

# 30 Days of Salon Lifestyle Content Prompts

As discussed by salon marketing experts John Hallberg and Kayle Yanez in episode 44 of our [Marketing 100 series](#), creating authentic lifestyle content is more valuable than technical posts for attracting clients. These prompts help you capture the "Cheers effect" - where everyone feels at home in your salon. Each prompt focuses on natural moments that show your salon's personality and make future clients feel like they already know you.

Remember Kayle's advice:

*"Your clients want to watch content that helps them get to know you, that helps them feel like they understand you, and helps them sort of feel like they're there in the salon."*

These prompts are designed to capture exactly that kind of authentic content.

## Week 1: Team Personality

### Day 1-7

1. Morning team coffee ritual - capture natural conversations
2. Stylist's favorite product demo (casual, not technical)
3. "Why I love what I do" - quick team member story
4. Behind-the-scenes salon setup routine
5. Fun Friday team moments
6. Workspace personality - show how stylists personalize their stations
7. Team lunch break conversations

## Week 2: Salon Culture

### Day 8-14

8. Welcome routine - how we greet clients
9. Music vibe check - team dancing while cleaning
10. "A day in the life" quick moments
11. Team problem-solving moment
12. Celebration of a team win (big or small)

- 13. End-of-day wind down routine
- 14. Saturday salon energy

## **Week 3: Client Connection**

### **Day 15-21**

- 15. Natural consultation conversations
- 16. Client reunion moments
- 17. Team helping each other
- 18. Product recommendation chat (casual style)
- 19. Happy client reactions
- 20. Team education moment
- 21. Weekend rush energy

## **Week 4: Salon Life**

### **Day 22-28**

- 22. Early morning prep routine
- 23. Favorite salon snacks
- 24. Team collaboration moment
- 25. "What made us smile today"
- 26. Salon playlist mood
- 27. Creative solution to common problem
- 28. Team self-care moment

## **Bonus Days**

### **Day 29-30**

- 29. "Why we love our salon family"
- 30. Client appreciation moments

## Quick Tips for Each Prompt

- Keep it natural
- Film in short bursts (15-60 seconds)
- Focus on genuine reactions
- Let personality shine
- Don't force moments
- Capture real emotions

Remember: These prompts are starting points - always prioritize authentic moments over forced content.

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Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.