



HAIR EDUCATION FOR REBELS

JO IRVING HAIR EDUCATOR //
CHANGING HAIR UP ONE STRAND AT A TIME

6 THINGS YOU CAN DO TODAY TO BOOST YOUR *Social Media*

1. THINK ABOUT YOUR BRAND STORY

Who are you / What do you do / What makes you tick? Why are you different from every other hair stylist out there...This could be something as irrelevant as you love being outdoors / You love black and white films / You surf. *Oh wait, that's me! You get the idea. What is YOUR brand?? What makes up YOU?*

2. BE AUTHENTIC

Don't copy others ideas, try and get your inspiration from the world around you, not your screen. Speak as you speak, say what you would say, not what you think another stylist or brand would say

3. FIND YOUR TRIBE, LOVE THEM HARD.

Once you've completed steps 1-2 you will start to know who your tribe are and they will know you. Keep them interested. Give them what they want. Remember this may not be what EVERYONE wants but you don't need to be all the things to all the people. These guys are your tribe, they get you and like you as you are.

4. REMEMBER THAT SOCIAL MEDIA IS SOCIAL

Chat to people that inspire you, inspire others, ask questions...Try not to say 'Love this babe' Keep it relevant. Your Tribe and Instagram will love you for it, you will gain more followers and more actual real life friends..I've made so many 'instagram Friends' over the years, it's brilliant!

5. CHECK YOUR BIOS - IS IT STILL RELEVANT?

Does your bio read the same on all your socials? Insta, Pinterest, Facebook? They are all YOU and people will love you on one platform and search for you on another - Make a brand by keeping it

6. IS YOUR PROFILE PICTURE A PHOTO OF YOU?

If not, change it. Not to a photo of you circa 2011 on the beach in Goa. Just a smiley, recent head shot would be great. People buy people and they wanna know what you look like!

Wanna know more?

BOOK A BUSINESS GROWTH COURSE, TOGETHER WE'VE GOT THIS!

*Peace, Love & Awesome Hair
Jo xx*



HAIR EDUCATION