

A FREE WORKBOOK FROM ALIGNED UNFUCKERY COACHING



CONTENT THAT BOOKS BRIDES

The 4-Part Content Framework That Gets Brides
Saying "Yes" — Without Chasing a Single Trend.

**FOR BRIDAL HAIR & MAKEUP ARTISTS WHO ARE DONE PERFORMING
FOR THE ALGORITHM AND READY TO GET PAID INSTEAD.**

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LET'S CLEAR SOMETHING UP FIRST...

YOU DON'T NEED TO GO VIRAL, BEAUT.

You just need to get booked. Booked by brides that really get you & your value.

Those are two completely different games... and for years, the bridal hair and makeup industry has been playing the wrong one.

Chasing trends. Copying the reel that "did numbers" for someone else. Dancing to audio that has nothing to do with your art. Posting because the algorithm said so, not because it means anything.

And then wondering why your comments are blowing up with "love this!" but your DMs of actual enquiries are empty.

Your bride isn't scrolling for entertainment. She's scrolling for the person who's going to make her feel like herself on the best day of her life. She wants to feel **seen, understood, and confident that you get her – before she ever sends that enquiry.**

That's not viral content. That's booking content. And it's built completely differently.

This workbook is your first step into the exact framework I teach inside **The Unfuckery Method** (my new signature course launching in the autumn) — the process that helps bridal artists build content that converts, not just content that performs for numbers.

Grab a drink, grab a journal, get comfortable, and let's get you seen, understood... and your DMs popping off.

THE UNFUCKERY TRUTH

CONTENT ISN'T A NUMBERS GAME. IT'S A TRUST GAME.

Every trend you chase is a trend someone else already owns.

The artist who wins isn't the loudest one... she's the clearest one.

Clear on who she is. Clear on who she's for. Clear on why it matters.

That clarity is what this workbook builds... in four parts.

01

Know Her

Get specific on your ideal bride

02

Own Your Unique

Name your superpower

03

Position With Confidence

Say it like you mean it

04

Make Her Feel Seen

Turn it all into content



KNOW HER

You can't create content that speaks to her if you're still creating content for "anyone with a wedding date." Time to get specific.

You have to get deeper. If you're still describing your dream bride as:

- Has money
- Loves hair & makeup
- Laid back & trusts you

...then it's time to dig a fuck ton deeper. That's an ideal situation, not an ideal client.

- Describe her in one sentence — not "brides"... her.

- What does she worry about most when booking her hair and makeup? (The honest answer, not the Pinterest-board one)

- What has she probably already tried, or seen online, that hasn't worked for her?

KNOW HER — CONTINUED

- What do her day to day insecurities & problems look like?
.....
- What is she sick of feeling or seeing while planning her wedding?
.....
- What does she need to hear from you before she'll trust you with her face on her wedding day?
.....

Your positioning creates the outcome you want... but only after it's done its actual job: attracting the right client to you.

FINISH THE SENTENCE:

"She books me because I'm the one who..."

.....

.....

Unfuckery Nudge: If your answer sounds like it could belong to any artist in your area, it's not specific enough yet. Keep going until it could only be you.



OWN YOUR UNIQUE

Every artist in your area does bridal hair and makeup. Only one of them is you. That's the point you keep skipping past.

- What's the thing clients say about working with you, unprompted, every single time?
.....
- What do you believe about bridal beauty that other artists in your space don't say out loud?
.....
- What part of your story, your approach, or your personality do you keep hiding because it feels "too much" or "not professional enough"?
.....
- If you stopped trying to look like everyone else in this industry, what would you actually post?
.....
- If you weren't so attached to the outcome, how would your business look & how would you show up?
.....



POSITION WITH CONFIDENCE

Positioning isn't a personality. It's a decision. Where you stand, who you're for, and what you're not willing to water yourself down for anymore.

"I help _____ (who she is — please don't just say
brides!) feel _____ (the transformation) by
_____ (your unique approach) — because
_____ (why it matters to you)."

— What are you done apologising for in your business?

.....

— What would you say if you weren't worried about sounding "too niche"?

.....



MAKE HER FEEL SEEN

This is where it all becomes content. Not performance... connection. Use this formula every time you sit down to post.

1

Name Her Feeling

Start with what she's actually nervous, excited, or unsure about.

2

Reflect It Back

Show her you get it — specifically, not generically.

3

Show Her It Solved

A glimpse of what it looks like once you're doing her hair and makeup.

4

Invite Her In

No hard sell required. Just an open door.

SEE THE FORMULA IN ACTION

SLIDE 1 — HOOK / NAME HER FEELING

"What if I just don't like my hair & makeup?"

SLIDE 2 — REFLECT IT BACK

The quiet worry that you'll sit in that chair, look in the mirror, and not recognise yourself — on the one day you need to feel like the very best version of yourself.

SLIDE 3 — REFLECT IT BACK, DEEPER

It makes sense. You've got one shot at this, you've seen a hundred different styles on Pinterest, and you're trusting someone else's hands with how you'll look in every photo for the rest of your life. Of course that feels scary.

SLIDE 4 — SHOW HER IT SOLVED, THE COLLABORATION

I'm never just copying a Pinterest board and applying it to your face. That's not how this works, and honestly, it's not how it should work. I take what you love about it and adapt it — to your features, your face shape, your hair, your day. I enhance what's already there instead of covering it up. It's a collaboration, not a copy-paste job.

SLIDE 5 — SHOW HER IT SOLVED, THE RESULT

That's the moment I'm always working towards — "Oh. Okay. That's me — just more." Not a transformation into someone else. Something you feel so empowered to wear. So seen. So you. So beautiful.

SLIDE 6 — INVITE HER IN

If "what if I don't like it" is the thing that's keeping you up at night — then make sure you choose an artist that sees your vision, that gets your style, that understands your concerns. That is where the collaboration starts & that is where the magic happens.

**My 2027 diary is now open.
Put this worry to rest & DM me your wedding date.**

10 POSTS YOU CAN WRITE THIS WEEK

No trending audio required. Just pick one and go.

"The bride who almost didn't book a trial because..."

Behind the scenes of a trial, captioned with what she was really nervous about

"3 things I always ask you before I even open my kit"

A myth about bridal hair or makeup your ideal bride believes that isn't true

What to actually look for in a trial (that has nothing to do with trends)

A story about a bride who changed her mind on the day — and how you handled it

"This is who I'm not for" (confident positioning, not rejection)

Your unpopular opinion about the bridal industry or weddings in general

A before/during/after post captioned around her feeling, not your technique

"If you're the bride who _____, I'm your girl."

YOU DON'T NEED TO GO VIRAL

HERE'S THE WHOLE GAME.

You need four things: clarity on her (the deeper stuff), ownership of your unique, confidence in your position, and content that makes her feel seen. That's it. Everything else is noise.

Ready to build the whole system? This is just a tiny part of a six-week framework. Inside **The Unfuckery Method**, we build your brand, your confidence, your offers, your positioning, your content, and your monetisation... so you're not just seen and understood, you're in demand.

Keep an eye on your inbox for more information & launch date!

Remember: vanity metrics aren't a reflection of your conversion. You can get 1,000 likes and shares on a post — that doesn't mean any of them are prospective clients. If you're going viral but your bank account is drier than the Sahara... it's time to use The Unfuckery Method.

**Go build content that
gets you booked, beaut. ♥**

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