



WHY INSTAGRAM ISN'T FILLING YOUR SCHEDULE

*A Practical Workbook
for Med Spa Owners*

Your Leak Map & Action Workbook

Instagram followers aren't a booking problem by themselves. Turning them into booked patients breaks down into four fixable leaks. Miss or half-run any one of them, and your calendar shows it. Use this workbook to score your own profile as we go, live.

NAME

PRACTICE

DATE

FILL THIS IN AS WE GO

The Leak Map

After each of the four leaks, give your profile a color. Be honest, not generous — a page full of greens next to an empty calendar means you're grading yourself too kindly.

● Red = clearly broken

● Yellow = inconsistent

● Green = running well

LEAK	MY SCORE	NOTES / FIRST MOVE
1. Content <i>Build trust before you sell.</i>	○ R ○ Y ○ G	
2. DM & Bio <i>Remove friction from every tap.</i>	○ R ○ Y ○ G	
3. Stories <i>Give your top real estate a job.</i>	○ R ○ Y ○ G	
4. Booking Path <i>Never leave 'yes' unanswered.</i>	○ R ○ Y ○ G	

Your biggest opportunity is almost always your first RED — not more of your greens. You don't need more marketing. You need more of your marketing to work.



Content

Polished doesn't always mean trusted.

WHAT IT MEANS

Everything a follower sees before they ever consider DMing you — is it building trust, or just looking pretty? Real client moments, before/after, and quick education outperform polished studio shots.

THE #1 LEAK OWNERS MISS

The better you get at your craft, the harder it becomes to talk about it simply. Studio-quality, heavily-staged content quietly underperforms rawer, real posts — 93% of marketers see user-generated content outperform traditional branded content, especially in beauty and wellness.

SELF-CHECK

Pull up your last 9 grid posts. How many are UGC, before-after, or educational — versus staged and promotional-only?

ONE THING TO FIX THIS WEEK

Audit your last 9 grid posts and sort into two piles. Aim for at least 6 of 9 in the trust-building pile. If most are staged and promotional-only — that's your leak.

MY SCORE FOR CONTENT



R



Y



G



DM & Bio

Slow replies and cluttered bios quietly kill bookings.

WHAT IT MEANS

How fast you respond to an interested DM, and how many taps it takes to actually book — a service keyword in your name field, a clear CTA, one direct booking link, and saved replies for the questions asked constantly.

THE #1 LEAK OWNERS MISS

Most practices take hours to reply to a DM; the salons converting at the highest rates reply in under two minutes, 24 hours a day. Add a cluttered link-in-bio page and you lose people who were ready to say yes.

SELF-CHECK

Pull your last 5 DMs. What was the actual reply time on each one?

ONE THING TO FIX THIS WEEK

Screenshot your bio as a stranger sees it: service keyword in name field, clear CTA, one direct booking link, Book Now button active. If it takes more than one tap to reach a booking link — that's your leak.

MY SCORE FOR DM & BIO





Stories

Your highest-visibility real estate, spent on nothing with a job to do.

WHAT IT MEANS

Stories sit at the very top of the app — typically the #1 spot for your hottest leads. A 3-part sequence — Engage (poll), Educate (answer the real concern), Convert (offer + booking link) — mirrors how a patient actually decides.

THE #1 LEAK OWNERS MISS

Most practices fill Stories with personal, casual content — a selfie, a repost — with zero job to do. None of it points toward a booking.

SELF-CHECK

Pull up your last 5 days of Stories. Personal/casual only, or did at least one day run a full Engage – Educate – Convert sequence?

ONE THING TO FIX THIS WEEK

Commit, in writing, to the treatment and day you'll run your first structured sequence this week. If every story this week was a personal update and none ended in a booking link — that's your leak.

MY SCORE FOR STORIES



R

Y

G

4

Booking Path

What happens the moment after someone says yes.

WHAT IT MEANS

The path from a DM reply to an actual booked, paid appointment — a dedicated landing page, payment or deposit collected at booking, and visibility into where leads drop off along the way.

THE #1 LEAK OWNERS MISS

“Let me check our schedule and get back to you” is the moment an interested lead goes quiet. Relying on DMs as the entire intake path means you can’t see conversion, response time, or where people drop off.

SELF-CHECK

*Where does your Instagram traffic actually land — a dedicated page or your general homepage?
Is payment collected at booking?*

ONE THING TO FIX THIS WEEK

Can you say, right now, how many DMs became booked appointments last month? If you can’t answer all three questions cleanly — that’s the leak itself.

MY SCORE FOR BOOKING PATH



Watch for Your Profile

During the live teardown, don't just watch the volunteer's profile — watch for yours. As we walk their real Instagram through all four leaks, jot down one strength you can borrow and one leak you recognize in your own profile.

LEAK	A STRENGTH I CAN STEAL	A LEAK I RECOGNIZE
1. Content		
2. DM & Bio		
3. Stories		
4. Booking Path		

IF THIS WERE YOUR PROFILE

My Fix List — In Order

Don't try to fix all four at once — that's how owners burn out. Rank your moves by impact versus effort: your biggest leak with the easiest fix goes first. Look at your reds, then sequence them.

1

FIRST — I'LL FIX THIS NOW

2

SECOND

3

THIRD

YOUR NEXT STEP — FREE

Get your real score in 3 minutes

You just scored yourself informally across the four leaks. The free Growth Plan Builder gives you the personalized version — exactly where your biggest opportunity is, built on the same Salted Edge framework.

[SALTMARKETING.CO/GROW](https://saltmarketing.co/grow)

Link is in the webinar chat and your follow-up email.

Want to go deeper? Your Growth Plan Builder result naturally leads into a Growth Plan session — where we build the fix, in order, for your specific profile. No pressure. Just the next rung.

Get Found. Get Booked. Love Your Practice Again.