



NAIL THE FUTURE OF YOUR

SOCIAL

MEDIA

with Tiffani Cordoza



MINDSET {NOUN}:

a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.

Hair
 Techniques
 done by Jitoni
 Jitoni

Prices
 Set w/ paint \$3.00
 Set w/o paint \$2.00
 Fills \$.50
 Paint \$.25
 Manicure \$ 1.50
 mini Man. \$ 1.15
 French \$ 3.25
 Manicure w/o nails
 each manicure \$ 6.05
 acrylic nails
 Hair "Set" \$ 1.00
 Hair "do" \$.50
 Nail RATS \$ 1.00
 Repair for nails \$.50
 any others ask we will give you our price sheet
 Hair cut \$ 1.25
 Shampoo \$ 2.00
 dry
 The Works 2.00
 done by Jitoni

*It's Not About the Number of
Followers You Have, It's About*

AUTHENTICITY & VULNERABILITY

**The one who shows up, unapologetically as
themselves with consistency wins the game.**



**Social media is an open ended
conversation with other REAL humans.
These humans have the same fears and
struggles as you do.**

[Examples of Personal Interests]

1. Family
2. Shopping
3. Baking
4. Home Decor
5. Personal Growth

**Your 5 personal interests work as
conversation starters.**

**IDENTIFY
YOUR IDEAL
CLIENT**



When you get specific, you can create content that:

1. Resonates with your ideal client
2. Attracts MORE of your ideal client
3. Creates consistency
4. Builds trust
5. Generates real engagement

**YOUR ideal client is
the Foundation to ALL
of Social Media**

THE
Cordova Concept

There are 4 types of content to post that I use myself for planning out a social posting strategy

- Personal post

Build a real relationship with your audience, share pictures of yourself, let them connect with an actual person and create a bond. The goal is that they “know” you before they ever end up in your chair.

- **Value post**

Give them “nuggets” of information so that they feel educated and empowered by you. Everyone wants to be given knowledge and it’s your opportunity to educate your future clientele.

- Sales post

ASK for the sale, let them know where they can book an appointment, list your availability, post your website link, post nail photos into albums with booking link.

- Teaser/Action Driven Post

Ask opinions, questions, get them sharing and interacting on your post to boost engagement, show up on their feed.

Daily Content Example:

1. Personal post
2. Action driven
3. Value post
4. Action driven
5. Sales post
6. Personal post
7. Organize & upload nail photos and promote on stories (*add examples from my business*)

Maxing out your social presence

Using Instagram & FB Stories to share “behind the scenes”, linking to new posts, tease about upcoming events, using highlights for services, add-ons, new products, etc

Every bio should do 4 things:

- State a solution you provide
- State the one thing only YOU can provide
- State WHO you serve
- Offer an instant win for your viewer

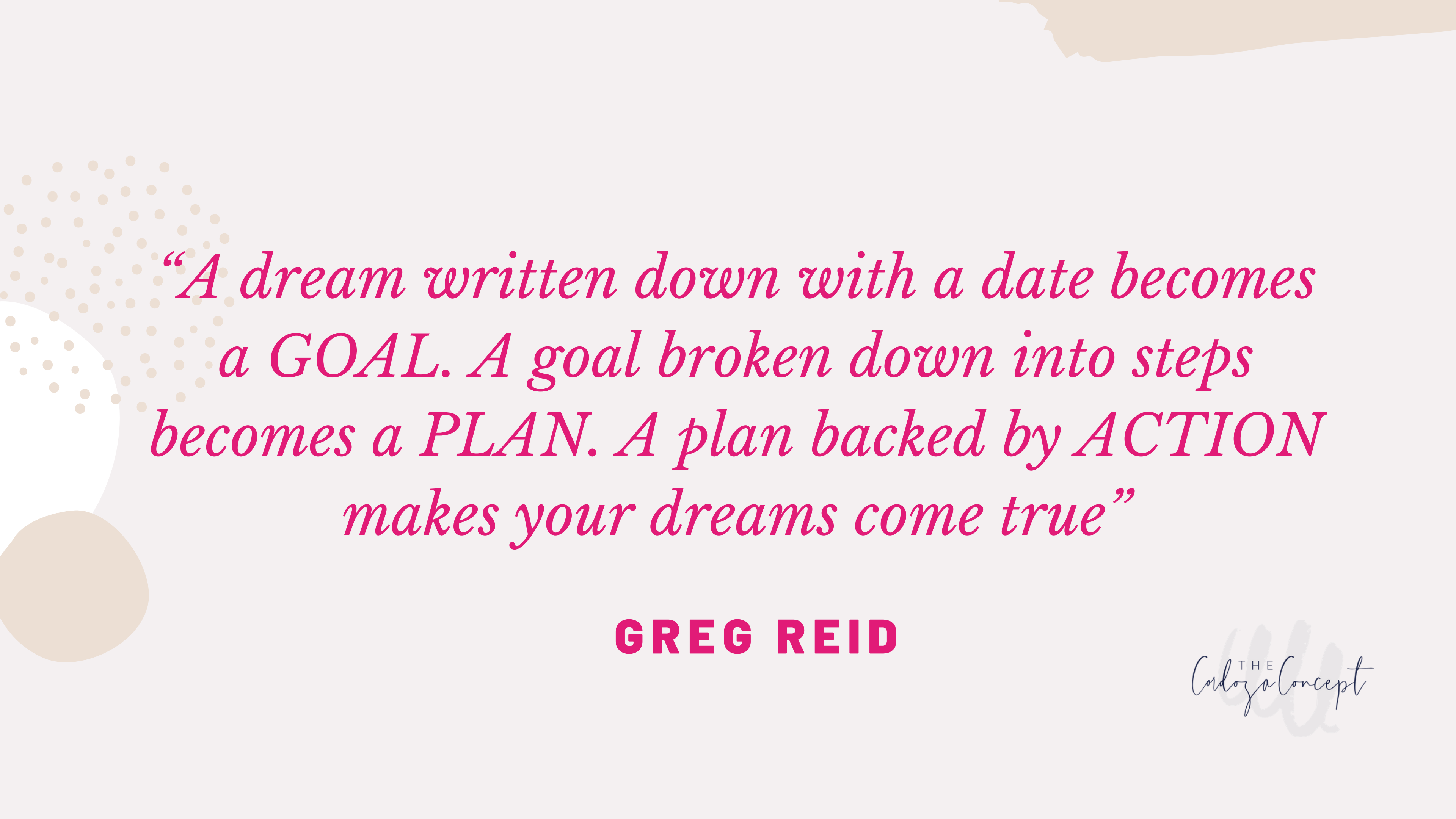
[example bio:]

I am a Licensed Nail Tech in Portland Oregon. Simple one color mani's for On-The-Go Momma's. Grab my \$5off your first booking coupon!



:LET'S RECAP:

Shift your Mindset, Know your
Audience, Create a PowerHouse Bio



*“A dream written down with a date becomes
a GOAL. A goal broken down into steps
becomes a PLAN. A plan backed by ACTION
makes your dreams come true”*

GREG REID

THE
Cordova Concept



SMART GOALS:

SPECIFIC

MEASURABLE

ACHIEVABLE

REALISTIC

TIME BASED



**BE CONSISTENT,
SHOW UP &
TAKE ACTION!!**

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