

# Beauty Content System™

120+ Captions ▪ Hooks ▪ 30-Day Plan

For Beauty Businesses

## What's Inside This System

- Captions
- Hooks
- 30-Day Plan
- Templates
- Scripts

## Welcome to Beauty Content System™

This kit was created for busy beauty business owners who want consistent content without the stress.

No more:

- "What should I post today?"
    - Overthinking captions
  - Wasting hours brainstorming
- Just copy, paste, and post.

How It Works

Pick today's caption

Copy

Post

Book clients

Simple. Fast. Done.

## What's Inside

- 120+ Ready-to-post captions
  - 30-day content calendar
    - Reels hooks
    - Story ideas
  - Offer templates
    - DM scripts

Everything planned for you.

Ready-to-Post Captions

## Promotional Captions

- Limited spots this week — book now
  - Your glow-up starts today
  - Appointments filling fast
  - Treat yourself this month
- DM us to secure your time
  - Don't miss today's offer

## Promotional Captions

- New clients welcome
- Ready for your beauty day?
  - Weekend slots available
    - Message us to book
- You deserve this treatment
  - Sale ends tonight

## Promotional Captions

- Flash offer today only
- Your skin will thank you
  - Self-care starts here
- Book your glow-up now
  - Limited availability
- Don't wait — reserve today

## Promotional Captions

- New month, new glow
- Your beauty deserves the best
  - Today's schedule is open
  - Book your self-care session
  - Don't miss our special price
    - DM us to reserve

## Promotional Captions

- Ready for your transformation?
  - Spots filling fast
  - Treat yourself today
- Because you deserve it
  - Your glow starts here
    - Message us now

## Promotional Captions

- Limited time deal
- Beauty day loading...
- Book before it's gone
- Your confidence upgrade
  - Special offer this week
- Secure your appointment today

# Educational Captions

## Educational Captions

- Always remove makeup before sleep
  - Hydration keeps skin healthy
  - Clean tools prevent breakouts
    - SPF protects your glow
  - Consistency gives results
    - Aftercare matters

## Educational Captions

- Double cleanse for clearer skin
  - Change pillowcases weekly
    - Drink more water daily
- Don't skip your morning routine
  - Gentle products work best
- Healthy skin = healthy habits

## Educational Captions

- Exfoliate 1–2 times weekly
- Never sleep with makeup on
- Sanitized tools protect clients
- Patch test new products first
- Less products, better results
  - Skincare takes patience

## Educational Captions

- Lash care extends retention
- Avoid heat after treatments
- Clean brushes after every use
- Follow aftercare instructions
  - Quality products matter
- Professional care makes a difference

## Results & Before/After Captions

## Results & Before/After Captions

- Swipe to see the glow-up
- Look at this transformation
  - Real results, real clients
- Fresh skin, fresh confidence
  - Before vs after magic
    - Your turn next

## Results & Before/After Captions

- Natural beauty enhanced
  - Healthy shine restored
    - From dull to radiant
  - Soft, clean, glowing skin
- Small changes, big difference
  - Confidence unlocked

## Results & Before/After Captions

- Imagine this being you
- Proof that consistency works
- Client favorites every time
  - Beauty you can feel
- Ready for your own results?
  - Book today

## Engagement Captions

- Which look do you prefer — A or B?
  - Tag your bestie who needs this
    - Would you try this style?
      - Save this for later
  - Comment “Glow” if you agree
- Tell us your favorite treatment

## Engagement Captions

- This or that?
- Morning or night routine?
  - Soft glam or full glam?
- Drop a ❤️ if you love skincare
  - Guess the product
  - Ask us anything below

## Engagement Captions

- What's your biggest skin struggle?
- How often do you book treatments?
  - Rate this look 1–10
  - Would you try this color?
    - Vote in stories now
    - Share with a friend

## Engagement Captions

- Our clients can't stop loving this
  - Spot the difference
    - Quick quiz time
  - Pick your favorite combo
  - Double tap if you agree
    - Save for inspiration

## Booking & CTA Captions

- Book your appointment today
  - DM us to reserve your spot
- Limited availability this week
  - Don't wait — glow now
    - Link in bio to book
- Your beauty starts here

## Booking & CTA Captions

- Ready for your transformation?
  - Secure your session now
    - Last slots left
    - Treat yourself today
  - Click the link to schedule
    - Message us for details

## Booking & CTA Captions

- Your skin deserves the best
  - Time for self-care
  - Let us pamper you
  - Fresh look loading...
- Appointments filling fast
  - Book before it's gone

## Story Captions

- Behind the scenes today
  - Client love 
  - Work in progress
- Our favorite results
  - Today's setup
- Busy but grateful

## Story Captions

- New arrivals just landed
  - Prep with us
  - Daily routine time
  - Packing orders
  - Studio vibes
- Self-care Sunday

## Story Captions

- Before the magic
  - After the glow
  - Our tools today
- Fresh stock ready
  - Team favorites
  - See you soon

## Reels Hooks

- Stop scrolling if you want glowing skin
  - This changed my clients' results fast
    - You're doing skincare wrong
- Don't book a facial before watching this
  - The secret salons don't tell you
    - Save this tip now

## Reels Hooks

- 3 mistakes ruining your skin
- Watch this before your next appointment
  - Your lashes will thank you
  - This takes only 5 minutes
  - Clients always ask me this
    - Try this today

## Reels Hooks

- Want longer lashes instantly?
- Here's what pros do differently
  - No one talks about this
    - This hack saves time
      - Do this, not that
      - Let me show you

## Reels Hooks

- Before you buy expensive products...
  - This works better than filters
    - Glow-up in one session
      - Results in 24 hours
    - You need this routine
    - Don't skip this step

## Reels Hooks

- POV: you finally found the right salon
  - If your skin looks dull, watch this
- This is why clients keep coming back
  - Small change, big results
  - My daily beauty secret
    - Wait for the after

## Reels Hooks

- Things I wish clients knew
- The truth about skincare trends
  - You're wasting money if...
  - This product surprised me
  - Instant confidence boost
    - Try this for a week

## Offer Hooks

- 24 hours only
- Flash sale today
- Last chance to book
- Limited spots available
- Don't miss this offer
- Sale ends tonight

## Offer Hooks

- Buy 1 get 1 today
- Special price this week
  - VIP clients only
  - Early access deal
- Members get more
  - Book now & save

## Offer Hooks

- Your glow starts today
  - Treat yourself
- New package just dropped
  - Holiday special offer
    - Bundle & save
  - Perfect gift idea

## Offer Hooks

- This won't last long
  - Only few seats left
- Price goes up tomorrow
  - Don't wait
  - Grab yours now
  - Ready to glow?

## 30-Day Content Plan

### Week 1

Day 1 – Introduce your business

Day 2 – Before/After result

Day 3 – Educational tip

Day 4 – Client testimonial

Day 5 – Reel using a hook

Day 6 – Soft offer / boo

Week 1 (continued)

Day 7 – Behind the scenes

Day 8 – Product or tool highlight

Day 9 – FAQ answer

Day 10 – Transformation Reel

Day 11 – Skincare / beauty tip

Day 12 – Limited offer

## Week 2

Day 13 – Morning routine

Day 14 – Client review screenshot

Day 15 – Myth vs fact

Day 16 – Before/After

Day 17 – Reel with trending audio

Day 18 – Story poll or question

## Week 2 (continued)

Day 19 – Service explanation

Day 20 – Mini tutorial

Day 21 – Transformation post

Day 22 – Testimonials

Day 23 – Special bundle

Day 24 – Booking reminder

## Week 3

Day 25 – Self-care tip

Day 26 – Workspace setup

Day 27 – Client reaction video

Day 28 – Educational carousel

Day 29 – Reel with strong hook

Day 30 – Big offer / call to action

## Weekly Posting Formula

- 2 Educational
- 2 Results / Before-After
  - 2 Reels
  - 1 Offer
- Repeat every week

## Daily Posting Checklist

Caption written

Hook added

CTA included

Hashtags ready

Posted on time

Shared to stories

## Best Posting Times

- 12–2 PM
- 5–7 PM
- 9–11 PM

## Content Ideas Bank

- Client results
  - FAQs
  - Tips
  - Offers
- Behind scenes
  - Tutorials

Never run out of ideas again

## Monthly Strategy

Plan → Create → Schedule → Post → Analyze → Repeat

Consistency = clients + sales

## Story Ideas

- Behind the scenes of today's work
  - Client glow-up reveal
- Before coffee / after coffee vibes
  - Today's available slots
    - Packing client kits
  - Daily studio routine

## Story Ideas

- Client testimonials screenshot
  - Poll: this or that
  - Ask me anything
  - Quick skincare tip
- Favorite products today
- New offer announcement

## Story Ideas

- Time-lapse setup
- Workspace aesthetic
- Treatment process sneak peek
  - Results close-up
  - Staff introduction
  - Weekend recap

## Offer Templates

- Flash sale – 24 hours only
- First-time client discount
  - Bring a friend deal
- Bundle & save package
  - Holiday special
- Limited-time bonus

## Caption Formulas

- Problem → Solution → CTA
- Tip → Benefit → Book now
  - Before → After → Result
- Question → Answer → Offer
  - Story → Lesson → CTA
- Testimonial → Proof → Booking

## Call-To-Action Bank

- Book now
- DM us today
- Link in bio
- Reserve your spot
- Message us to start
- Limited availability

## DM Scripts

Hi love! How can we help you today?

We have availability at 3pm or 6pm. Which works for you?

Would you like me to reserve this slot for you?

Your appointment is confirmed. See you soon!

## Client Follow-Up Messages

Just checking in after your visit. How's everything?

Don't forget your aftercare steps.

Ready for your next session?

We saved a spot for you this week.

## Pro Tips for More Bookings

- Post daily
- Use reels 3x weekly
  - Always add a CTA
- Show results often
- Reply fast to DMs
  - Stay consistent

## Bonus Resources

Everything you need to stay consistent and book more clients.

- Canva tips to design posts faster
- Smart posting times for better engagement
- Extra ideas when you run out of content
  - Caption formulas that convert
  - Daily checklist to stay organized
- Plug-and-play CTAs for more bookings

You're Ready

Copy

Paste

Post

Book more clients

Thank you for choosing Beauty Content System™