

Social Media Certified Specialists (aka Social Butterflies)

Q *What is a Salon Social Media Certified Specialist?*

A **Salon Social Media Certified Specialists are experts at utilizing the latest Social Media venues to:**

- ✦ Grow salon clientele.
- ✦ Fill openings in the day to keep the appointment book full.
- ✦ Expand the service provider's online presence.
- ✦ Be the Social Media Expert in your salon to train and assist the team in growing social media skills.

Q *What does the course consist of?*

- A**
- ✦ The 12 week course is held in a private Facebook Group, featuring a one on one learning environment and a group sharing/learning setting (environment).
 - ✦ Weekly assignments to grow and hone your social media marketing skills. With the goal of growing your social followers, gaining new guests and filling openings in your book to increase your income!
 - ✦ Accountability of your successes, challenges and opportunities for growth
 - ✦ Metamorphosis - celebrating your wins, helping others celebrate their wins and mentoring each other to overcome obstacles
 - ✦ Mid Course Progress Reports
 - ✦ Certificate of Completion!

Q *Who conducts the course?*



A **Lynn Winsell**, Winsell Marketing's founder and owner, has over thirty years of salon marketing experience and has trained thousands of salon professionals to grow their business with social media. Lynn is also the author of "Getting Social: A Salon's Social Media Fast Track to New Guests & Keeping the Book Full!"

Q *What is the cost?*

A Sign up today for only \$595 per person or \$999 for 2!

CAUTIONS

Social Butterflies have been found guilty of:

- ❖ Persuading new clients to visit their salon
- ❖ Filling openings in their day with guests
- ❖ Growing FB likes and IG followers
- ❖ Showing their greatness with frequent posting
- ❖ Creating videos tutorials for guests
- ❖ Gaining new referrals, recovering lost guests filling openings in the day, growing social media presence and huge increases in making more MONEY!!!

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Thanks to the social butterflies group I gained much more confidence in sharing my work on Facebook and boosting my pictures and videos on Instagram as well!! I have gained many referrals and have been recognized for my social media pages! I am a true believer that this will and has made my business grow! - *Maribel Lopez*

I've learned how to utilize more videos to grab attention. More discipline in posting more content. Social Butterflies is also a great motivational support system for everyone. Being able to motivate each other and bounce ideas off each other helps everyone succeed & earn more. - *John Fletcher*

I've grown not only at the salon but in my personal life social butterflies has been such a inspirational moving moment in my life at the time I needed it the most. I would recommend it to anyone willing to put in the commitment and willingness to better there best 🙏 thank you so much Lynn for everything - *Ashlee Baker*

On a whole, my book has grown tremendously during this experience! I'm mean holy cow, I have fully booked days now! I intend to use each weekly assignment pdf's as a reminder, or even a place to draw ideas from even after this is over. Lynn Winsell I can't thank you enough for teaching me all that you have! 😊 - *Kalli Marshall*

Social butterfly has taught me new way to connect with my clients and build new relationships! It has also helped me share my work with my clientele and others near my area! - *Alexis Rex*

Social Butterflies has improved my over all awareness of how amazing social media can be for growing your clientele! How many clients love to see your work before they even sit in your chair. It's all about how much effort and time stylist put into marketing ourselves and social media is the fastest way to see that growth! ALSO I JUST LEVEL JUMPED TO 2!!! I want to thank Lynn Winsell for this amazing program that has a huge part in the reason why I was able to level jump so fast! - *Christian Boss*

The best thing I did was my referral video. It gave me 8 referrals last month and lots of love from people and reached over 20,000 people. Very cool and humbling! - *Katie Vargo*

This group has giving me to confidence to post pictures of my work the smart way with all of the tips and suggestions that you have given. I'm still working on videos but I'm closer to doing it thanks to this group and the things I've learned. - *Kimberly Cutler Lee*

Social butterfly has helped me gain confidence to post my work and even boost my post. It has helped me learn how to navigate social media in the best way to advance my career! - *Caitlyn Bannister*

Social butterflies has definitely pushed me to be more confident, and given me ideas for social media - *Gina Prisaznick .*

TESTIMONIALS