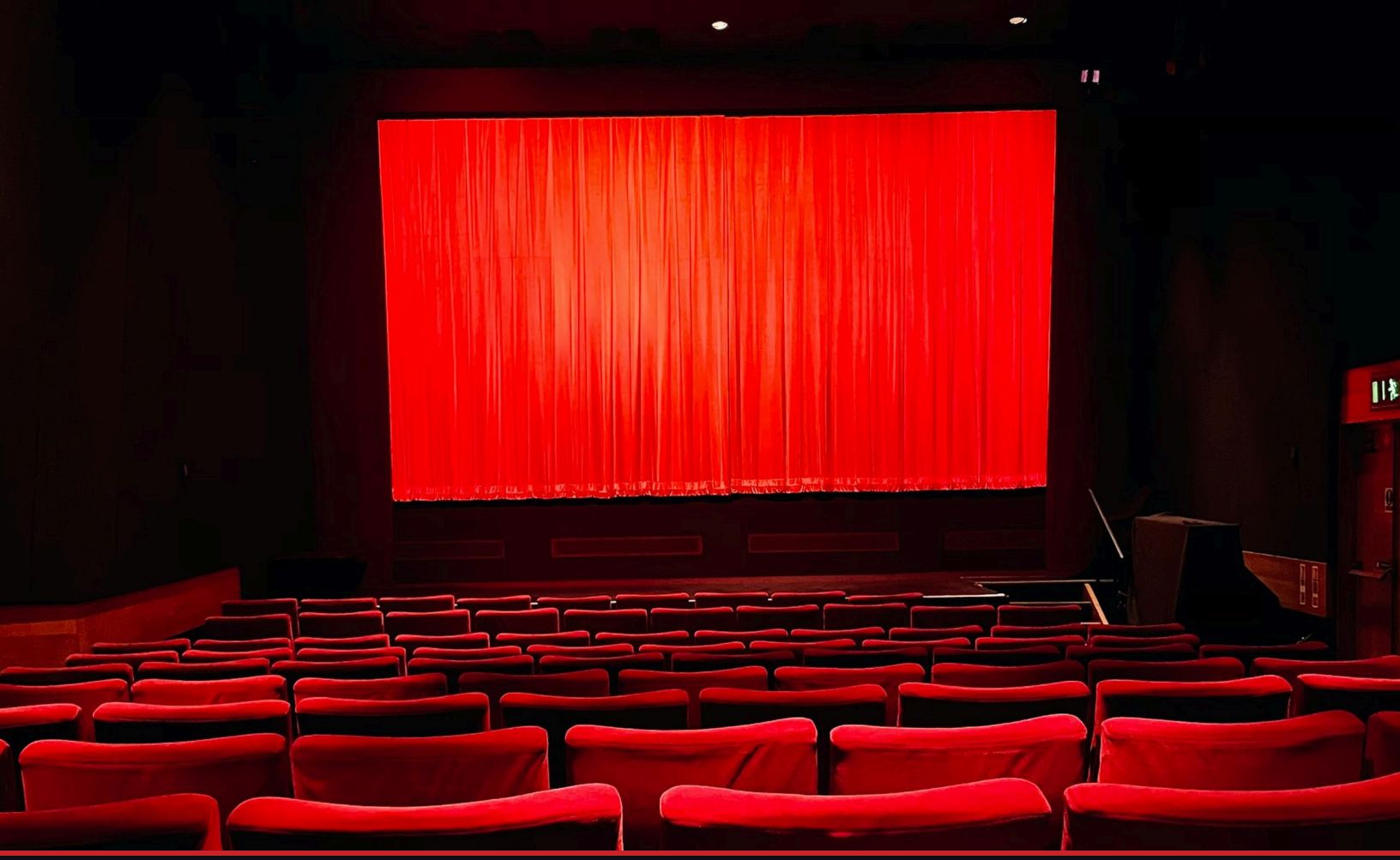


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BEAUTY CLUB

MARKETING & SALES TOOLKIT · NO. 06

ATTRACTING & CONVERTING CLIENTS

The Reels & Short Video Playbook

Twenty formats that work for beauty work, shot on the phone you already have, in the room you already work in.

Inside: the anatomy of a reel that books someone · 20 formats camera setup for a beauty studio · sound, subtitles and trending audio editing in six cuts · reading the retention graph · ten mistakes the four-week sprint · **printable planning sheet**

BEFORE YOU START

The camera is already in your hand

You are filming anyway. Most masters have four hundred clips on their phone and post none of them, because the gap between “a video of my work” and “a reel someone watches to the end” feels like it needs equipment you don't own.

It doesn't. It needs a structure, a stand, and about eight minutes of editing. This guide is the structure: how a short video is built, twenty formats that suit beauty work specifically, and the mechanics — light, sound, subtitles, cover frame — that decide whether anyone stays past the third second.

HOW THIS DIFFERS FROM NO. 05

The Instagram Content System decides **what** to post and when — six rubrics, ninety ideas, a monthly calendar. This guide is only about short video: **how to actually make one**. Every format here belongs to one of those six rubrics, and the numbers in brackets point back to the idea list on pages 6–8 of No. 05.

What is in this guide

Why three seconds decides everything	3	20 formats · Talking & teaching	6
Sound: music, voice, and the tools	9	Reading the retention graph	12
The anatomy of a reel that books	4	20 formats · Person & place	7
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20 formats · Proof & process	5	Camera setup for a beauty studio	8
Publishing, and the first hour	11	The four-week sprint	14

One honest expectation. Reels are the best tool in this toolkit for reaching people who have never heard of you, and one of the worst for filling next week. Treat them as a way to be found, then let *No. 02* answer the messages and *No. 03* keep the people who come.

THE MECHANISM

Three seconds, then everything else

01 **The platform shows your video to a few people first**

A small group sees it. If they watch to the end, rewatch it, save it or send it to someone, it goes to a larger group. If they swipe away in two seconds, it stops. Everything in this guide is aimed at that first decision, because nothing downstream happens without it.

02 **Movement in frame one, not a title card**

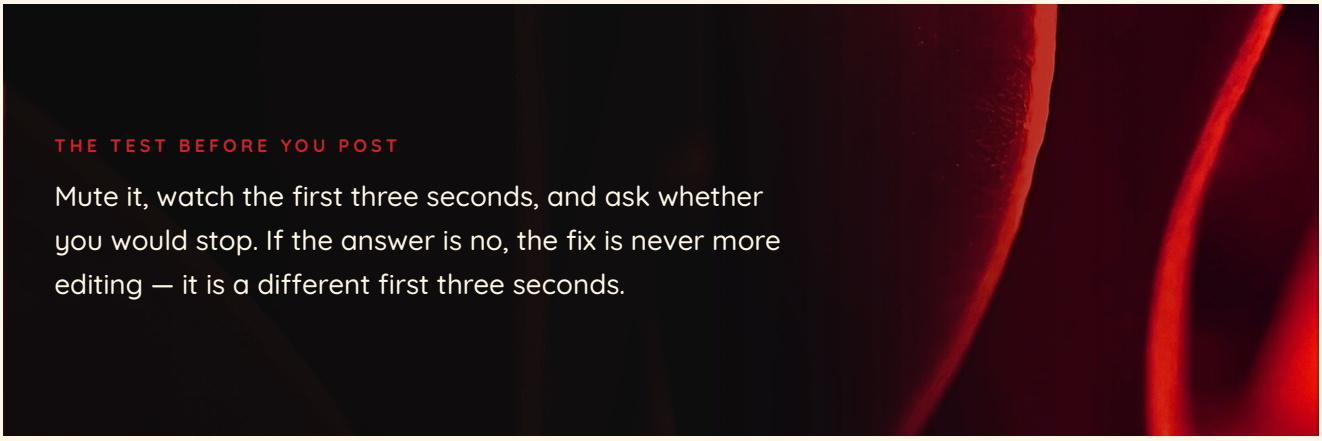
The most common opening in beauty reels is a still photo with text over it while music builds. That is three seconds of nothing. Open on the hand already moving, the file already cutting, the colour already going on — and put the text over the movement instead of before it.

03 **Watch time beats everything except saves**

A fifteen-second video watched twice is worth more than a sixty-second video abandoned at ten. Shorter is not a compromise; it is usually the correct answer. Cut the setup, cut the greeting, cut the first two seconds after you have edited it and see if it is better.

04 **Local matters more than viral**

A hundred thousand views from three states away cannot sit in your chair. Tag your location, say your city out loud in the video, and treat a reel with four thousand local views and nine messages as the success it is.



THE TEST BEFORE YOU POST

Mute it, watch the first three seconds, and ask whether you would stop. If the answer is no, the fix is never more editing — it is a different first three seconds.

FOUR PARTS, IN THIS ORDER

The anatomy of a reel

0–3 sec · The hook	Movement plus one line of text. State the promise or the problem. “The reason your gel lifts has nothing to do with the gel.” Never a logo, never a title card, never “hi guys”.
3–10 sec · The setup	Why it matters to her. One sentence, spoken or on screen. This is where most people lose the viewer by explaining themselves instead of her problem.
10–25 sec · The payoff	The actual thing — the technique, the answer, the transformation. Deliver what the hook promised, and deliver it fully. A hook that isn't paid off is why people stop trusting an account.
Last 3 sec · The ask	One action, said once. “Save this before your appointment.” “Message me the word BOOK.” “I'm in [city] — Thursday is open.” No stacked calls to action.

Length, by format

KIND OF VIDEO	AIM FOR	WHY
Transformation, satisfying loop	7–15 sec	Short enough to be rewatched, which counts twice
One answer to one question	20–30 sec	Long enough to be useful, short enough to be saved
Teaching, method, myth	30–45 sec	Needs room, but every second past 45 costs you completion
Story, day in the life	45–60 sec	Only works if the first three seconds are strong

THE RULE THAT FIXES MOST REELS

Write the **hook** and the **ask** before you film anything. If you cannot write both in one line each, you don't have a video yet — you have footage. Thirty-two hooks are on page 9 of *No. 05*.

20 formats · Proof & process 01–07

01 The transformation 7–15 SEC

YOU NEED The before clip and the after clip, same angle, same light.

WHY The single most reliable format in beauty. Open on the *before* already in motion, cut on a beat, hold the after for two full seconds so it can be screenshotted.

02 The satisfying loop 6–10 SEC

YOU NEED One repeated motion filmed steadily: filing, levelling gel, wiping the sticky layer.

WHY If the last frame matches the first, people watch it four times without noticing. Rewatches count as watch time, and watch time is the whole game.

03 ASMR, no music 15–30 SEC

YOU NEED A quiet room and the phone close to the work. Nothing else.

WHY Tool sounds outperform music for this audience, and silence is a pattern break in a feed where everything has a soundtrack. Say in the caption that sound is on.

04 Before you book 20–30 SEC

YOU NEED Your face for three seconds, then footage of the room and the work.

WHY What a first appointment is actually like: how long, what happens, what to bring. Removes the fear that stops strangers booking. Rubric 03 and 06 in *No. 05*.

05 The time-lapse 10–20 SEC

YOU NEED Phone on a stand, time-lapse mode, one full appointment.

WHY Ninety minutes in fifteen seconds shows the work behind the price better than any explanation. Pair it with the real time on screen: “1 h 45 min.”

06 The detail nobody films 8–15 SEC

YOU NEED Macro-close shot: the cuticle line, the apex, the edge.

WHY This is the shot other masters comment on and clients screenshot. It says “professional” without a single word of claim.

07 Product in use 10–20 SEC

YOU NEED The bottle in frame, label readable, then the application.

WHY Sells the retail on your shelf and tells clients what you actually use. Brands notice these too — it is how partnerships start.

20 formats · Talking & teaching 08–14

08 The myth, corrected 25–40 SEC

YOU NEED Your voice over work footage. Your face is optional here.

WHY "Gel doesn't ruin your nails — removal does." Correcting something people believe is the most shared format there is, and it positions you as the one who knows.

09 One question, one answer 20–30 SEC

YOU NEED A question from your DMs, on screen, then the answer.

WHY Endless supply, high save rate, and it does the work of answering the same question for the next fifty people. Ideas 31–45 in *No. 05*.

10 Talking head with b-roll 30–45 SEC

YOU NEED Three seconds of your face, then your voice over work clips.

WHY The face buys attention; the b-roll keeps it. Pure talking heads lose people at eight seconds, pure work footage never builds a person.

11 The list 25–40 SEC

YOU NEED Three numbered points, one clip each, numbers on screen.

WHY "Three things I'd never do to a client's nails." A promised count makes people stay to the end to see the third one.

12 The mistake 20–35 SEC

YOU NEED Evidence: a lift, a chip, a bad prep, filmed honestly.

WHY "This is what happens when you skip this step." Never name a salon, never mock a client — show the cause and the fix, and the video does the selling.

13 The price, explained 30–45 SEC

YOU NEED Numbers on screen and footage of the work behind each one.

WHY What $[price] pays for: minutes, product, sterilisation, guarantee. The arithmetic is in *No. 01*. This one converts the people who thought you were expensive.

14 Two options — you choose 8–15 SEC

YOU NEED Two finishes, shapes or shades, side by side.

WHY "Which one?" is the cheapest comment generator in beauty, and comments are what push a reel past your own followers.

20 formats · Person & place 15–20

15 Day in the life 45–60 SEC

YOU NEED Eight to ten short clips across one working day, in order, with times on screen.

WHY The highest-converting rubric in *No. 05*, in video form. People book a person, and this is the format that shows one.

16 Client POV 10–20 SEC

YOU NEED The phone where the client's eyes would be, looking down at your hands.

WHY It puts a stranger in the chair before she books. Unusual angle, so it stops the scroll on its own.

17 The reaction 7–12 SEC

YOU NEED Her face when she sees the result — with permission, asked properly beforehand.

WHY Nothing you can say about your own work is worth a real reaction to it. One a month is plenty.

18 The room, in fifteen seconds 10–20 SEC

YOU NEED A slow walk from the street door to your chair.

WHY For a suite or a home studio this is the video that removes the "where am I even going?" hesitation. Include the parking. Say the neighbourhood out loud.

19 The offer 10–20 SEC

YOU NEED One offer, one date, on screen and spoken.

WHY The campaign from *No. 04*, in fifteen seconds. One per campaign, no more — an account that always has an offer running has no offers at all.

20 The trend, adapted 7–15 SEC

YOU NEED A sound that is currently moving, applied to footage you already have.

WHY Worth doing perhaps twice a month, when the trend genuinely fits your work. Forcing your craft into a format that doesn't suit it looks worse than skipping it.

How to use the twenty. Pick four each month, not twenty. Two proof formats, one teaching, one person — that is a month of video that covers everything an account needs, and it is roughly one filming session.

SET IT UP ONCE, LEAVE IT SET UP

Camera in a beauty studio

THING	WHAT TO DO	WHY IT MATTERS
The stand	A small flexible tripod or a clamp on the lamp arm, always in the same place	Handheld footage of close work is unwatchable. This is the single best twenty dollars in this guide
Position	Slightly above and to the side, 30–45 cm away	Straight down flattens everything; too close and the phone cannot focus
Orientation	Vertical, always. 9:16	Horizontal footage gets cropped badly or bordered, and both look amateur in a feed
Settings	1080p, 30 fps (60 for slow motion). Grid on	4K fills your phone and changes nothing anyone can see on Instagram
Focus	Tap the nail, then hold to lock before you start	Autofocus hunting mid-clip ruins more beauty footage than any other single thing
Light	Daylight from the side. Ring light off for video, or bounced	A ring light straight on gives grey skin, a white glare on gel, and a ring in every fingernail

The two-minute setup

- [ ] Clamp the stand, frame the empty station, lock focus on the spot where hands will be.
- [ ] Film five seconds, watch it back once. Check the frame is clean — charger, cup, wipes, all out.
- [ ] Leave it there. Setting up is what stops people filming — so stop setting up.

> SHOOT MORE THAN YOU NEED
>
> Every clip: start filming three seconds early and stop three seconds late. Editing is trimming, and there is nothing to trim when the clip starts exactly on the action. Fifteen usable seconds usually comes from forty filmed.

HALF THE VIDEO

Sound

OPTION	WHEN TO USE IT	WATCH OUT FOR
Your voice	Anything teaching, explaining or personal. The strongest choice for building trust	Record in the quiet room, phone close. Never over loud music — pick one
Tool sound only	ASMR, process, the satisfying loop	Turn off the extractor and the radio. Say “sound on” in the caption
Trending audio	Transformations, quick before-and-afters, the trend format	Fades fast. If it has been everywhere for two weeks, you are late
Quiet background music	Room tours, day in the life, anything with your voice under it	Keep it well below your voice. Most people over-mix the music

Subtitles are not optional

A large share of people watch with the sound off, and almost nobody turns it on to find out whether your video was worth it. Burn captions into every video with a voice — the app's automatic captions are fine, but read them before you publish: they mangle product names, brand names and anything Russian, every single time.

TEXT ON SCREEN, THREE RULES

- **Keep it out of the edges.** The top and bottom of the frame are covered by the interface and by the caption — hold text in the middle two thirds.
- **One idea per screen.** Six or seven words. If it needs a paragraph, it belongs in the caption.
- **Same font every time.** Pick one, use it in every video. It becomes recognisable faster than your logo does.

Music you can actually use. Instagram's own library is licensed for use in the app; a track ripped from elsewhere can get a business account's video muted or restricted. Use the in-app library, or genuinely royalty-free audio.

EIGHT MINUTES, NOT EIGHT HOURS

Editing in six cuts

Same six moves every time. Do them in this order and a reel takes under ten minutes.

01 **Cut the start**

Delete everything before the action. Then delete one more second. Almost every reel improves.

02 **Cut the dead air inside**

Pauses between sentences, the reach for a tool, the moment you look at the camera. Tight is the whole aesthetic of the format.

03 **Put the hook text on the first frame**

Over movement, not over a still. It should be readable in the first half second, before anyone has decided anything.

04 **Add captions and read them**

Automatic is fine. Reading them is not optional — brand names and any non-English words come out wrong nearly every time.

05 **Pick the cover frame deliberately**

Not the first frame. Choose the best *after* shot, because that is what sits in your grid for years. This is the most-skipped step in short video, and it is why so many good grids look messy.

06 **Watch it once, muted**

If it still makes sense and you would still stop scrolling, publish. If not, the fix is the first three seconds — not more effects.

Apps. Instagram's built-in editor is enough for most of this. CapCut gives you finer trimming and better captions. Anything more elaborate than those two is a hobby, not a marketing decision.

THE LAST FIVE MINUTES

Publishing

FIELD	WHAT TO PUT	WHY
Cover	Your best *after* frame, or a clean custom cover	It lives in your grid permanently. The video is temporary; the cover is not
Caption	Hook line, two or three lines of substance, one call to action	Structures on page 10 of *No. 05*. The first line is the only one shown before “more”
Location	Your city or neighbourhood, every single time	The main way a local stranger finds a local business. Free, and constantly skipped
Hashtags	Five to eight, mostly local, plus two about the technique	Thirty generic tags do nothing. Local tags are searched by people who can actually come
Brand tags	The products you used, if visible	Occasionally gets you reshared to a far bigger audience, and costs nothing
Timing	When your own audience is online — your insights, not a blog	Usually late morning or after 8pm; yours may differ

The first hour

- [ ] Put it in your stories with “new one up” — your regulars are in stories, not in the feed.
- [ ] Answer every comment in the first hour, including the emoji-only ones. Early engagement is what the platform is watching.
- [ ] Reply with a question back where it's natural — conversation counts for more than volume.
- [ ] Do not delete it if the first hour is quiet. Reels move for days, sometimes weeks.

Reposting is allowed. A reel that did well can go out again three or four months later, to a mostly different set of people. Change the hook and the cover, keep the footage — your best video is a template, not a one-off.

THE ONLY ANALYTICS SCREEN WORTH OPENING

Reading the graph

Instagram shows a retention curve for each reel — how many people were still watching at each second. It tells you exactly where the video failed, which is far more useful than how many saw it.

WHAT THE CURVE DOES	WHAT IT MEANS	THE FIX
Cliff in the first 2 seconds	The hook didn't land, or the opening frame was static	Open on movement, text over the action, cut the first second
Steady decline throughout	Normal — this is what a healthy reel looks like	Nothing
Sharp drop at 8–12 seconds	The setup ran too long before the payoff arrived	Get to the point sooner. Move the best moment earlier
Flat, then a drop right at the end	You held them and then over-explained	Cut the ending. The ask is one sentence
A bump upwards mid-video	People rewound — something there is genuinely interesting	Make a whole video about that moment

The three numbers, in order of importance

- **Saves.** She intends to come back to it, or to use it. The strongest signal a beauty account can get.
- **Shares.** She sent it to somebody — who, for a local business, probably lives nearby.
- **Watch time / rewatches.** What decides whether the platform keeps showing it.

Views and likes tell you almost nothing you can act on. Messages and bookings tell you everything — counted in *No. 05*, page 14.

ONE REEL IS NOT DATA

Judge formats, not videos. Post the same format three times before deciding it doesn't work for you — a single reel's performance is mostly luck, and abandoning a good format after one attempt is the most common mistake on this page.

AVOID THESE

Ten mistakes

- × **Opening on a title card** — three seconds of nothing, at the exact moment everything is decided.
- × **Handheld close-up work** — unwatchable. A twenty-dollar stand fixes it permanently.
- × **Ring light straight into the gel** — grey skin, white glare, a ring reflected in every nail.
- × **No subtitles on a talking video** — most people watch muted and will not turn sound on to find out.
- × **Music and voice at the same volume** — pick one. The viewer cannot follow both.
- × **Sixty seconds of process with no point** — satisfying is a format, not an excuse. It still needs to be short.
- × **Thirty hashtags, none of them local** — reach from people who cannot physically come to you.
- × **Never saying where you are** — the most common and most expensive omission in local beauty accounts.
- × **Three calls to action at the end** — follow, save, share, book, comment. Ask for one thing.
- × **Deleting a reel that flopped** — it may still move next week, and the delete teaches you nothing.

AND ONE THAT ISN'T A MISTAKE

Not being on camera. Plenty of excellent beauty accounts are built entirely on hands, tools and voice. Your face helps — rubric four in *No. 05* exists for a reason — but if being on camera is what stops you posting at all, do the work without it and post consistently instead.

FOUR WEEKS, THEN DECIDE

The reels sprint

Reels reward consistency over quality, and four weeks is enough to know which formats belong to you.

WEEK 1 · SET UP AND FILM

- [ ] Buy the stand and put it where it lives. Do the two-minute setup on page 8.
- [ ] Pick four formats from pages 5–7. Write four hooks and four asks before filming anything.
- [ ] Film across your normal working week. No extra sessions — just leave the phone on the stand.

WEEK 2 · PUBLISH

- [ ] Edit with the six cuts. Eight minutes each, timed.
- [ ] Publish two. Location tag, local hashtags, deliberate cover.
- [ ] Answer every comment in the first hour.

WEEK 3 · READ AND ADJUST

- [ ] Open the retention curve on both. Where did people leave?
- [ ] Publish the other two, with the first three seconds fixed.

WEEK 4 · REPEAT WHAT WORKED

- [ ] Whichever format got the most **saves**, do it twice more.
- [ ] Write down what you actually enjoyed filming. The format you don't dread is the one you will still be posting in six months.
- [ ] Fold the winners into the monthly calendar in *No. 05* and stop treating video as a separate project.

> **THE REALISTIC TARGET**
>
> Two reels a week, every week, beats seven in one burst and then nothing for a month. Two is achievable on a full book, and it is enough.

PRINT THIS PAGE · ONE PER REEL

Reel planning sheet

Format no. (01–20)
Rubric (No. 05)
Hook — first line, written before filming
The payoff — what they came for
The ask — one action only
Target length
Sound — voice / tools / trending / music
Clips to film
Cover frame
Location tag & hashtags

BEFORE YOU PUBLISH — THE FOUR CHECKS

Muted, would you stop in the first three seconds? · Are the captions correct? · Is the cover the best frame, not the first? · Is your city on it?

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Three seconds. Then she stays.

The rest of the Marketing & Sales Toolkit is included in every Formula membership — templates, scripts, campaigns and calculators, added every month.

- No. 02 DM & Text Sales Scripts
- No. 04 Seasonal Promo Calendar
- No. 05 Instagram Content System
- No. 26 Before & After Photo Kit

Send a reel to your concierge before you post it and we'll tell you honestly: care@formulabeauty.club



For members' internal business use. Platform features, formats and music licensing change — check the current app before you rely on a setting.

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