



# THE HAIR & BEAUTY MBA COURSE

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what they didn't teach you at school  
or  
hair and beauty college!

RUTH LUNDSTROM

# 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!

A person with long, wavy blonde hair is seen from behind, sitting at a desk in a home office. The person is wearing a white t-shirt. The desk has a computer monitor, a keyboard, and a white mug. A green plant is visible on the left side of the frame. The background is a white brick wall.

# WHAT I PROMISE IN THIS COURSE

This course is designed to take you through everything you need to know about taking your business idea from conception to building and maintaining a proven sustainable business in the hair and beauty industry. I will empower you with the tools, the knowledge and the mindset you need to eventually fly solo and be confident in yourself to reach your goals and aspirations.

# CONTENTS

PART  
**1**

## 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

PART  
**2**

## LAUNCH

*Finances & business building*

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

PART  
**3**

## 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

# CONTENTS

PART  
**4**

## SUSTAINABILITY

*Understanding your numbers and analytics*

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

PART  
**5**

## 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

PART  
**6**

## 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