

Hairstylist Content Kit

Booked and Posting | A practical toolkit for promoting your hair business

You do the hair. Let this kit help you find the words to promote it.

What is inside

30 captions, a 30-day posting calendar, 10 client messages, five editable SVG flyer templates, and a printable appointment and income tracker.

Start here

Pick one service to promote. Replace every bracketed field with your details. Pair your caption with your own clear photo or video, then add one booking invitation.

Make it yours

The VPress branding identifies the creator of this kit. Replace [YOUR BUSINESS] on the flyers with your business name. Use your own prices, policies, location, and booking link.

Use what is true

Publish offers only when they are available. Get permission before posting client photos. Share real results and reviews. Send client messages only where you have permission to contact the recipient.

Ready to use captions

Captions 1 through 5 | Replace bracketed details before posting

01 Silk press

A little movement, a little shine, a whole lot of confidence. Ready for your next silk press? Book at [booking link].

02 Silk press

Baby, this hair has somewhere to be! Swipe to see the finish, then grab your appointment at [booking link].

03 Silk press

Your next silk press starts with a conversation about your hair. Tell me your goals and let us plan your visit. Book [booking link].

04 Silk press

The chair is ready when you are. Silk press appointments available [dates]. Choose your time at [booking link].

05 Silk press

That fresh-hair feeling deserves a spot on your calendar. Book your silk press at [booking link].