

FREE PLANNER · 2027

Your 2027 wedding season planner

A printable planner for UK bridal makeup artists: booking tracker, trial dates, deposit tracker, kit checklist and a monthly Instagram content calendar.

Booked & Busy · bookedandbusy.app · Print at A4. Landscape pages are trackers.

How to use it

1. Fill in the booking tracker as soon as a date is confirmed, not when the deposit lands.
2. Book the trial at the same time as the wedding date, ideally 2-3 months before.
3. Log every payment in the deposit tracker the day it arrives. Chase anything overdue on a set day each week.
4. Run the kit checklist the night before every wedding.
5. Use the content calendar to post four times a week without thinking about it.

Peak season in the UK runs roughly May to September, with Saturdays booking first. Fridays and winter weddings are where you have room to grow.

Booking tracker

Booking tracker (continued)

Trial dates

Deposit & balance tracker

Tip: put the balance due date in your contract (for example 14 days before the wedding) and set the reminder for 7 days before that.

Kit checklist

Run through it the night before. Photocopy one per wedding.

BASE & SKIN

- ☐ Skin prep: cleanser, toner, moisturisers for dry/oily
- ☐ Primers (hydrating, blurring, grip)
- ☐ Foundation shades + mixers
- ☐ Concealers & correctors
- ☐ Setting powder & spray

EYES, BROWS & LIPS

- ☐ Eyeshadow palettes
- ☐ Liners (pencil, gel, liquid)
- ☐ Mascara + disposable wands
- ☐ Lashes (strip & individual) + glue + remover
- ☐ Brow products
- ☐ Lip liners, lipsticks, balm

HYGIENE

- ☐ Brush cleaner + spare clean brushes
- ☐ Disposable spatulas, wands, cotton buds

- ☐ Hand sanitiser, wipes, tissues
- ☐ Bin bags
- ☐ Patch-test notes for each client

KIT & SET-UP

- ☐ Light (charged) + extension lead
- ☐ Chair or stool
- ☐ Mirror
- ☐ Towel / gown / hair clips
- ☐ Water + snacks for you

ADMIN & THE DAY

- ☐ Timeline for the morning, printed
- ☐ Contact numbers (bride, MOH, venue)
- ☐ Parking / ULEZ / route checked
- ☐ Touch-up kit for the bride (powder, lip, blotting papers)
- ☐ Card reader or payment link for any balance

January 2027 · Engaged over Christmas

Ideas: New-year availability, 'how to book me', trial explainer. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2027 · Valentine's & wedding fairs

Ideas: Real bride (with permission), skin prep timeline, FAQ on deposits. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2027 · Trial season

Ideas: Before/after trials, what to bring to a trial, product favourites. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2027 · Season prep

Ideas: Kit clean-down, 'what a wedding morning looks like', bridesmaid looks. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2027 · Season opens

Ideas: Morning-of reels, timeline tips, 2028 dates teaser. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2027 · Peak

Ideas: Behind the scenes, long-wear tests in heat, testimonials. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4	5	6
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2027 · Peak

Ideas: Heatwave makeup tips, mother-of-the-bride looks, quick Stories from the morning. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2027 · Peak

Ideas: Bridesmaid party reels, client reviews, 2028 booking nudge. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2027 · Late season

Ideas: Autumn bridal looks, 'just a few 2027 dates left', venue shout-outs. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2027 · 2028 booking push

Ideas: Price list update, deposit and booking steps, your year in numbers. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
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November 2027 · Gift vouchers & offers

Ideas: Trial vouchers, masterclass dates, year highlights. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
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29	30					

December 2027 · Engagement season

Ideas: 'Just engaged? here's what to do first', availability, thank-yous. **Weekly rhythm:** Mon Show your work · Wed Teach something · Fri Behind the scenes · Sun Social proof / booking info.

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Want this done for you? Booked & Busy keeps every enquiry, quote, contract, deposit and balance in one calm place. 30 days free, no card needed. Then Starter £15/mo (£132/yr) or Pro £25/mo (£250/yr). No VAT.

Founding Artist places: 20 places, 3 months of Starter free, then the standard price. You add a card when you claim and nothing is charged during the 3 months; cancel before they end and you pay nothing. Closes 23:59 UK time on 30 November 2026, or sooner if the places go.

Stay booked. Stay busy. Stay unbothered.