



Hair Extensionist Content Checklist





Capture This During Every Appointment

Use this checklist whenever you have a hair extension client in the chair.

One appointment can easily give you over a full week of content.

1. Before Content

- Take clear content before the appointment starts.
- Before photos from the back.
- Before photos from both sides.
- A short video showing the hair movement before.
- A short clip of you discussing the starting point.
- Optional consultation clip explaining the client's goals.



2. Consultation Insight

Capture a short explanation of:

- The client's hair type.
- The challenges they have.
- What they want to achieve.
- Why you chose the specific method.

This builds expertise and trust.

3. Preparation Content

- Quick clips showing preparation.
- Threading beads.
- Preparing wefts.
- Colour matching.
- Mixing shades.
- Laying out the hair.

These small clips are surprisingly engaging.

4. Midway Process Content

- Take clips while fitting.
- Your first row.
- Close-ups of the attachments.
- Placement detail.
- Colour blending.
- Short clips of the technique being used.

These show your expertise.

5. Technical Explanation

Capture short clips explaining things like:

- Why you chose this method.
- How it protects the client's natural hair.
- Why this placement works for their lifestyle.
- How it suits their hair type.

This is the content that attracts premium clients.



6. Finished Result

- After photos from the back.
- After photos from both sides.
- Video showing the hair movement.
- A slow walk-around video.
- A quick styling clip if possible.

7. Client Reaction

If the client is comfortable:

- A short clip of their reaction.
- A quick testimonial.
- A smile in the mirror moment.

These build powerful trust.



8. Detail Shots

Close-ups of:

- Blends.
- Placement.
- Hidden attachments.
- Hairline work.

These position you as a specialist.

9. Educational Moments

Short clips explaining:

- How the client should care for the hair.
- Why correct aftercare matters.
- How the extensions protect the natural hair.

10. Optional Extra Content

- Salon environment.
- Tools you use.
- Product recommendations.
- Quick styling tips

Why This Works

Instead of one before-and-after post...

You now have multiple pieces of content that show:

Your expertise.

Your decision-making.

Your process.

Your results.

And this is what builds trust.

Because people don't just want to see the result.

*They want to see how and **why you achieved it.***