BEYOND THE CHAIR
ACADEMY

NAIL TECH CONTENT GUIDE



For the nail tech ready to become more consistent, more visible and more intentional online.

01

PERSONALITY

Show the person behind the business. Share your story, your thoughts, your day-to-day.

02

YOUR WORK

Showcase your nail sets, details, process, and results. Let your work speak for itself.

03

CLIENT EXPERIENCE

Make your audience imagine what it feels like to be your client—we want to see your space, see how you prepare for a client all that!.

04

EDUCATIONAL

Share tips, hacks that have helped you. knowledge that builds trust and positions you as the expert to your fellow nail sisters

05

BEYOND THE CHAIR CONTENT

Reveal your interests, other skills, and hobbies beyond nails. Remember there's MORE to you than doing nails, and we like to see what else your into

06

BUILDING YOUR BRAND

Communicate your bigger vision, collaborations, products, education, and opportunities.

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WHEN TO POST

STOP POSTING RANDOMLY & CREATE A RHYTHM

The goal isn't to post every day. The goal is to create consistently and learn when your audience is most active

PICK 3-4 DAYS AND CREATE A CONSISTENT SCHEDULE	
MONDAY	7 AM or 11 AM
TUESDAY	11 AM, 6 PM or 9 PM
WEDNESDAY	11 AM Priority posting day
THURSDAY	11 AM, 6 PM or 9 PM
FRIDAY	I NEVER POST ON FRIDAY. I CREATE AND RECORD
SATURDAY	Around 10 AM Personal/lifestyle content only. Nobody wants to learn on the weekends
SUNDAY	Rest or post around 6-7 PM if you have something intentional to share

MORE TIPS!

1. **CHECK YOUR INSIGHTS**
   Learn when YOUR followers are online.
2. **TEST YOUR TIMES**
   Try different posting windows and pay attention to what performs.
3. **CREATE YOUR RHYTHM**
   Choose consistent days and times you can realistically maintain.

Note from Jenni:
"These times are a starting point, not a rule. Your audience will show you when they want to hear from you. Test it, track it, and adjust."

4-6 INTENTIONAL POSTS > 7 RANDOM POSTS

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Note from Jenni:
"Some content gets you views. Some gets you bookings. Some builds trust and Some creates opportunities. The key is finding the balance. A strong nail business needs all four."

STOP GUESSING:
CREATE A WEEKLY FORUMULA

WHAT DO YOU WANT YOUR CONTENT TO ACCOMPLISH THIS WEEK	
1. GET SEEN	PERSONALITY OR EDUCATIONAL CONTENT
2. GET BOOKED	FUN CLIENT CONTENT, BEFORE & AFTERS
3. BUILD TRUST	TUTORIAL CONTENT, NAIL HACKS ETC
4. BUILD THE BRAND	MULTIFACETED CONTENT, SPEND THE DAY, SHOWING YOUR STUDIO, NAIL WINS ETC

TIPS TO GET OVER CAMERA SHYNESS	
LEVEL 1	**DON'T TALK** Show your work. Let your results speak.
LEVEL 2	**LET US SEE YOU** Show your face. Build connection.
LEVEL 3	**LET US HEAR YOU** Share your voice. Go live. Inspire.
LEVEL 4	**BUILD YOUR BRAND** Position your brand. Lead your lane.

Explore Beyond The Chair Academy

UNLOCK YOUR NEXT LEVEL! CLICK HERE!

COMING SOON: NAILGPT



EXPLORE NAIL GPT HERE