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THE COMPLETE FREE WORKBOOK

Good nails. Clearer posts.

Eight complete captions. Four useful weeks.

Make the next step clear.

A four-week posting calendar / Rights and availability corrections / Ten answer-key checks

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

A complete free six-chapter social workbook with eight finished captions, a four-week plan, asset permissions, a video script, dated availability corrections, reporting arithmetic and ten answers. Fictional practice; no posting, image files or booking claims.

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How to use this workbook

A good salon post helps someone understand the design, service and next step. This complete free workbook supplies a four-week plan, eight finished messages, an asset-permission register, a short video script, an availability correction and a small measurement exercise. Every example and answer is included.

Juniper Nail Studio and all records below are fictional. This is an independent practice campaign, not a description of real clients or the studio in another workbook. No photo was uploaded, post published, message sent or booking made. Kimi is optional for synthetic drafts; do not provide identifiable client images or private appointment records to an unapproved AI service.

1. Start with facts and permission

The owner-approved practice menu has two services: S1 color refresh, 30 client minutes for \$30; S2 standard manicure, 45 client minutes for \$45. Added design work and removal require a separate scope and time check. Prices here are invented exercise inputs, not local-market recommendations. No medical benefit, product wear duration, qualification, award or review score is supplied.

Week 1 is October 5-11, 2026; all times in this independent exercise use the studio's America/New_York time zone. At the opening check there are exactly two bookable client windows: Wednesday October 7, 14:00-14:30 for S1 and Friday October 9, 10:00-10:45 for S2. Staff, station and separate turnover time have already been approved for those windows. A message does not reserve a slot; reception must confirm the service and time. Later weeks have no supplied availability, so do not recycle this opening as a month-long offer. Replace these fictional dates and verify the real studio's time zone before any real release.

The owner has approved the studio's own Instagram and Facebook accounts for this practice plan. There is no approval to post in neighborhood groups or contact former clients. Use only the following asset register; being able to view an image is not evidence that it may be reused.

Asset	Supplied description	Permission for this campaign	Decision
A1	Studio-created plain board with two rows of sample tips, one teal and one cream	Owner approves both social accounts	Use
A2	Client's coral nails in a private appointment message	Service discussion only	Exclude
A3	Saved competitor photograph	No reuse permission	Exclude
A4	Studio-created menu card with S1 and S2 facts	Owner approves both social accounts	Use
A5	Empty studio and two workstations, no people or screens	Owner approves both social accounts	Use
A6	Owner filming teal and cream sample tips; no client appears	Owner approves picture and original audio	Use

The board and sample tips are demonstrations, not photographs of a completed client appointment. Do not label them as customer results. Keep the approved asset version with its permission record, intended channels and reviewer. If permission changes, pause future uses and review existing placements through the studio's normal process.

2. Build a four-week sequence that can actually be maintained

Two posts each week is this exercise's workload choice, not an algorithm rule. Each post has a specific job. Reusing an approved asset with a different useful explanation is acceptable; pretending it shows a new client is not. No paid scheduler, trending music or premium AI plan is needed to practice the writing.

Week	Post	Asset	Job	Release check
1	P1	A1	Explain the palette and how to enquire	Describe sample tips accurately
1	P2	A4	State the two opening windows	Recheck both slots immediately

Week	Post	Asset	Job	Release check
2	P3	A5	Explain the service-selection conversation	No invented accessibility claim
2	P4	A6	Show a short color demonstration	Captions and audio rights checked
3	P5	A1	Invite a useful preference question	No result or durability promise
3	P6	A4	Explain menu scope and price	Current menu version checked
4	P7	A5	Explain how an enquiry becomes a booking	Do not imply unlimited availability
4	P8	A4	Give a compact enquiry checklist	No request for sensitive details

Assign an owner and review time before adding anything to a scheduler. Preview the actual account, crop, caption, price and link destination. A queued post is not published evidence. Record the final post URL and actual publication time only after checking it. If a scheduler fails, check whether the post already exists before retrying.

3. Use eight complete captions and an accessible video script

P1 - palette: "Teal or cream? This is our studio's sample-tip board, made to start the color conversation. Tell us the finish you prefer when you enquire. We will check the service scope and appointment time before confirming. These are demonstration tips, not a client's finished appointment."

P2 - opening: "Two checked openings: Wednesday October 7, 2026, 14:00-14:30 for S1 color refresh, \$30, or Friday October 9, 2026, 10:00-10:45 for S2 standard manicure, \$45. Times are local to our studio, America/New_York. Added design work or removal needs a separate time and scope check. Contact reception through our usual booking channel. Availability can change; only reception's confirmation reserves your appointment."

P3 - introduction: "A clear appointment starts with a clear request. Tell us whether you are asking about a color refresh or a standard manicure, plus any additional work you would like discussed. We will check the right service length before offering a time. This photograph shows our empty studio, not a promise of an immediate opening."

P4 - demonstration: "A closer look at teal and cream on our sample tips. The owner filmed this color demonstration; no client appears. Screen settings and lighting can change how color looks, so use it as a starting point for a conversation, not an exact color guarantee. Ask reception about the current service options."

P5 - preference: "One palette, two different directions. Would you bring teal or cream into your next design conversation? Save this sample board if it helps explain your preference. We will review the actual request, service time and available choices before booking. Saving a post does not reserve a design or appointment."

P6 - scope: "Our practice menu keeps the basics clear: S1 color refresh is 30 client minutes at \$30; S2 standard manicure is 45 at \$45. Extra design work and removal are not included in those time allocations. Ask for a scope check before choosing a slot so the appointment matches the request."

P7 - process: "Asked about a time? Here is the next step: reception checks the service, staff, station and full time needed, then sends an offer. Reply through the established booking channel. Your appointment is reserved when reception confirms it; an enquiry or social comment alone is not a confirmed booking."

P8 - enquiry: "Make your enquiry easier to answer: tell reception the service you are considering, your preferred day and your available time window. Mention that additional work needs discussion, without putting private details in public comments. We will review the request before confirming price, scope and time."

P4's original 12-second script: seconds 0-3 show the labeled board with text "Teal and cream sample tips"; seconds 3-8 show the owner turning it under unchanged light with text "A design conversation, not a color guarantee"; seconds 8-12 show the menu card with text "Ask reception about current options." Spoken text repeats those three lines. Captions reproduce the speech; inspect them for errors. No real video file is supplied or represented as tested.

For A1, a useful text alternative is: "Two rows of studio sample tips, one teal and one cream, on a plain board." For A4, make the service names, prices and durations available as real caption text, not only tiny text inside the image. Check the final visual before adopting an alternative description. Keep contrast readable and leave interface-safe space around essential text; a beautiful cropped image can still lose its price or message.

4. Correct changing availability without making a false promise

At Wednesday October 7, 2026, 12:00 studio time, reception confirms the S1 opening to a client. The Friday October 9 S2 opening remains available. This is the complete change record; no further slot has appeared. P2 cannot continue to advertise two openings unchanged.

Finished replacement: "Availability update for October 7, 2026: today's S1 opening is now booked. The checked Friday October 9, 2026, 10:00-10:45 S2 standard manicure opening remains available at \$45, subject to reception's confirmation. Times are local to our studio, America/New_York. Added work needs a separate scope check. Please use our usual booking channel for the current position."

Record P2-v2, the confirmation time, reviewer and actual update result. Check the feed post, queued duplicate, Story and any pinned version separately. A scheduled copy is not corrected merely because the source draft changed. Do not expose who booked, publish a customer's message or manufacture urgency with an unverified countdown.

If a public comment includes private appointment details, route the conversation through the approved private process. Do not quote those details in a public reply. A neutral response is: "Please contact reception through our usual booking channel so we can discuss the request privately. We cannot confirm individual appointment details here."

5. Measure a small result without inventing a growth story

The following fictional report covers only the first four posts. These are reported impressions and link clicks for the same observation window. Impressions are not unique people; a click is not a booking or payment.

Post	Impressions	Link clicks
P1	600	12
P2	400	8
P3	800	8
P4	600	8

The four posts total 2,400 impressions and 36 link clicks: $36 / 2,400 = 1.5\%$. P1 and P2 each have 2%; P3 has 1%; P4 has about 1.33%. The pooled rate is not the simple average of those percentages. No reach, spend, matched enquiries, completed visits or revenue is supplied, so booking conversion, acquisition cost and return on advertising cannot be calculated.

Optional Kimi prompt: "Use only the approved menu, asset register, calendar, eight drafts and four-post report. Flag unsupported claims, assets without permission and stale P2 availability. Check totals and the pooled click rate from the original counts. Suggest one wording improvement that preserves the supplied

facts. Do not invent reach, clients, revenue, health benefits or published results. Do not upload photos or schedule posts."

Reusable release card: post ID/version; job; approved asset; permission scope; exact menu version; availability timestamp if relevant; caption; image description or video captions; destination; reviewer; scheduled state; observed publication URL; correction status. A draft passes only when the named reviewer can point to each supplied fact.

6. Check every release decision

1. **Asset count:** Four assets are usable: A1, A4, A5 and A6. A2 and A3 lack this campaign's permission.
2. **Client distinction:** A1 and A6 show demonstration tips, not completed customer results.
3. **Workload:** Eight posts over four weeks means two per week; it is not a universal optimal frequency.
4. **Service scope:** S1 is 30 minutes/\$30; S2 is 45 minutes/\$45; added work requires review.
5. **Initial capacity:** Two checked Week 1 windows exist, not ongoing monthly availability.
6. **Correction:** After Wednesday's confirmation, one Friday S2 opening remains; update every relevant copy.
7. **Video access:** P4 has a complete 12-second script and matching spoken/caption text; actual export review is still required.
8. **Report totals:** $600 + 400 + 800 + 600 = 2,400$ impressions; $12 + 8 + 8 + 8 = 36$ clicks.
9. **Pooled rate:** $36 / 2,400 = 1.5\%$; clicks are not bookings, payments or proof of causation.
10. **Next action:** Check a real draft against current owner-approved inputs; no post or campaign was executed here.

All eight messages, the script, correction, measurement exercise and answers remain free. The related member workbooks develop appointment capacity, retention cohorts, promotion economics and neutral review handling; they are not withheld parts of this exercise.

Sources and boundaries

- W3C WAI: [image text alternatives](#) supports context-appropriate image descriptions and handling text in images, not a claim that an untested export is accessible.
- W3C WAI: [captions](#) explains the role of synchronized captions for audio information; platform controls and final exports need their own checks.

Reviewed September 17, 2026. All campaign records are original fictional inputs. No claim of audience growth, preferred algorithm treatment, booking lift or health benefit is made. Verify current platform requirements and actual permissions before publishing real material.