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V I R T U A L   W O R K S H O P

**GET SALON GUESTS TO STOP SCROLLING AND START BOOKING!**

**TAKE YOUR INSTAGRAM TO THE NEXT LEVEL**

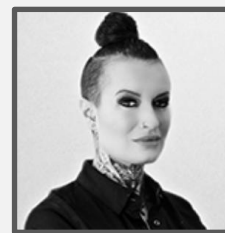
- **Develop an Authentic Brand Voice**  
Connect with your WHY and develop a compelling message for social media
- **Create a Unique Content Calendar**  
Move beyond guest photos with content to blow away your competition
- **Build Strategic Story Highlights**  
Create Story Highlights that compel your guests to take action
- **Take the Fear Out of Video Editing**  
Learn how to storyboard and edit your videos to look like the pro that you are!

**INSTAGRAM STRATEGIES WORKED ON IN CLASS ARE READY TO IMPLEMENT RIGHT AWAY!**

- Complete your 3-month content calendar
- Launch 3 Instagram Story Highlights
- Create a fully edited 90 second video for IGTV



SUMMIT FACILITATOR



LAURA FRAZIER

TUESDAY  
AUGUST 3, 2021  
3:00 pm – 6:00 pm CST

REQUIRED PLATFORM  
ZOOM WEBINAR

INVESTMENT AND REGISTRATION OPTIONS

LEVEL  
LOYALTY REWARDS

**6600 Points / \$99  
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