



Six-Figure Stylist | Week 8

Developing Your Brand

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THE COURSES

at a glance

01

Non-negotiables

02

Master your energy + overcoming
limiting beliefs

03

Creating Boundaries

04

Time Management

05

Define your "why"

06

The numbers you need to know

07

How to stand out in a crowded
market

08

Develop your brand

Week 8:

Develop
Your
Brand

To begin this week watch Video 8.

Video Notes + Takeaways:

I give myself permission to show up as my true, authentic self.

Week 8 | Homework

Now we're super clear on how we can stand out & show up! Let's actually embody this higher version of you! There needs to be some cohesiveness to you as a brand. Some kind of recognition. When someone searches you or is referred to you, you need to be able to grab them on the first impression.

Your homework this week is to take a social media/digital inventory. Social media is often times the first place people go to check you out as a potential stylist. Scroll your Instagram feed. Does this person accurately reflect you & your brand (or what you want to be)? Explain what you find:

Social Media/Branding To-Do List:

1. Consider scheduling a branding photo shoot or grab a few shots of you working behind the chair to post. (you can have another stylist take these if your not quite ready for professional shots)
2. Schedule a day in to style some hair models (your clients!). Grab great photos of their new colors, cut or style to post.
3. Clean up you feed to reflect your brand. At a minimum, archive any pictures that don't serve or speak to your current goals. If needed, create a brand new page just for your brand & business.
4. Start to post work you want to be known for. Create a checklist of what you want on your page so you can map out scheduled posts.
5. If social media isn't your thing, think about hiring a service for this. There are so really good services that can make your page look super professional & write, create and post content for you!

A social media audit can be extremely overwhelming, especially for the not-so-savy stylist. But getting this in order will help you define your brand & create a cohesive voice you can be proud of (& more importantly not stress about!).

Every step you make is a step in the right direction. Once you get clear about who you are & what your brand is all about, everything else will fall into place.

Your Weeks' Daily Ritual Practices

TODAY AT:

I'LL FEEL....

BECAUSE I....

TODAY AT:

I'LL FEEL....

BECAUSE I....

TODAY AT:

I'LL FEEL....

BECAUSE I....

TODAY AT:

I'LL FEEL....

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TODAY AT:

I'LL FEEL....

BECAUSE I....

Your Weeks' Daily Ritual Practices

MORNING DAILY GRATITUDE:

NIGHTS REFLECTION: WHAT WOULD YOU DO DIFFERENLY?

MORNING DAILY GRATITUDE:

NIGHTS REFLECTION: WHAT WOULD YOU DO DIFFERENLY?

MORNING DAILY GRATITUDE:

NIGHTS REFLECTION: WHAT WOULD YOU DO DIFFERENLY?

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MORNING DAILY GRATITUDE:

NIGHTS REFLECTION: WHAT WOULD YOU DO DIFFERENLY?

Week 8 | Reflection

What's changed from the beginning of the week to now?

How am I feeling?

What's been coming up for me in this week's assignments?

Is there anything I would do differently?

I can't wait to....

You did it!

Look back to week one of this program. Think about how you felt then vs. how you feel now:

what was the portion of this program that excited you the most?

when was your big "Ah-Ha" moment?

What would you tell yourself now if you could talk to the version of you eight weeks ago?

What's next?

Congratulations, babe! You did the damn thing! I am So proud of your commitment to this program & yourself. Keep this workbook close to refer back to as you progress in your career and keep on crushing those goals. I'm rooting for you!