

# HAIR & BUSINESS BRANDING

FOR THE INDEPENDENT STYLIST



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# WHAT WE WILL COVER TODAY

KNOW YOUR TARGET MARKET  
YOU MUST HAVE A WEBSITE  
ONLINE BOOKING IS A MUST  
SOCIAL MEDIA  
REVIEWS, REVIEWS, REVIEWS

# KNOW YOUR TARGET MARKET



Every stylist should write out their dream client.

## ASK YOURSELF

*Who are you trying to attract?*

Is your dream client a he/she/they/them?

What is the age range of your dream client?

How often does your dream client come in to get their hair done?

Where does he/she shop?

Are they career driven?

Do they have a family? Stay at home mom/dad?

Do they travel?

Does he/she workout?

Ask yourself these questions & more to really hone in to what kind of clientele you are attracting for your business.



## MY DREAM CLIENT

My dream client is female between the ages of 35-50. She is a strong but kind woman who does it all. She is a mother, wife and career driven badass boss! She enjoys working out, traveling and splurging on indoor plants. She shops at Nordstrom, Lululemon, Anthropologie and Madewell. She loves quality food, so she shops at Whole Foods & Trader Joe's for groceries. She loves to cook for her family but will occasionally go out to unwind with a glass of wine. She loves to get her hair done every 6-8 weeks because she loves to look and feel fresh, beautiful and put together.



# YOU MUST HAVE A WEBSITE

I believe every stylist should absolutely have their own website. IT'S A MUST!

Your business Instagram, your business

Facebook page, or your Tik Tok is not enough.

As we all know by now, these platforms can be gone tomorrow and then what do you have?

You need a place where you can direct clients

to get more information on your services,

your location, pictures of your work, online booking

and most importantly, information about you.

Your future clients want to know YOU!

Not to mention, you will look really professional

to your potential new clients.



# GETTING STARTED



Keep in mind that your website should appeal to your target market.

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- High quality photos of your work or high quality stock photos
- List of your services with your prices
- Your bio and your headshot
- Your policies & an electronic form where the client must sign stating that they understand your policies
- Your contact information
- Your location
- Online booking information
- Showcase your reviews

## Great Website Builders

- GoDaddy.com
- Squarespace.com
- Weebly.com
- WIX.com
- Wordpress.org



# ONLINE BOOKING IS A MUST

This should not be a surprise to anyone. It is 2024 and we are living in an online world where you can get practically anything online 24/7. So as stylists, we NEED to have an online booking system where our clients can book with us 24/7.

## ADVANTAGES OF ONLINE BOOKING SYSTEMS

### FOR YOU:

- It's an organized calendar that you can view from anywhere through your phone or computer, which makes things very convenient.
- You get a notification for every time a client books, re-schedules, or cancels their appointment.
- Keeps track of customers and all of their information, including any notes, formulas, past visits, products purchased, etc.
- Keeps track of inventory
- Payment processing
- Collect deposits for appointments to prevent no shows
- Marketing
- Reports

### FOR YOUR CLIENTS:

- Clients can book online 24/7 and save their appointment directly to their calendar.
- Clients will get an email or text notification about their appointment.
- No more calling clients for reminders, reducing missed appointments.

# Online Booking Systems



- Vagaro
- Gloss Genius
- Acuity
- Booksy
- Square
- Mangomint

These can start anywhere from \$25/month & up. The pricing depends on which system you sign up for, the number of stylists under one account, and any other add-ons you choose.



# Social Media

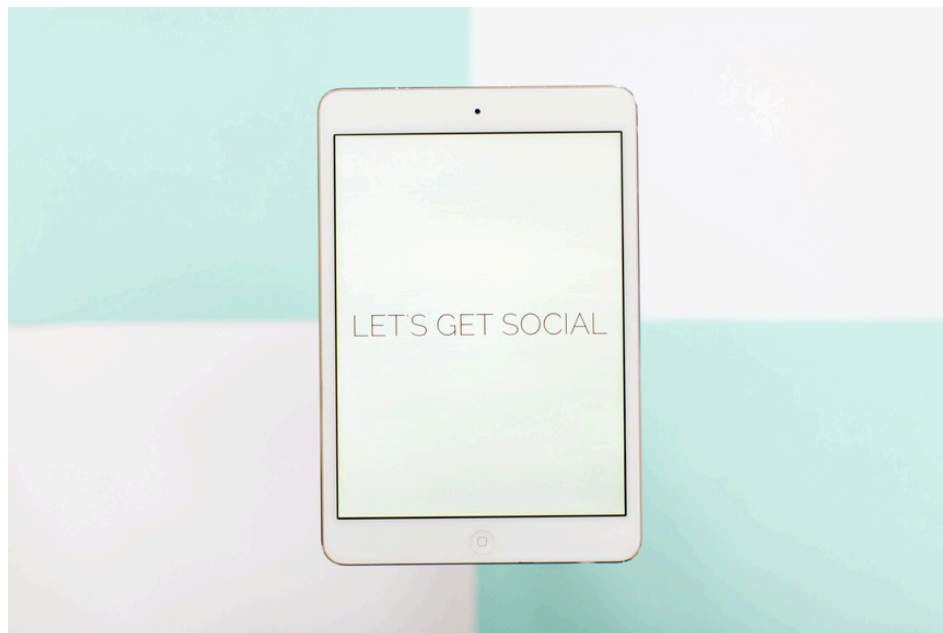
This is a no-brainer. Hate it or love it, every single stylist HAS TO HAVE social media.

Whether it be Facebook, Instagram, YouTube, Tik Tok or all of them.

**YOU JUST HAVE TO POST YOUR WORK!**

Clients are very savvy nowadays and they will do their research before booking with you. So, it is very important to take before and after pictures/videos of your clients, processing videos, transformation videos, dancing videos, ALL OF IT!

Don't forget to also show yourself,  
as clients LOVE to see who the person behind the chair is.  
It definitely takes practice, but I promise it will get easier.





## PINTEREST

- Open a business account
- Link your new account to your website (very important step)

\*This is a very organic way to bring potential clients to your website.

- Create boards with keywords in the title
- Use keywords in your pin descriptions

\* Keep them short and relevant!

- Keep images long & vertical

\*visit Pinterest sites that inspire you and see what it is about those images that attracts you

- Add your branding, website, & logo to your image (read up on how to use text overlay).

\*Canva is a great free program for this

- add hashtags in your description (you are allowed up to 20 hashtags in Pinterest)
- Embed pins on your blog and/or website.
- Share you pins and boards on other social media groups.



## INSTAGRAM

- Business page
- Add your Bio, booking link, website link
- Should have some cohesiveness to it
- Post quality pictures/videos
- Clients can book directly with you through a BOOK button
- Clients can Direct Message you
- You can create stories where you can show more behind the scenes, your day to day, personal stories, etc. It's more raw and not so curated as your wall & you can connect on another level with your followers.



## FACEBOOK

- Business page
- Post videos & photos of your work
- You can create a group with your clients
- Clients can post reviews on your page
- You can have a BOOK NOW button that will take clients directly to your online booking system
- Clients can message you directly through Messenger



## TIK TOK

- Business page
- Add your Bio, booking link, what you specialize in and location
- Post hair videos, processing videos, education videos, funny videos, dancing videos or just talk directly to your audience.
- More video editing features
- Your audience can comment and you can comment back in video form
- Clients can message you directly

# REVIEWS, REVIEWS, REVIEWS

We live in a world where everything is reviewed. When you're shopping on Amazon, there's reviews on every little thing from toothpaste to an Airfryer. Do you ever get an email a few days after you have purchased an item from the company, asking how you like your purchase and if you can leave a review? Well, we stylists need to ask our clients for reviews. I know it's awkward, but most clients would love to help you with your business.

All you have to do is ASK!

## WHERE REVIEWS LIVE



### FACEBOOK

- Make sure to have a business Facebook page (see Social Media section)
- Start asking clients for reviews
- When a client leaves a review, make sure to respond!



### GOOGLE

- Open up a Google My Business account
- Fill out all of your information and make sure you include a bio
- Start posting pictures of your work
- Start asking for reviews
- When a client leaves a review, make sure to respond!



### YELP

- Open up a business Yelp account
- Fill out all of your information and make sure you include a bio
- Start posting pictures of your work, especially before and afters
- Start asking for reviews
- When a client leaves a review, make sure to respond!



The end goal is to have your dream clients book with you. By creating these key items, you have paved different ways for your clients to find you and BOOK with you!

Just another reminder, always have your target/dream client in mind when creating your website and posting on social media and then creating space for the clients to book and post reviews.

Everything you create has to have an intention. Intention of being booked out 4-6 weeks in advance, an intention of doing hair you love to create, an intention to educate. Whatever it is that you want to do or happen, put it out there and show off your work!

YOU GOT THIS!

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# CONTACT ME

I AM HERE TO HELP!

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