



A Gentle Reminder...

IN CASE SOCIAL MEDIA MADE YOU FORGET...



It's perfectly okay for the start of your journey to look like this.

Everyone starts somewhere, and this was my first set up in my parent's living room 9 years ago.

You don't need to have it all figured out, fancy equipment or a big studio to start - you just need to take the first step. The rest will come!



A Gentle Reminder...

IN CASE SOCIAL MEDIA MADE YOU FORGET...

Social media is a tool to grow your business, not a reflection of your worth.

✨ **Followers don't equal growth.**

Having lots of followers doesn't always mean success. What matters most is building real connections with the people who already follow you & are likely to book.

✨ **Your engagement doesn't define your value.**

How many likes or comments you get doesn't decide how good you are. Keep sharing, stay consistent, and remember, your work is still having an impact, even when the numbers are quiet.

✨ **Don't compare your chapter 1 to someone else's chapter 10.**

Every expert was once a beginner. The people you look up to once felt the same way you do now. Focus on your journey, enjoy it & remember you're exactly where you need to be.



If you found this guide helpful,
you're going to love what's
inside BBB.

Beauty, Business & Beyond is a space for beauty professionals like *YOU* to step back, find clarity, and take action in your business in a way that feels true to you.



This isn't another course you'll never use.
BBB gives you the structure, support, and calm space to build the business behind the treatments.

- WEEKLY CALLS
- ACCOUNTABILITY
- TOOLS & RESOURCES
- COMMUNITY OF BEAUTY PROFESSIONALS LIKE YOU!

Join the waitlist now & I'll send you a special invite when doors open.

Do it for your future self!

JOIN THE WAITLIST

