

What each follower is **FOR**

Only about 1 in 100 of your followers will book. Here's what the other 99 do for you, and what to post for each one.

Say you have **5,000 followers**. They're not all the same person. Some just found you, some will never get tattooed, some are saving up, and a few are ready right now. Every post you make is talking to one of them. **When you know which one, you know what to post.**

1. **Strangers** see a reel, don't follow yet

OUTSIDE

2. **Fans** follow you, won't book

~80%

3. **Someday clients** close, not ready

~19%

4. **Ready to book**

~1%

5. **Clients** already tattooed

BACK IN

1

Strangers they find you

People who don't follow you yet. They see one reel on Explore or a friend sends it to them.

THEIR JOB

Watch it and pass it on.

POST THIS

The process from stencil to wipe, a before and after, an opinion other artists will argue about.

YOU SEE IT IN

Reach, views from non-followers, shares.

2

Fans they follow you

Other artists, people in another country, people who love your work and will never get tattooed. This is most of your followers.

THEIR JOB

Remember your name and send your profile when someone asks who to go to.

POST THIS

The story behind a piece, healed photos, why you placed it there, what happens in your studio on a normal day.

YOU SEE IT IN

Sends, comments, tags, "my friend showed me your page."

3

Someday clients they're thinking about it

They live close and like your style, but they're not ready. They're saving money, the idea isn't clear yet or they're scared it'll hurt.

THEIR JOB

Save your posts and come back when they're ready.

POST THIS

How booking works, what a first session feels like, aftercare, the questions you answer every week.

YOU SEE IT IN

Saves, profile visits, story replies.

4

Ready to book the 1%

They know what they want, they can pay for it and they want it soon. They don't need convincing. They need to know what to do next.

THEIR JOB

Send you their idea and book.

GIVE THEM

One booking page with the steps, the deposit and your next open dates. A link in your bio and a pinned post that sends them there.

YOU SEE IT IN

Link taps, booking forms, DMs that come with an idea.

5

Clients they already have your work

They walked out with your tattoo. Most artists stop talking to them right there.

THEIR JOB

Come back for the next piece and bring a friend.

DO THIS

Ask for a healed photo, share their story if they say yes, and add an email line to your consent form so you can tell them when books open.

YOU SEE IT IN

Second bookings, tags, "my friend sent me."

Your next 10 posts

4

for strangers,
so new people
find you

3

for fans, so they
have something
to send

2

for someday
clients, so they're
ready sooner

1

that tells the
1% exactly
how to book

Clients don't need posts. They need a message from you, a healed photo request and a reason to come back.

Do this this week

- ☐ Look at your last 10 posts and write which follower each one was for.
- ☐ Check saves and shares on each one, not only likes and DMs.
- ☐ Take "books open" off your feed and put it in your bio and on your booking page.
- ☐ Plan your next 10 posts with the mix above.

DON'T HAVE A BOOKING PAGE YET?

DM me and I'll help you. I build websites for tattoo artists.