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THE FREE BARBER POST WORKBOOK

Show the craft. Make it clear.

One useful post.
A next step that works.

A complete first exercise.

Shot list / three captions / measurement example

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A practical workbook, not a promise of results.

Inside the workbook

Create and review one post package for fictional Cedar Chair Barbers. This free exercise includes the brief, storyboard, captions, quality checks and measurement plan.

Before you begin	3
1. Choose one question the post will answer	3
2. Make a small, repeatable shot list	4
3. Write three captions from the same facts	5
4. Review the finished post before publication	6
5. Measure useful attention with clear denominators	7
6. Run a one-week learning loop	7
Sources and review notes	8

Before you begin

This free workbook helps you make one useful post: an honest visual example, a clear caption and a verified next step. You do not need a viral video, a new paid tool or a month of scheduled content to finish it.

Complete the practice privately before posting for a real business.

Cedar Chair Barbers is a **fictional** shop. Its brief, scripts, captions and measurements below are original teaching examples, not customer testimonials or results. No social post, ad, account connection or campaign is published by this workbook.

Use your own work and media you are permitted to use. A haircut appointment is not blanket permission to publish a person's face, name or voice. The shop should record what the client agreed to, on which channels and for what purpose, with an appropriate withdrawal process. Do not pressure a client to appear. Avoid identifiable minors in this practice.

1. Choose one question the post will answer

The practice client wants a neat cut with a natural finish and enough length on top to style at home. Cedar Chair's post should show how to describe that preference at a consultation. It must not promise that the same cut suits every person or that an AI can determine suitability from a photograph.

Practice brief

Audience: nearby adults comparing their next haircut options.
Question: what should I explain before the barber starts?
Evidence: an approved, real example of the shop's own work.
Message: describe desired length, finish and daily routine.
Next step: view services and current booking availability.
Do not claim: guaranteed result, last slot, discount or popularity.

Write the booking destination on your review sheet before writing the caption. If there is no functioning next step, fix that first. A polished post sending people to a broken or wrong-location booking page wastes attention.

Decide what you can genuinely show. If client permission is absent, film a mannequin, a consenting adult staff demonstration or the consultation workspace. Label demonstrations accurately. Do not pass an AI-generated haircut image off as a real client result or silently reshape a hairline in a before-and-after.

2. Make a small, repeatable shot list

Use consistent lighting and camera distance for comparisons. Keep client names, appointment screens, reflections, neighboring clients and payment terminals out of the frame. Check background audio as well as the image.

Shot	Purpose	Check before use
Opening detail	Show the finished texture	Permission and honest lighting
Side view	Show the outline	No misleading retouching
Consultation card	Explain what to ask	No private client notes visible
Closing frame	Show the next step	Correct business and booking route

Twenty-second practice script

0-3 seconds: "Before the cut, explain these three things."
3-8 seconds: show approved detail; "Length you want to keep."
8-13 seconds: side view; "How sharp or natural the finish feels."
13-17 seconds: consultation card; "How you style it at home."
17-20 seconds: "See services and current booking availability."

This is a storyboard, not a claim about the platform's ideal video length. Film to communicate the idea clearly, then inspect the actual preview. Keep important text away from interface overlays and make it readable on a small screen.

Use captions for spoken information and check the transcription of names and service terms. A person watching without sound should still understand the point. Describe the useful visual information in an appropriate text field where the platform supports it.

Do not add trending music automatically. Meta's [music-library guidance](#) describes restrictions affecting commercial use and some business accounts. Use audio you have appropriate rights to use for the intended organic or paid placement; availability in an editor is not a universal license for every use.

3. Write three captions from the same facts

A caption should connect the visual to a reader's next decision. The following are alternative drafts for one piece of content, not three posts that must all be published.

Option A: useful question

"Not sure how to describe your next cut? Start with the length you want to keep, the finish you prefer and how much styling you do at home. Bring those three points to your consultation. View Cedar Chair's services and current booking availability at [verified booking link]."

Option B: process first

"A clear brief comes before the clippers. This example shows a natural finish with length kept on top. Your own appointment starts with a conversation about your preferences and what is appropriate for your hair. See services at [verified booking link]."

Option C: short invitation

"Keep the length? Sharpen the outline? Start by telling us what matters to you. See our services and current appointment availability at [verified booking link]."

The visible bracket is a deliberate stop sign. Replace it only with the owner's verified destination in the actual publishing flow. Do not invent availability, a service price or a local area merely to make the caption feel specific.

Optional AI editing brief

Using this fictional brief, shorten the caption to 60 words.
Preserve the facts and one booking call to action.
Do not invent results, prices, scarcity, reviews or discounts.
Flag unresolved destinations. Return a draft only; do not post.

Kimi is one optional drafting candidate; see its [Agent overview](#). Compare the output with the brief yourself. Do not upload identifiable client media or private notes just to get a caption. You can complete the exercise without any AI service.

There is no magic hashtag count or guaranteed best posting hour in this workbook. If you use tags, make them relevant and truthful. A location tag should describe the real business or depicted place, not somewhere chosen solely for reach.

4. Review the finished post before publication

Look at the combined image, sound, caption, business identity and destination. Correct copy can become misleading when paired with a retouched image or a stale offer overlay. Use this review card before an authorized person posts anything.

Check	Pass means
Rights and permission	Media use matches documented permission
Truth	No fabricated result, review or scarcity
Privacy	No client record or bystander disclosed
Readability	Message understandable on a phone without sound
Destination	Link opens correct services and location
Capacity	CTA does not promise unavailable inventory
Owner decision	Exact final version approved
Publication	Correct account and placement verified afterward

If a scheduling tool is already approved, check its current plan and supported placement before connecting it. Use the smallest necessary permissions. A saved draft is not a scheduled post, and a scheduled post is not proof of successful publication. If a posting response is lost, inspect the actual account before retrying and creating a duplicate.

For this workbook, private draft review is enough to finish the production exercise. Public posting, advertising spend and account connections are separate owner decisions.

5. Measure useful attention with clear denominators

Set a small question before publishing: "Can local viewers find the booking page from this post?" Record the period, placement and links used. Platform counts and website counts measure different things; do not add them together as if every count were a unique person.

In a fictional test period, a post reaches 1,200 accounts, produces 36 profile visits, 12 booking-link clicks, three recorded bookings and two attended appointments. Profile visits divided by reach is **3%**. Bookings divided by recorded link clicks is **25%**. Attendance divided by those three bookings is **66.7%**, rounded.

These small figures do not establish that the post caused every booking. Some clients may already have intended to visit; cross-device activity and untracked routes can complicate attribution. Avoid "one post brought three new clients" unless the underlying evidence supports both newness and attribution.

If production takes 45 minutes and the owner values that time at \$24 per hour, the illustrative time cost is **\$18**. Two attended services at \$35 each with \$9 variable cost each contribute **\$52** before fixed costs. Subtracting \$18 gives **\$34**, but only if attributing those services is justified. Revenue is not profit, and likes are not bookings.

6. Run a one-week learning loop

Keep a copy of the approved brief, media permission record, final asset, caption, destination and measurement sheet. Change one useful thing for the next version, such as the opening question, rather than changing the topic, price, audience and format all at once.

Three review questions

1. Did people understand what the post showed without asking for missing context?
2. Did the booking destination work and represent the actual service accurately?
3. Was the effort worth the useful inquiries and attended appointments observed?

Practice failure checks: reject a draft with invented scarcity; stop when permission is missing; correct a wrong-location link; inspect the account after an uncertain publishing result; and remove private information from the draft before approval. Do not turn these checks into real test posts containing misleading claims.

The free exercise is complete when you have one reviewed post package and a measurement plan. If the next problem is a conflicting calendar, a reminder sent at the wrong time, an email audience without clear permission or a selective review-request process, use the corresponding CreatorHQ salon workbook. Membership and individual purchase options are shown on those product pages; those workbooks are separate from this free guide.

Sources and review notes

Official sources reviewed September 17, 2026: [Meta's Instagram music-library guidance](#), [Meta copyright guidance](#), and [Kimi Agent overview](#).

All Cedar Chair material is original and fictional. No claims are made about a universal best posting time, guaranteed reach or viral performance. Recheck platform controls, rights and account-specific publishing behavior before using the package publicly.