

Assistant Search — Marketing Playbook

Coaching with Krista · Jenn · The next 8 weeks · June 28, 2026

The next 8 weeks are about being visible and consistent. **Jen applies, Krista vets, both stay calm.** The goal: surface 2-3 real candidates by early September, pick one by mid-September, train through October. Don't expect leads fast — getting specific means fewer applications, and that's a feature, not a bug.

The 8-week timeline:

- Week of June 28** · First announcement post + first round of beauty school outreach
- July** · Build the search momentum — daily stories, 2 reels/week, schools
- Early August** · First serious DMs come in — Krista vets, Jen calls
- Mid-August** · Shadow days with finalists
- Late August** · Offer made
- Mid-September** · Assistant starts, training begins
- October 1** · New schedule live with assistant in place

THE CADENCE

What to post, and when.

Post when your audience is online — Monday, Tuesday, Wednesday between 6-9pm based on your analytics. Friday morning if Friday at all. Don't aim for perfect. Aim for consistent.

DAILY	One IG story slide about the search. Talking head, casual, 15-30 seconds. Rotate angles (announcement, what the role offers, who you're looking for, how to apply). It's NOT annoying — it's the funnel.
MONDAYS	Feed post — a hiring reel. Talking head + B-roll of you in the studio. 45-60 sec.
WEDNESDAYS	Feed post — another hiring reel OR an extension/color reel (so the page isn't purely "I'm hiring" — keep showing the work that makes someone want to work with you).
WEEKLY	Reach out to 3-5 beauty schools (DM their IG + email the program director). Different schools each week until you've hit all of them in Charlotte and the surrounding area.
INBOUND	Screenshot any DM that comes in about the role and send to Krista before responding. Krista vets, suggests next move. Don't reply blind.

STORY SLIDE TEMPLATE

The announcement sequence (3 slides).

Use this exact structure for the first announcement. After that, vary one slide per day around the same theme.

SLIDE 1 · THE HOOK

"I've never done this before, but I'm hiring my first assistant."

Talking-head selfie or a clean shot of you in the studio. Big text overlay. Keep the caption to one sentence — let the announcement land before you explain anything.

SLIDE 2 · WHO THIS IS FOR

"I specialize in brunettes and extensions. I'm completely booked into October. I need help — and I want to help someone else build their career the way I built mine."

Either talking head or a quick B-roll of the studio. Two short text lines. The "help someone else build" line does the work — it reframes the role from "job opening" to "opportunity."

SLIDE 3 · THE ASK

"If you or someone you know is in school or just starting out — send me a DM. Let's talk."

Sticker overlay with the DM CTA. For the first two weeks, DMs are the funnel — the application page link comes later. Once that goes live, swap this to a link sticker.

TALKING-HEAD REEL SCRIPTS

Five reels you can film in one content day.

Each one is 30-60 seconds. Film all five in one sitting if you can — different shirt for each, different spots in the studio, vary energy slightly. Then space them out across 2-3 weeks of feed posts.

REEL 1 · THE ANNOUNCEMENT

"I've never done this before."

"Okay — I've never done this before, but I'm hiring my first assistant. I've built my business to the point where I'm completely maxed out working four days a week, I'm booked into October, and I genuinely need help."

"I specialize in brunettes and keratin bond extensions, and I'm looking for someone in school or just starting out who wants to learn this niche the way I would've wanted to be taught."

"If that's you, or if you know someone — send me a DM. Let's talk."

Best as your very first hiring reel. Lead with the hook. Don't over-edit — the rawness is the signal.

REEL 2 · THE WHY

"Why I'm hiring (and what I'm offering)."

"People keep asking why I'm hiring an assistant — and honestly, it's because I'm finally at a place where saying yes to more clients means saying no to my own life."

"So here's what I'm offering: hands-on mentorship in brunette color and extensions, a calm studio environment, and a roadmap to actually build a career in a niche that's hard to get into."

"This isn't a job. It's an apprenticeship in the work I've spent 15 years getting good at."

For week 2 of the search. This is the reel that converts a watcher into a DMer.

REEL 3 · WHO YOU'RE LOOKING FOR

"Honestly, who I'm looking for."

"I'm being really honest about who I'm looking for, because I'd rather not waste anyone's time."

"You're probably in cosmetology school or just out. You're already quietly watching stylists like me online. You know you don't want to do walk-ins at a chain forever. You want to specialize."

"You're upbeat without being loud. You take feedback without it being a thing. You're not here for followers — you're here to actually get good at the work."

"If that lands, DM me."

Specificity is the filter. The right person sees this and feels seen. The wrong person scrolls.

REEL 4 · BEHIND THE SCENES

"A day in my studio."

(Filmed across the day — quick clips of you doing color, foiling, prepping extensions, finishing a blowout. Voiceover or text overlay.)

"This is a Tuesday in my studio. Two color clients, one extension install, and a third consultation."

"This is what you'd be assisting on — and eventually, doing alongside me."

"If this is the kind of work you've been dreaming about getting into — I'm hiring. DM me."

Sells the work, not the role. Use real footage from a real day — film it on your content Monday.

REEL 5 · THE STRAIGHT TALK

"What this job actually is."

"Let me be straight about what this is, because I want the right person and I don't want to waste anyone's time."

"The first six months, you'll mostly be applying toners, doing blow-dries, finishing services, and learning the back-end of how this studio runs."

"After that, we start teaching you color and extensions the way I do them. Slowly. Carefully. Until you're ready."

"It starts at \$20 an hour and climbs as you grow. If that's the kind of arc you're looking for, DM me."

Filters HARD. Anyone hoping for instant color work bounces here. The right candidate hears "real teaching" and leans in.

BEAUTY SCHOOL OUTREACH

Two messages: DM and email.

Hit every beauty school in Charlotte and the surrounding area. IG-DM the school's account AND email the program director — they're often different people. Send weekly until you've worked through the list.

OUTREACH 1 · INSTAGRAM DM

For the school's IG account.

Hi [school name] — I'm Jen, the owner of Hair By Jen in Charlotte. I specialize in brunette color and keratin bond extensions, and I'm hiring my first assistant.

I'd love it if you'd share this with any current students or recent grads who might be a fit. Here's the post:

[link to your hiring reel]

And — totally separately — I'd love to come in and teach a session for your students sometime soon. Color, extensions, whatever would serve them. Let me know if that's something you'd be open to.

Thanks so much. — Jen

Short, warm, ends with a give (offering to teach), not just a take. The teaching offer is what gets you in the door even if this hire doesn't happen here.

OUTREACH 2 · EMAIL TO PROGRAM DIRECTOR

For the program director / placement coordinator.

Subject: Hiring my first assistant — looking for your students

Hi [name] ,

My name is Jen — I own Hair By Jen, a studio in Charlotte that specializes in brunette color and keratin bond extensions. After 15 years of working solo, I'm hiring my first assistant, and I wanted to come straight to you.

The position is for a current student or recent graduate who's interested in specializing in color and extensions. Six months of hands-on training to start, with a clear path to growing into the work alongside me. Starting at \$20/hour, climbs as the assistant builds skill and takes clients.

I'd love it if you'd share this with any students you think might be the right fit. Here are the details:

[link to your hiring reel or application page]

And — separately — I'd also love an opportunity to come in and teach a class for your students. Color techniques, extension fundamentals, whatever would best serve them. It's how I'd love to start building a relationship with your program, regardless of whether this specific hire comes from here.

Thanks so much for the consideration. Happy to chat by phone or come in person to talk through any of this.

— Jen

Hair By Jen

[phone / email / IG]

The teaching offer is the long-game move. Even if no candidate comes from this round, the school remembers you when next year's grads are looking.

DM SCREENING SCRIPT

For inbound DMs from the search.

For the first two weeks, the CTA is "DM me." When a DM comes in, screenshot it to Krista BEFORE replying. Krista will vet and suggest the next move. Once you've done a few, you'll know the pattern.

DM RESPONSE · FIRST REPLY

When someone DMs interest.

Hi [name] — thanks so much for reaching out, I really appreciate it.

I'd love to learn a little about you before we hop on a call. Quick questions:

- Where are you in your licensing? (In school, recently licensed, etc.)
- Where are you located?
- What kind of hair are you most drawn to right now?

No pressure to answer all at once — whenever you have a sec. Looking forward to hearing more.

— Jen

Three quick filters. Surfaces dealbreakers (license, location, direction) before either of you invests more time. Their reply tells you whether to phone-screen.

WHAT TO NEVER DO

Anti-patterns that attract the wrong person.

- **Don't post "Now hiring!" with hype energy.** It reads like a chain and pulls in everyone. Lead with story, not signage.
- **Don't promise color work in year 1.** That's how last hire's expectations got set wrong. Be straight about toner + blow-dry first.
- **Don't bury the apprentice rate.** \$20/hr to start, climbs as she grows. Naming it up front filters out anyone who needs more than that to take the role seriously.
- **Don't batch 20 reels right now.** Post 2-3 first, see what lands, then batch more. We don't know what's working until something is.
- **Don't reply to DMs without sending them to Krista first.** The first 5-10 will calibrate your filter. Don't go blind.
- **Don't get discouraged at silence in week 1.** Specific + niche = fewer applications. That's the design. The right person finds you in week 3, not day 1.

The whole playbook in one line: *Be consistently visible, ruthlessly specific, and ask Krista before you reply to anyone. Two months from now, the right person will be sitting in your studio. Until then, the work is showing up.*