

Salon and Wellness Campaign Companion

NAME _____ DATE _____ PERIOD _____

Use this companion with FYF pp. 132-133. Build one polished post and two rough post plans in the workbook; use this sheet for the business and revision evidence the workbook does not collect.

1. Define the business

Create a fictional salon, barbershop, nail studio, skincare studio, mobile service, or SFX studio.

Business name: _____

Service offered: _____

Fictional target customer: _____

Location type, not a real address: _____

Word bank: client = customer · service = work provided for a client · responsibility = work the owner must manage · access = a way to remove a barrier

One thing that makes the business different:

One business skill the owner needs and why:

Use this frame if helpful: The owner needs ***because*** _.

2. Map the customer experience

Complete the path with short labels.

Schedule or check in: _____ -> Service area: _____

-> Sanitation or cleanup: _____ -> Supplies or records: _____

One access choice that removes a barrier:

3. Check the three-post series in FYF p. 133

- ☐ Post 1 is polished and includes a headline, short explanation, realistic tip, and visual.
- ☐ Posts 2 and 3 have different techniques, headlines, and one-sentence tips.
- ☐ The language is supportive, not medical advice.
- ☐ The campaign does not promise a cure or guaranteed result.
- ☐ It contains no real account, handle, location, person, or contact detail.

Feedback route: [] partner [] teacher [] private self-check

One strength in the campaign:

One change that would make the message clearer or safer:

Revision I made in the workbook:

4. Connect the campaign to entrepreneurship

Use this frame if helpful: This campaign could build trust because . ***The owner must still*** .

How could a useful, accurate post build trust without replacing professional help?
