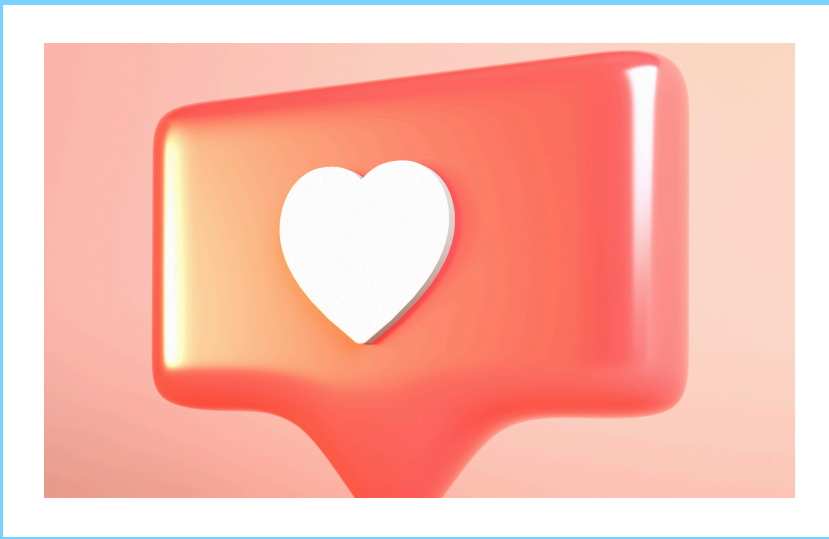


45 VIRAL WORTHY REEL IDEAS TO INCREASE YOUR BOOKINGS



This workbook is prepared by:

THE BEAUTY BIZ AGENCY



WANNA MAKE REELS THAT ACTUALLY WORK? HERE'S THE SECRET.

It's not just about posting content—it's about structuring it the right way. A great reel isn't just random clips thrown together; it follows a simple but powerful formula that keeps people hooked, engaged, and ready to take action.

Here's what every reel **NEEDS** to have:



A HOOK – You've got seconds to grab their attention. Your hook tells them exactly why they should keep watching instead of scrolling past.



VALUE – No one sticks around for fluff. If your reel isn't giving them something useful, entertaining, or eye-opening, they're gone.



A CALL TO ACTION – This is THE most important part. You've caught their attention—now tell them what to do next! Whether it's booking an appointment, checking out your other content, or buying from you, make it clear.

MASTER THIS STRUCTURE, AND YOUR REELS WON'T JUST GET VIEWS—THEY'LL BRING IN CLIENTS. LET'S GO!

REELS TO GET CLIENTS

WHAT TO POST AND WHY IT WORKS!

Struggling to figure out what to post?

These reel ideas aren't just for fun—they're designed to grab attention, build trust, and turn viewers into paying clients.

Let's break it down:

TELL THEM WHO YOU ARE

If people don't know who you are, they're not booking. Drop your name, business name, location, and how to find you. Post pics of yourself, vids with clients, and make it easy for people to connect with YOU.

SHOW YOUR SPACE

Let them see what makes your place special! A quick tour of your studio gives people a feel for your vibe, aesthetic, and energy before they even walk in the door.

STORYTIME

Share your story! Let people know who you are, what you love, and why you do what you do. Keep it short, but make sure your personality and skills shine through.

BEFORE & AFTERS

Nothing sells your skills like a good transformation. Show off that glow-up and let your work do the talking.

SNEAK PEEK

Got a new service, promo, or product dropping soon? Give them a little teaser! Build the hype and make sure to tell them to follow you so they don't miss the full reveal.

FOLLOW TRAIN

Trends are trending for a reason! Hop on viral audios and formats, but add your own spin so it fits your brand. This gets you in front of way more people.

REPURPOSE THE GOOD STUFF

If you had a post or reel that crushed it, post it again! Not everyone saw it the first time, and new followers need to catch up. Good content stays good.

GIVE EM THE GOODS

People LOVE a good tutorial—so show ‘em how it’s done! Give clients the inside scoop on how to recreate certain looks, pro tricks they can use at home, and must-know hacks to keep their hair, skin, or nails looking 🔥 between appointments.

And don’t forget the prep tutorials! Teach them how to get their canvas ready before their next visit with you. The better they prep, the better their results—and the smoother your job will be.

MEET THE TEAM

Quick, fun intros of your team members! Let their personalities shine, and don’t be afraid to throw in a random or off-the-wall question to make it memorable.

LIST IT

Share a list of things you can't live without—your top 5 hair products, fave client reviews, must-have tools, etc. Keep it simple, creative, and show off what makes you unique.

A DAY IN THE LIFE

These are gold because you can make them over and over! Just pull your phone out throughout the day, capture whatever you're doing, and add some good music. Don't forget to tell people how they can book with you!

WHAT TO EXPECT

Give clients a sneak peek at what it's like to walk into your studio and receive a service. Make it fun, welcoming, and get them excited to book!

WHAT YOU MAY THINK VS. THE TRUTH

Pick a few common misconceptions about your industry and debunk them in a fun, engaging way. Educate your audience and show off your expertise!

THE RETAIL SELL

If you're not offering product bundles, start ASAP! Film yourself packaging up products for pickup or shipping—people love seeing behind the scenes, and it reminds them to grab their own!

SHOW OFF DIFFERENT STYLES

Take photos or clips of yourself or a team member rocking different hairstyles, makeup looks, or finishes. Add some fun transitions and keep it creative!

THE BESTIES

Highlight your best-selling products or services and tell people why clients are obsessed. Don't forget to drop a booking or purchase link so they can snag it too!

SHARE THE NEWS

Whether it's a new service, product, or announcement, go live first, then turn it into a reel. Keep it short, tell them what's new, and most importantly—how they can get it!

WINNER

Celebrate a win—for your business, a team member, or even a client! People love positive energy and will want to share their own wins in the comments.

BE THE CLIENT

Act out common client questions or problems and then answer them in the same video. It's fun, relatable, and a great way to educate while entertaining.

PROMOTE YOUR OTHER PLATFORMS

Remind followers where else they can find you! Whether it's your Facebook group, YouTube, or salon community, make a quick reel explaining why they need to be there too.

GIVEAWAYS

Repurpose your giveaway video into a reel! Reels tend to get more reach, which means more entries and more exposure.

INSPIRATION

Share a quote that inspires you (or a team member). Use voiceover or text and invite followers to drop their favorite quote in the comments!

PROUD MOMENTS

Celebrate transformations, milestones, or achievements—whether it's a client success story, a personal win, or something your business has overcome. Encourage followers to share theirs too!

AFTER HOURS

Film a funny, lighthearted video about what happens when the doors close. (Keep it PG!) Clients love seeing your personality behind the scenes.

YOUR COMMUNITY

Ask clients if you can share their reviews, messages, or posts about their experience. Put them together in a quick video to showcase the love!

FUN FACTS

Drop something surprising that most people don't know about your industry, your services, or a cool trick that clients will appreciate!

REALITY CHECK

how off that stunning, filtered, well-lit after shot, then take people behind the scenes with a raw, unfiltered look at the process. People love the transformation, but they respect the work that goes into it even more!

ACTION SHOT

Capture you or your team in action! Whether it's performing a service, selling a product, mentoring, or teaching, let people see you doing what you do best.

YOUR NORTH STAR

This is your “why.” Why do you do what you do? Keep it short and impactful, and don’t be afraid to feature your team members sharing their own “why” stories too!

RESOURCES

Drop some must-know resources for your audience. Whether it’s product recommendations, industry tips, or game-changing tools, be the go-to expert they trust.

UP TO DATE

Keep your followers in the loop on what’s happening in the industry and share your thoughts on it. Trends? New techniques? Game-changers? Let them know!

WHY YOU?

Give them a reason to book with YOU! What makes your salon or spa stand out? Is it your culture, your vibe, your attention to detail? Let your personality shine through!

HACKS

Share a quick, valuable hack related to your services. It could be how to care for vivid color, how to keep hair hydrated in winter, or the best way to maintain a fresh glow after a facial.

YOUR HERO

Give a shoutout to someone in the industry you look up to and share why they inspire you!

BLOG IT

Got a blog post, video, or killer piece of content? Repurpose it into a highlight reel and bring it back to life!

GET READY WITH ME

Film yourself setting up your station or studio for the day, add some fun music, and let people see the magic before the magic happens.

COLLAB

Get together with industry friends or team members and make a fun video! Have everyone post it on their profiles to maximize reach.



FINAL THOUGHTS

IT'S TIME TO SHOW UP & STAND OUT!

You don't need to overthink your content—you just need to be consistent, be creative, and have fun with it. These reel ideas aren't just for engagement; they're designed to bring in clients, build trust, and grow your business. The more you show up, the more people will see you, connect with you, and book with you.

Ready to turn views into paying clients?

Let's map out a game plan! Book a FREE strategy call now, and we'll break down exactly how to use content to grow your salon or spa, attract the right clients, and boost your profits. But don't wait—spots are limited, and your dream clients aren't going to wait around!



[Snag your free call before they're gone!](#)



THANK YOU!



Let's Keep In Touch!

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