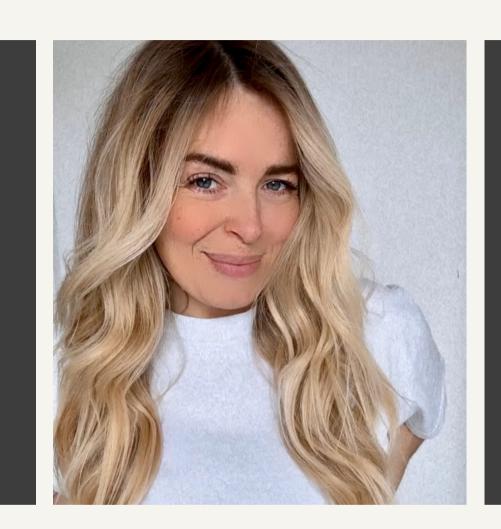


# INSTRUCTOR



### **RUTH**

hairstylist, business owner & tech start-up

I am here to share all my hair and beauty business knowledge with you and to help you build the kind of winning mindset that will see you face any business bumps with the calm confidence of a seasoned entrepreneur. This course covers everything you will need to know to be able to build and grow a thriving and sustainable business without feeling like the business is running you!



#### THE HAIR & BEAUTY MBA

## CONTENTS



#### START UP

You & Your Business

- Your WHY & your MISSION statement
- WHO is your client & how to communicate to them effectively
- Your financial aspirations & setting your intentions out
- writing your business plan



#### LAUNCH

Finances & business building

- Pricing for profit & menu creation
- Getting Booked and Busy quickly
- Creating Policies and Enforcing them
- Money mindset & pricing psychology



### **GROWTH**

Time management & business optimisation

- Automation and Ai to make life easier
- Economics of our industry-what the market demands of you and understanding how to create supply and demand to become booked out in advance
- Building a business budget
- Creating wealth-building habits and learning to respect money

#### THE HAIR & BEAUTY MBA

## CONTENTS



#### **SUSTAINABILITY**

Understanding your numbers and analytics

- Limited partnership or sole trader?
- Performance measurement systems and budget control
- Tax and accounting 101
- Sources of finance



#### YOU

Taking care of your biggest asset-YOU!

- The real cause of 'burnout' and how to avoid it
- Building new boundaries
- 4 pillars of Health
- Stress management techniques



### **KEYS TO CONTINUED SUCESS**

It's all in your head

- Consistency in each area and how to maintain it
- Self-Promotion & personal branding
- The keys to lasting self-confidence
- The winner's mindset