

28 DAY

TO FULLY
BOOKED

CONTENT TEMPLATE & SERIES IDEAS

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📷 [LashesbySas.mtl](https://www.instagram.com/LashesbySas.mtl)

TIPS & TRICKS

- 01 Engage with your followers by responding to comments and messages.
- 02 Batch film yourself “doing things” to later use it as B-roll content with text over it.
- 03 Analyze your analytics to see what's working and what's not, and adjust your content strategy accordingly.
- 04 Use trending sounds, hashtags, and challenges to increase your reach and engagement.
- 05 Post consistently and at optimal times for your audience.



SOPHIE ANNE SMITH X

Marketing graduate and beauty entrepreneur, I have been curating content to engage target demographics since 2018.

With over 9 Tiktoks and 3 Reels reaching over 1M, I now average at least 1 viral video/ month.

My efforts in business have resulted in recognition from journalists like Narcity and the New York Times and big name brands like Garage clothing and Tanologist.

**Now it is your turn to follow the strategy and get yourself
FULLY BOOKED**



WEEK 1

Mon
1

KNOW YOUR ARTIST

CONCEPT:

Put a face to your business to increase trust.

HOOK:

text: "About me: 3 truths and 1 lie" *list them*

CTA:

After clip text: "first comment to guess wins a 5\$ discount"

Tue
2

BEFORE & AFTER

CONCEPT:

Showcase dramatic lash makeovers over a trending sound.

HOOK:

text: "lash extensions don't look good on me"

CTA:

After clip text: "until you met me"

Wed
3

LASH JOURNEY

CONCEPT:

use a carousel or tiktok/reel to show your evolution becoming a lash tech.

PART 1:

ex: 2020, when I just started in my moms basement

PART 2:

ex: 2024, I now have a fully booked clientele with 4+ weeks retention

Thu
4

BEFORE & AFTER

CONCEPT:

Showcase dramatic lash makeovers over a trending sound.

HOOK:

text: "POV: I want something to pop but still natural"

CTA:

After clip text: "BET"

Fri
5

LASH TECH MISTAKE

CONCEPT:

Highlight something you think you do well: customer service, lash mapping, retention, booking...

HOOK:

text: "the biggest mistake your making with ____, is ____"

CTA:

After clip text: "Read caption to learn why"

Sat
6

BEFORE & AFTER

CONCEPT:

Showcase dramatic lash makeovers over a trending sound.

HOOK:

text: "You finally found a lash artist that maps your face symmetry"

CTA:

After clip text: "& now get the hype"

Sun
7

MODEL SEARCH

CONCEPT:

Use best clips of your work with trending audio.

HOOK:

"CITY"
"looking for Lash Models"

CTA:

"Send this/ Tag a friend who you think would be interested"
"Read caption for details"

WEEK 2

Mon
8

CLEAN MY _ WITH ME

CONCEPT:
Timelapse of
you cleaning
your area.
HOOK:
Monday Reset
CTA:
Book with me
for clean girl
lashes

Tue
9

BEFORE & AFTER

CONCEPT:
Showcase
dramatic
monolid lash
makeovers over
a trending
sound.
HOOK:
text: "No one
can lash my
monolid eyes"
CTA:
After clip text:
"Come see me"

Wed
10

LASH TIP

CONCEPT:
Ideally would
be suited for
clients and
other techs.
HOOK:
Bet you didn't
know
CTA:
EX: You can
clear red eyes
after apt with
lumify drops.

Get whiter
eyes, and
happier client
reveals!

Thu
11

BEFORE & AFTER

CONCEPT:
Showcase
dramatic lash
makeovers over
a trending
sound.
HOOK:
text: "BUT I
LOVE MY
MASCARA"
CTA:
After clip text:
"No more
raccoon eyes"

Fri
12

DIGITAL LASH MAP

CONCEPT:
Ask the model
to send a
picture and
map her
features
HOOK:
text: "POV: you
tailor your
clients lashes
based on their
facial
symmetry"
CTA:
After clip text:
"Book your
Ideal lashes
today"

Sat
13

BEFORE & AFTER

CONCEPT:
Use the
model's digital
lash map
before showing
after
HOOK:
use client
concern: "make
my eyes bigger"
CTA:
"Book today to
get CUSTOM
lashes"

Sun
14

LASH PREFERENCE

CONCEPT:
showcase 3
different types
of sets and ask
for favorite in
the POLLS
HOOK:
Pick your
favorite:
OPTION 1
OPTION 2
OPTION 3
CTA:
Comment
below or book
your set today!

WEEK 3

Mon
15

DAY IN THE LIFE

CONCEPT:
film short clips of a busy day and use voiceover. make sure your tone is not monotone

HOOK:
text: Spend the day with me as a fully booked lash tech in *city*

CTA:
“Don’t forget to book your refill so you dont get stuck!”

Tue
16

BEFORE & AFTER

CONCEPT:
Showcase the before and after of the top line over a trending sound.

HOOK:
POV: you chose me as your lash tech

CTA:
After clip: Book today

Wed
17

MYTH OR FACT?

CONCEPT:
Ask your audience to help you debunk a lash myth/fact. try to make it controversial. (use polls)

HOOK:
LASH MYTH OR FACT?
EX: oil breaks down the glue.

CTA:
Share your thoughts in the comments and explain why.

Thu
18

BEFORE & AFTER

CONCEPT:
Showcase dramatic lash makeovers over a trending sound.

HOOK:
text: “You’re gonna want to save this for lash inspo”

CTA:
After clip text: “Lash Map in the caption”

Fri
19

LASH TECH REACT

CONCEPT:
Stitch/duet/sequence a video about lashes and give your informed opinion. Use evidence if you can.

HOOK:
LASH TECH REACTS TO____

CTA:
Follow me or come see me so I can slay your lashes!”

Sat
20

BEFORE & AFTER

CONCEPT:
Showcase your favorite set over a trending sound.

HOOK:
“my signature set,, you asked?”

CTA:
After clip text: “THE ___ SET BOOK TODAY”

can also include an overlay of a good client review!

Sun
21

HAPPY CLIENTS

CONCEPT:
record a clip of you lashing where your client is laughing or enjoying her apt.

HOOK:
“You’re the reason I love what I do”

CTA:
Book your lash therapy session today!

WEEK 4

Mon
22

UNPOPULAR OPINION

CONCEPT:
Use a slightly controversial topic to get higher engagement.

HOOK:
Unpopular opinion: Friends and family shouldn't get discounts, only new clients (strangers)

CTA:
Check caption to save \$

Tue
23

BEFORE & AFTER

CONCEPT:
Show a lash makeovers over a trending sound. A new trending lash style

HOOK:
POV: How have you NOT tried [Brown lashes, M curl, Brown x Black lashes, anime set] yet?

CTA:
After clip: "BOOK WITH ME"

Wed
24

LASH TUTORIAL

CONCEPT:
Film beg to end of a lash apt in small clips and then voiceover the steps.

HOOK:
SAVE THIS if you want to learn a full lash tutorial

CTA:
Don't forget to book and follow to see more content like this

Thu
25

BEFORE & AFTER

CONCEPT:
Showcase a natural and wispy lash makeover over a trending sound.

HOOK:
The ultimate clean girl aesthetic

CTA:
SAVE/SEND to your lash tech

Fri
26

FAQ-DIGITAL LASH MAP

CONCEPT:
Stress the importance of "pre" mapping lash sets and how it helps enhance features.

HOOK:
FAQ- Why do you lash map?

CTA:
To cover asymmetries and make you look more proportionate

Sat
27

BEFORE & AFTER

CONCEPT:
Show lashes before knowing how to lash map, and after learning to lash map.

HOOK:
text: "It's not you.." "It's your lash map"

CTA:
After clip text: "Book your next apt with me to enhance your eyes"

Sun
28

SET OF THE MONTH

CONCEPT:
Highlight your favorite client/set and why.

HOOK:
text: "And the biggest lash transformation of the month is..."

CTA:
point out the determinant factors. After clip text: "book the "clients name" set w/ my link in bio

START A SERIES

Creating content series on Instagram is an excellent way for lash artists to establish their brand, engage with followers consistently, and showcase their expertise. Here are several content series ideas tailored specifically for lash artists:

1 Lash of the Week

Each week, feature a different lash design or style, explaining the technique used and the overall look achieved.

2 Lash Care Tips Tuesday

Share valuable tips and tricks for maintaining lash extensions, promoting healthy natural lashes, and prolonging the lifespan of extensions.

3 Transformation Thursdays

Highlight dramatic before-and-after transformations of clients' lashes, showcasing the impact of your work.

4 Lash Extension Myths Debunked

Address common misconceptions and myths surrounding lash extensions, providing factual information and dispelling myths in a series of educational posts.

5 Lash Extension 101

Educate your followers about different types of lash extensions, styles, materials, and application techniques in a series of informative posts or videos.

START A SERIES

6 Lash Tech Diary

Offer a behind-the-scenes look into your life as a lash artist, sharing the challenges, wins, and insights gained from your art.

7 Lash Q&A Sessions

Host regular Q&A sessions where followers can ask you anything related to lash extensions, beauty, or your journey as a lash technician.

8 Lash Product Reviews

Review and recommend different lash products, including adhesives, lash colors/ styles/curls, cleansers, primers, and aftercare items, to help other techs make informed decisions.

9 Lash Artist Interviews

Collaborate with other lash artists or beauty professionals for interviews discussing industry trends, techniques, and advice for aspiring lash techs.

10 Lash Artistry Challenges

Challenge yourself and your followers to try new lash styles, techniques, or creative designs, encouraging them to share their results using a specific hashtag.

START A SERIES

11 Lash Tech Reacts

duet or Stitch any videos that are lash related and comment on them either using text or your own voice.

12 Give Digital Analysis

Allow potential clients to see how you would “lash Map” them in real life with a custom mapping or color analysis series.

13 How To Clean/Sanitize Your Space

Highlight how you clean & sanitize tyour area. Can even youse ASMR similar to “fridge restock” videos.

14 How to give A+ customer service

Glve weekly tips on how to professionally manage clients expectations. Ex: how to contact “no shows”, how to “ask for tips” or even how to “fire your client”.

15 Lash Troubleshooting

Offer solutions to common lash extension problems, such as retention issues, irritation, or styling preferences, in a series of troubleshooting guide

By consistently delivering valuable and engaging content through these series, you as a lash artists can attract new clients, build trust with your audience, and position yourself as an expert on Instagram.

WANNA LEARN MORE?

Get 5 years of virality knowledge condensed in my 20 page

GO VIRAL BIBLE 

Or book a 1:1 personalized strategy session with me

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