

A collage of beauty-related items: a cup of coffee, pink flowers, hair extensions, and a notebook.

Mane Elementz presents

2020 STARTUP WORKBOOK

Start the beauty business of your dreams in 2020!



HI! I'M TAMARA! (LIKE CAMERA)

And I help bosses like you start a hair and beauty businesses with tangible steps you can understand! I am the owner of Mane Elementz which is the #1 Resource for HAIRpreneurs and I am excited to help you along this journey you are about to embark on.

I am here to help you get this business up and running this year. This is your year! You can make this happen and you will!

Remember that everything you want is on the other side of fear, so it's time to work through that fear and get things done!

This guide will take you through a strategic plan to get your business up and running in 2020! Enjoy!

HOW WAS 2019?

LOOK BACK AT 2019 AND THINK OF WHAT YOU CAN CELEBRATE: GOOD TIMES, LESSONS LEARNED, ACHIEVEMENTS, DISAPPOINTMENTS, ETC

A solid pink background with ten horizontal black lines, creating a series of eleven equal-height rectangular sections. This is a common format for a notebook or a template for a list or document.

WHAT IS YOUR DREAM BUSINESS? INCLUDING MISSION/VISION

DESCRIBE YOUR DREAM BUSINESS, WHAT YOU OFFER THAT ALLOWS YOU TO STAND OUT, YOUR CUSTOMERS, AND WHAT THEY WILL EXPECT FROM YOUR COMPANY.

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1. BELIEVE YOU CAN DO IT

NOT TO BE TOO CLICHE, BUT THIS IS THE REASON WHY YOU DIDN'T LAUNCH IN 2018 OR THE YEARS BEFORE.

YOU KEEP DOUBTING YOURSELF AND YOUR ABILITIES. EVERY TIME YOU GET REJECTED OR THINGS DON'T TURN OUT THE WAY YOU THOUGHT THEY SHOULD, YOU GIVE UP. IT'S TIME TO GET ABOVE THAT.

IMAGINE IF LACK OF CONFIDENCE OR FEAR WEREN'T A FACTOR...WHAT WOULD YOU BE ABLE TO DO? AND DO THAT.

COMMIT TO WORKING THROUGH THE FEAR..AND DOING WHAT YOU NEED TO DO ANYWAY.

YOU WILL SEE RESULTS SOONER THAN LATER IF YOU HAVE THIS MINDSET.

AFFIRMATIONS:

- I BELIEVE IN MYSELF AND MY ABILITIES.**
- I HAVE THE KNOWLEDGE TO MAKE SMART DECISIONS FOR MYSELF.**
- I AM, AND ALWAYS WILL BE, ENOUGH.**
- I CAN LET GO OF OLD, NEGATIVE BELIEFS THAT HAVE STOOD IN THE WAY OF MY SUCCESS.**
- I AM SUCCESSFUL.**

2. SET SOME GOALS/BENCHMARKS FOR 2020

IF YOU DON'T KNOW WHERE YOU'RE GOING YOU WILL NEVER GET THERE. BE SURE THESE GOALS ARE REALISTIC TO WHAT YOU CAN ACTUALLY DO.

LAUNCH DATE (WITHIN THE NEXT 30-90 DAYS) _____

PRE-LAUNCH SALES GOAL _____

BUSINESS LAUNCH SALES GOAL _____

FIRST 6 MONTHS SALES GOAL _____

3. STARTUP BASICS

GET THESE STARTUP BASICS COMPLETE. MOST OF THESE THINGS CAN BE DONE TODAY, RIGHT NOW. SO TAKE SOME TIME TO FOCUS AND FILL IN THE FOLLOWING SPACES (REMEMBER, WE DO WHAT WE WANNA DO. IF THIS IS WAHT YOU WANT, GET IT DONE)

☐ **BUSINESS NAME** _____

☐ **SETUP LEGALLY** - GO TO IRS.GOV

☐ **CREATE A LOGO** - DO ONE YOURSELF ON CANVA.COM OR INQUIRE WITH A DESIGNER RIGHT NOW (MANEELEMENTZ CAN DO ONE FOR YOU FOR AS LOW AS \$35)

SETUP SOCIAL MEDIA SITES (CHOOSE 2-3 YOU WILL FOCUS ON AND START POSTING)

☐ **FACEBOOK** ☐ **INSTAGRAM** ☐ **SNAPCHAT** ☐ **TWITTER** ☐ **LINKEDIN**

☐ **VENDOR** (DON'T MAKE THIS HARDER THAN IT NEEDS TO BE. YOU HAVE PLENTY OF CHOICES. YOU JUST WANT TO BE SURE YOU CAN MAKE PROFIT WITH THE ONE YOU CHOOSE) _____

3. STARTUP BASICS CONT'D

GET THESE STARTUP BASICS COMPLETE. ALL OF THESE THINGS CAN BE DONE TODAY, RIGHT NOW. SO TAKE SOME TIME TO FOCUS AND FILL IN THE FOLLOWING SPACES (REMEMBER, WE DO WHAT WE WANNA DO. IF THIS IS WAHT YOU WANT, GET IT DONE)

☐ **GET A DOMAIN NAME AT GODADDY.COM**

☐ **SETUP MERCHANT ACCOUNT TO ACCEPT PAYMENTS**

☐ **SETUP YOUR WEBSITE**

3. BRANDING/MARKETING PLAN

THIS IS IMPORTANT BECAUSE THIS IS WHERE YOU DECIDE WHO YOU WILL SELL TO AND HOW.

TARGET MARKET (INCLUDE AGES, DEMOGRAPHICS, BUYING HABITS, EVERYTHING YOU NEED TO KNOW ABOUT THEM SO YOU CAN SELL TO THEM)

BRANDING:
STYLE(LUXURY,URBAN,GIRL-NEXT-DOOR,AFFORDABLE, EDGY,MODERN, ETC)

COLORS _____

FONT _____

3. BRANDING/MARKETING PLAN CONT'D

STAND OUT (ANALYZE WHAT YOUR COMPETITION IS DOING AND DECIDE HOW YOU WILL BE DIFFERENT. WHAT PROBLEM WILL YOU BE SOLVING? HOW WILL YOU STAND OUT IN THE INDUSTRY?)

3. BRANDING/MARKETING PLAN CONT'D

WHAT HASHTAGS ARE YOUR TARGET MARKET LOOKING AT? (USE THOSE)

4. LAUNCH & GROW CHECKLIST

REMEMBER HOW I SAID FEEL THE FEAR BUT WORK THROUGH IT ANYWAY? AT THIS STAGE, YOU MAY NOT HAVE A CLUE ABOUT WHAT YOU'RE DOING BUT DO IT ANYWAY.

- ☐ BEFORE YOU LAUNCH, START BUILDING AN AUDIENCE BY POSTING AND GOING LIVE
- ☐ DO A PRE-LAUNCH SALE AND SELL BUNDLES AT A DISCOUNT. GET FEEDBACK & PICS
- ☐ WHEN YOU LAUNCH BE SURE YOU'RE LAUNCHING TO PEOPLE WHO HAVE BEEN ANTICIPATING YOUR LAUNCH
- ☐ REPEAT - CONTINUE TO DO **THE WORK.**
- ☐ SHOW UP EVERYDAY TO PUT YOUR BRAND IN FRONT OF PEOPLE. BECAUSE THEY WON'T KNOW YOU EXIST UNLESS YOU TELL THEM

NEED HELP WITH GETTING ALL OF THIS DONE?



JOIN THE **HAIR BOSS BOARDROOM**: THE ONE AND ONLY EXCLUSIVE COMMUNITY FOR HAIRPRENEURS.

WE GIVE YOU THE CONFIDENCE YOU NEED TO SETUP YOUR HAIR EXTENSION BUSINESS, LAUNCH AND GROW!

WE PROVIDE ON-DEMAND TRAINING MODULES AND RESOURCES INCLUDING A STEP-BY-STEP SYSTEM TO SETTING UP AND LAUNCHING YOUR BUSINESS.

FURTHERMORE, IF YOU ARE STUCK IN YOUR CURRENT BUSINESS, NEED SOMEONE TO LOOK OVER YOUR BRAND AND GIVE YOU SOLUTIONS, WE CAN HELP YOU

INCLUDES:



- >SUGGESTED HAIR VENDORS
- >ACCESS TO ALL OF THE VIDEO TRAINING AND MONTHLY GROUP COACHING SESSIONS WITH EXPERTS IN THEIR INDUSTRY
- >ACCESS TO STEP-BY-STEP SETUP VIDEO MODULES
- >ACCESS TO OUR PRIVATE FB COMMUNITY AND EXCLUSIVE INTERACTION AND SUPPORT FROM OTHER LIKEMINDED HAIRPRENEURS
- >ACCESS TO ALL BONUS DOWNLOADS LIBRARY (INCLUDES DESIGNER SUGGESTIONS, BRAND AMBASSADOR TRAINING, SOCIAL MEDIA TRAINING, STOCK PHOTOS AND SO MUCH MORE TRAINING!)
- >MEMBER-ONLY DISCOUNTS ON UPCOMING WEBINARS AND COACHING SESSIONS WITH TAMARA
- >CANCEL ANYTIME

INCLUDES:



**JOIN NOW FOR
ONLY \$1**

Get Started Now



LET'S STAY CONNECTED

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FB: MANE ELEMENTZ

E: SUPPORT@MANEELEMENTZ.COM