

# 10 things to post around your TATTOOS

Your tattoos show what you can do. These posts show who your client will sit with for four hours.

A feed of finished tattoos looks like a catalog, and people book **whoever feels closer**. Put one of these between every two tattoos. Each one answers something your client is already wondering before they write to you.

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| 1 | <b>What you believe</b><br><small>WHY IT WORKS</small><br>Clients pick the artist who thinks like them. | <small>POST THIS</small><br>Why you'd talk someone out of a tattoo they'll regret. A rule you never break. | <small>ASK YOURSELF</small><br>What would you refuse to tattoo, even for good money? |
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| 2 | <b>How you started</b><br><small>WHY IT WORKS</small><br>Your client is about to have a first time too. They want to know you were nervous once. | <small>POST THIS</small><br>The first tattoo you ever did, and how it looks now. Who gave you your first chance. | <small>ASK YOURSELF</small><br>What almost made you quit? |
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| 3 | <b>The one thing</b><br><small>WHY IT WORKS</small><br>Clients want to know they found the right person for their idea. | <small>POST THIS</small><br>The piece you'd tattoo every day if you could. The request you get the most. | <small>ASK YOURSELF</small><br>What do people come to you for that they can't get down the street? |
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| 4 | <b>Your flaws</b><br><small>WHY IT WORKS</small><br>Clients are scared to look stupid in your chair. Show them you're not perfect either. | <small>POST THIS</small><br>What you're bad at. What you stopped tattooing, and why. | <small>ASK YOURSELF</small><br>What mistake taught you the most? |
|---|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------|
- 
- @itsnotlalito
- [saintsmedia.co/coaching](https://saintsmedia.co/coaching)

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## Your proof

### WHY IT WORKS

Every client is scared it'll look bad in five years. Show them it doesn't.

### POST THIS

Healed photos years later, next to the fresh ones. A review in your client's own words.

### ASK YOURSELF

Which healed piece are you proudest of?

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## Your enemies

### WHY IT WORKS

Name what your client already hates about getting tattooed.

### POST THIS

The shop that laughed at their idea. The price that changed on the day.

### ASK YOURSELF

What do new clients tell you went wrong somewhere else?

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## Your world

### WHY IT WORKS

The artists, music and places you love tell clients if they'll feel at home with you.

### POST THIS

Your studio playlist. The artist who made you want to tattoo.

### ASK YOURSELF

If a client walked into your head, what would they find?

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## Your life outside

### WHY IT WORKS

Clients remember the artist with a dog or a garden more than the one with clean lines.

### POST THIS

What you do on your day off. A hobby that shows up in your work.

### ASK YOURSELF

What do you do that has nothing to do with tattoos?

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## Your own words

### WHY IT WORKS

Give a name to how you work, so clients can say it back to you.

### POST THIS

What you call your consult, your style or your aftercare. The thing you say to every client.

### ASK YOURSELF

What do you say to every client before you start?

10

## The people in your chair

### WHY IT WORKS

People book when they see someone like them already did.

### POST THIS

A client and the story behind their piece, with their permission. Someone's first tattoo.

### ASK YOURSELF

Which client changed how you work?

# Find yours with AI

Copy this prompt into ChatGPT, Claude or Gemini. It'll interview you one question at a time and give you your 10 pillars in your own words, with post ideas for each.

## COPY THIS

You're going to help me find the 10 pillars of my brand as a tattoo artist. A pillar is something I post around my tattoos so a future client can see who they'll be sitting with.

The 10 pillars are:

1. What I believe
2. How I started
3. The one thing people come to me for
4. My flaws
5. My proof
6. My enemies: what my clients already hate about getting tattooed
7. My world: artists, music and places I love
8. My life outside the studio
9. My own words
10. The people in my chair

How to do it:

- Before you start, ask me my style, my city and who my ideal client is.
- Interview me. Ask one question at a time and wait for my answer.
- Ask 2 or 3 questions per pillar. If my answer is vague, ask me for a real example.
- Use my words. Don't make anything up, and don't make me sound like an ad.
- For every pillar, think about my client: what would they relate to?

When we're done, give me:

- My 10 pillars, one line each, in my words.
- 3 post ideas per pillar, with the format: photo, carousel, reel or story.
- The 3 pillars I've never posted about, so I start there.
- A 4-week content plan: one pillar post between every two tattoo posts.

## Then do this

1

Answer like you're talking, not writing. Voice notes work.

2

Pick the 3 pillars you've never posted and make one post for each.

3

Put one between every two tattoos and watch which ones get DMs.

STUCK? Send me your 10 pillars by DM at @itsnotlalito and I'll tell you which one to post first.