

Mane Elementz presents

# SELL HAIR & GROW RICH

BUILD A \$10,000 MONTHLY  
INCOME IN  
**SIX** MONTHS  
SELLING HAIR EXTENSIONS



A blueprint for selling hair extensions and  
making money online

by Tamara Garrison-Thomas

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Welcome!

Thank you for getting the blueprint to making \$10k a month selling hair! You are on your way to building a 6- figure business.

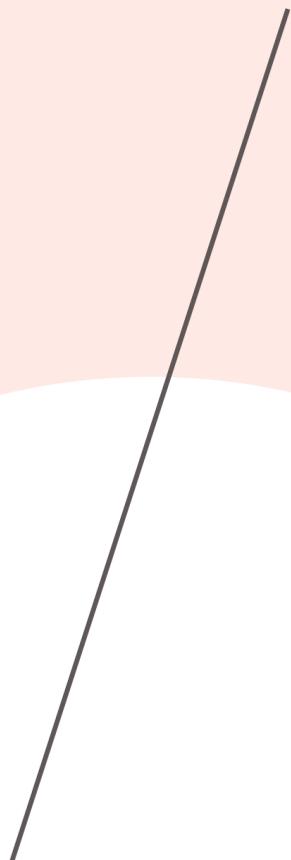
This book is for the hairpreneur who is tired of getting lost in the sea of businesses that aren't doing anything.

You are ready to level up, step out of the box and do whatever it takes to make the income you desire in this business. Follow it step-by step each month and see what changes begin to happen in your business.

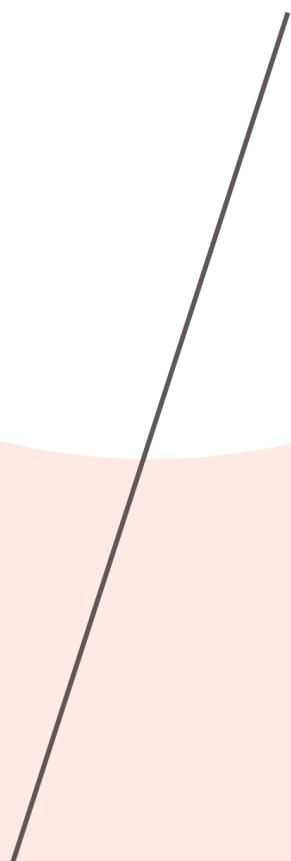
Enjoy!

*Tamara Garrison-Thomas*

01



CHAPTER



01

## Build a \$10,000 Monthly Income in Six Months Selling Hair Extensions

Selling hair is a very lucrative business. This is why you see new hair companies starting every day. But unfortunately, the statistics show that for every 5 hair businesses that start, 3 will fail within the first 6 months!

Do you know why?

Because these companies have no plan, budget or unique selling position.

You are different.

You want to be successful and are willing to do what it takes to create a life of financial freedom doing something you love.

You don't want to be one of the 3 failing companies which is why you got this book.

So, to be sure you start strong, be sure the following are answered or checked off before you start the \$10,000/month plan in this book

**Business Plan that includes mission statement**

**Budget for starting (includes branding, website and inventory)**

**The problem you solve in the industry**

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## How this plan works:

- The average customer buys 3 bundles per order
- If you sell 1 bundle deal a day that is 30 new customers a month
- One in 4 customers will include a frontal with purchase
- The average amount per order is \$250.
- $\$250 \times 30$  days is \$7500
- 5 out of 30 customers will purchase again the next month, and each month after that
- Total amount would be over \$10000/month

With this plan you will build each month to get to \$10,000/month by the sixth month.

### **What this plan is NOT:**

- A get rich quick plan
- For someone who is going to do NOTHING
- For someone who will only rely on social media to build this business

If you are not getting consistent customers by month 6, reevaluate your marketing efforts. We have listed some proven marketing ideas on page 25

## Daily activities

Curious about what an ordinary day should look like? Here are Tamara's suggested daily activities.

### **Sunday:**

- Plan
- Define the top weekly goals and sales goals
- Map out the action plan
- Create a social media schedule for the week
- Track your progress

## Daily activities, cont'd

### **Monday-Saturday:**

- Morning social media post
- Check emails and reply to customer service concerns
- Check on all paid advertisements (fb/instagram ads or influencer paid ads)
- Record new orders
- Drop off orders at post office
- Afternoon/lunch social media post
- Create posts for the next few days
- Map out marketing campaigns
- Send out new orders to vendor (if dropship)
- Research/Contact new IG promoters, research hashtags
- Plan next hair party: location, sales goals who you can partner with (jewelry maker/MUA)

02

CHAPTER

02

## MONTH ONE

- Sell at least \$3000 between pre-launch and launch \$3000
  - Host a pop-up shop/hair party with at least 5 people in attendance and sell \$500 \$500
  - Marketing your business to social media and make it a goal to get 2 sales \$500
  - Encourage people to subscribe to your email list
  - Look for an event to do a vendor table in 2-3 months
- Total: \$4000**

## MONTH TWO

- Sell at least \$3 bundle deals at \$250 a week  
( $3 \times 250 = 750 \times 4 = 3000$ ) \$3000
  - Host a pop-up shop/hair party with at least 7 people in attendance and sell \$600 \$600
  - Marketing your business to social media and make a goal to get 2 sales from social media and sell \$500 \$500
  - Follow up with people who purchased in Month One from prelaunch, launch, hair party. Ask for testimonials and follow up with those who did not purchase to see if they are now ready to purchase. Try to get one sale from this. \$250 \$250
  - Encourage people to subscribe to your email list
- Total: \$4350**

## MONTH THREE

- Sell at least 3 bundle deals at \$250 a week  
( $3 \times 250 = 750 \times 4 = 3000$ ) \$3000 \$3000
- Market your business to social media and make it a goal to get 3 sales from social media \$600 \$600
- Follow up with people who purchased in Month One to see if ready for a new style (does not mean hair does not last, they may be ready for a different texture) Try to get 2 sales from this \$500 \$500

## MONTH THREE, cont'd

- Ask for testimonials from those who have not provided one and include a coupon incentive to expire within 30 days.

- Be a vendor/sponsor at a local event and sell at least 2 bundle sets (do not plan for huge sales. It depends on the event. Give out a lot of business cards and coupons. Consider doing a giveaway)

\$500

\$500

- Encourage people to subscribe to your email list

**Total: \$4600**

## MONTH FOUR

- Sell at least 4 bundle deals at \$250 a week  
( $4 \times 250 = 1000 \times 4 = 4000$ ) \$4000
- Host a pop-up shop/hair party with at least 10 people in attendance and sell \$700  
(that's at least 3 people) \$700
- Market your business to social media and make it a goal to get 3 sales from social media \$600
- Follow up with people who purchased in Month One, Two and Three from pre-launch, launch, hair party, events and ask for testimonials and repeat purchases. Try to get three sales from this \$750
- Encourage people to subscribe to your email list

**Total: \$5050**

## MONTH FIVE

- Sell at least 4 bundle deals at \$250 a week  
( $4 \times 250 = 1000 \times 4 = 4000$ ) \$4000
- Host a pop-up shop/hair party with at least 15 people in attendance and sell \$1000 (that's at least 4 people) \$1000
- Market your business to social media and make it a goal to get 4 sales from social media \$1000

## MONTH FIVE, cont'd

- Follow up with people who purchased in Month One, Two, Three and Four from pre-launch, launch, hair party, events and ask for testimonials and repeat purchases. Try to get four sales from this \$1000

Follow up with people who said they would purchase but haven't yet.

See if they are ready to purchase. Try to sell two \$500

- Encourage people to subscribe to your email list

**Total: \$6500**

## MONTH SIX

- Sell at least 5 bundle deals at \$250 a week  
( $4 \times 250 = 1250 \times 4 = 5000$ ) \$5000
- Host a pop-up shop/hair party with at least 15-20 people in attendance and sell \$1500 (that's at least 6 people) \$1500
- Market your business to social media and make it a goal to get 5 sales from social media \$1250

## MONTH SIX, cont'd

- Follow up with people who purchased in Month One, Two, Three, Four and Five from pre-launch, launch, hair party, events and ask for testimonials and repeat purchases. Try to get six sales from this \$1500 \$1500

- Follow up with people who said they would purchase but haven't yet. See if they are ready to purchase. Try to sell three \$750

- Encourage people to subscribe to your email list

**Total: \$10,000!**

03

CHAPTER

03

## Keys to being successful

- Getting known locally through your pop up shops and hair parties. (you can't do it with social media ONLY)
- Follow up with EVERYBODY: if they have attended an event, if they have subscribed, if they told you in passing that they want to buy from you...FOLLOW UP
- Get your customers to give you testimonials and pictures. This is your proof! Your bread and butter! Once you have it, share it!
- If you fall behind one week or month make it up by doing more. DO NOT GIVE UP or FALL BEHIND
- If you are doing everything suggested and the numbers aren't matching (keep pricing differences in mind) reevaluate your marketing efforts and schedule a one-on-one with a mentor

# Marketing tools

## Social Media:

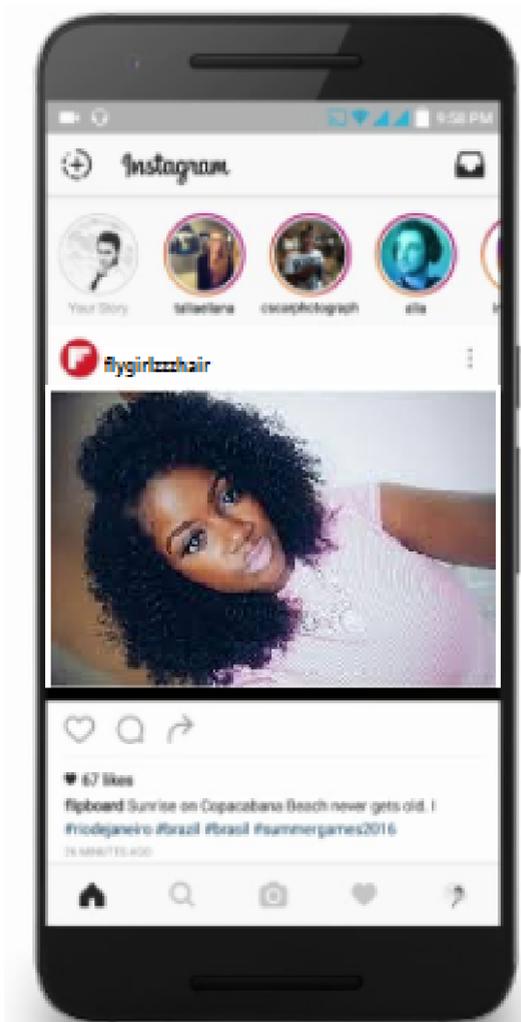
People who will become your customer will first look for how your product will benefit them.

Then they will want to see how your hair looks on others. Lastly, they will look to see what people say about your hair.

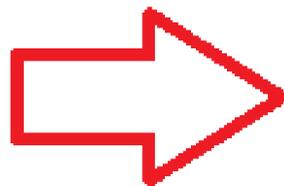
Images are everything! Use them to show your hair and include a good caption.

Lastly, use hashtags! For every single post!

For example:



Loving our FLY GIRL rocking her kinky curly tresses from the one and only flygirlzz hair. This hair is tightly coiled to rock a natural looking protective style. Not only will you be satisfied with your tresses but we also have a 30 day assurance guarantee! Click the link in the bio to get your shipped straight to your door step! #flygirlzzhair #kinkycurly #naturalhair #protectivestyle #hairsale



## Sales Copy (what to say)

- Get this beautiful look with our \_\_\_\_\_ hair.
- Check out this testimonial from our beautiful client Jane Doe. She's loving her \_\_\_ tresses! Click the link in the bio to get yours!
- (insert your business name) hair is the most natural raw tresses you will find on the market. Not only do we safely procure our tresses but we do it with you in mind. We are so confident in our tresses that we offer a (insert guarantee). Click the link in the bio to get your raw hair straight to your doorstep!

## 5 Ways to Market Your Business

Video (people love to see the product)

Create a blog featuring product and customers

Popup Shops and Hair Parties - partner with local salons, jewelers and make up artists and sell hair. No need for the brick and mortar overhead. Setup shop somewhere else and sell these bundles.

Make it a habit and people will start looking forward to shopping with you!

Don't have photos? Do Celebrity comparisons and how the customer can achieve the look

Run time-sensitive and limited product sales. ***Only 2 days left to get your***

***bundle deal. We only have 2 more 14" and 3-18" in stock! Click the link to get yours!***

## What Tamara did.

I started my business over 6 years ago. I have always loved hair and worn different styles and when I realized that I could sell it I jumped at the opportunity. At the point of starting I had started some other businesses some successful and some flops. But I didn't want anymore flops. So I knew I had to do something different. I thought of ways to get IN FRONT of people faster so they can start spreading the word about my company.

So, from my business launch on, I did hair parties. And I averaged over \$1000 EVERY party since starting. It never failed. Because I share the value of MY HAIR and how they will be treated as my customer. I branded the hair parties as exclusive places where they can look at and try on hair in the privacy of their home without having to be in front of so many people in the beauty supply.

## What Tamara did.

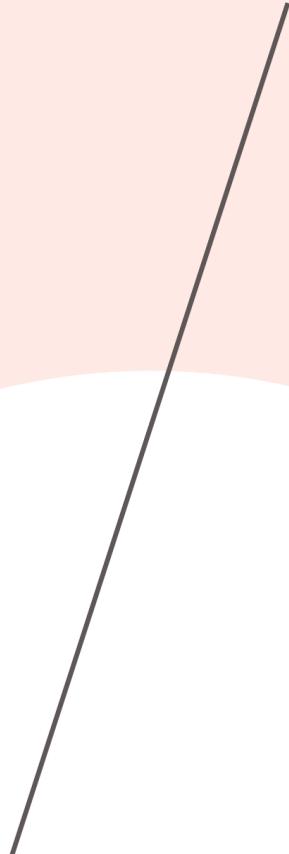
After doing these parties a few times, first weekly then monthly, people started referring me to their friends and things started getting busy! I woke up a few months later and realized I sell hair every single day! And once that starts there is no where to go but up!

So get out of your comfort zone and get in front of your customers!

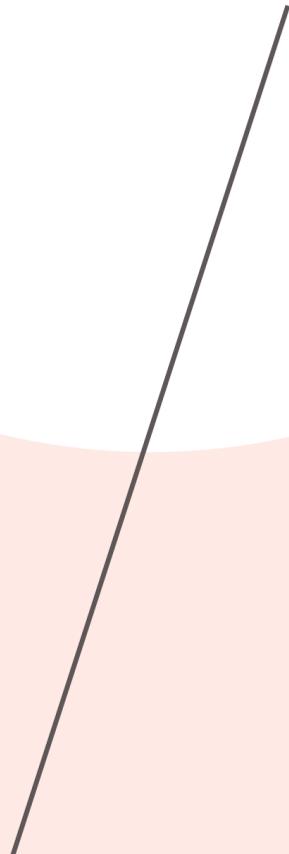
You will love what this will do for your business.

I wish you all the best!

04



CHAPTER



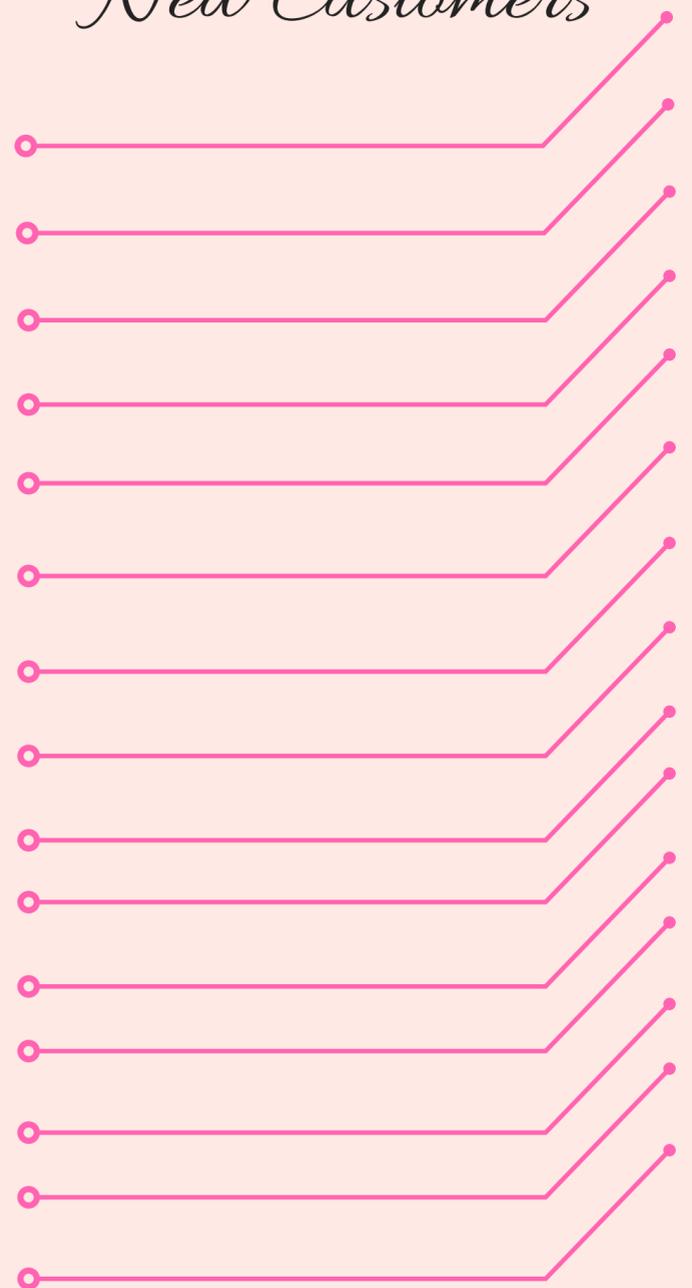
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# Month 1

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

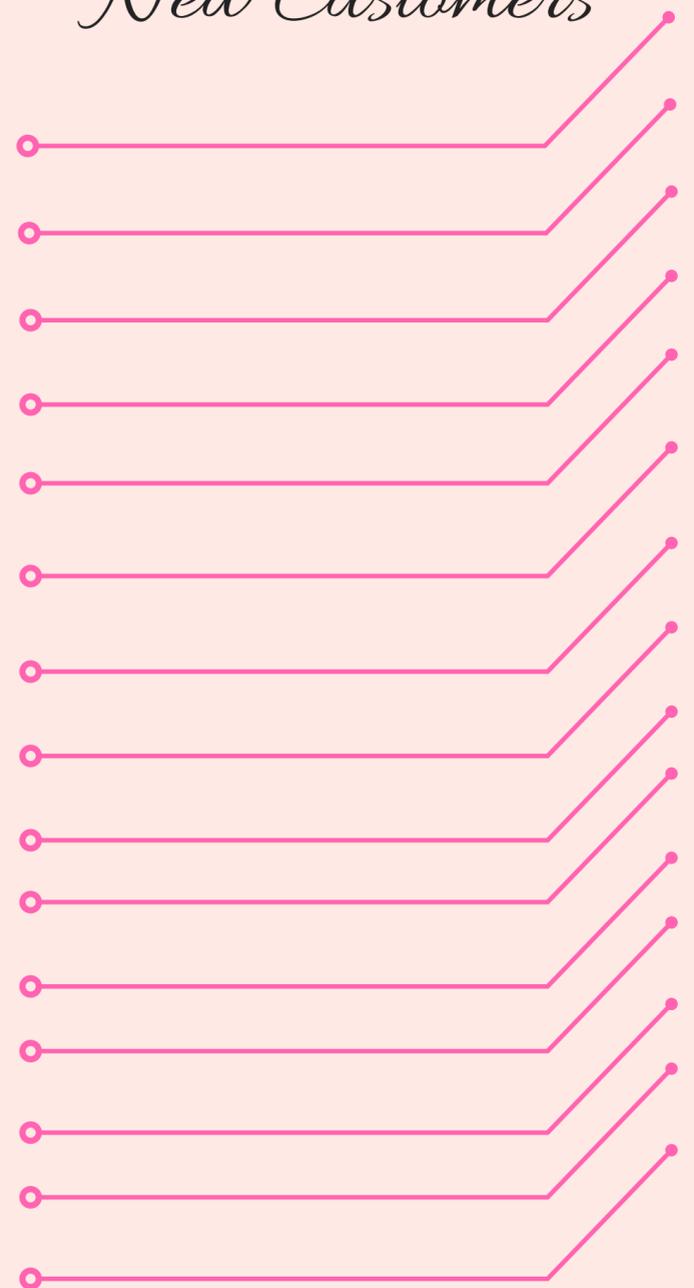
HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Month 2

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

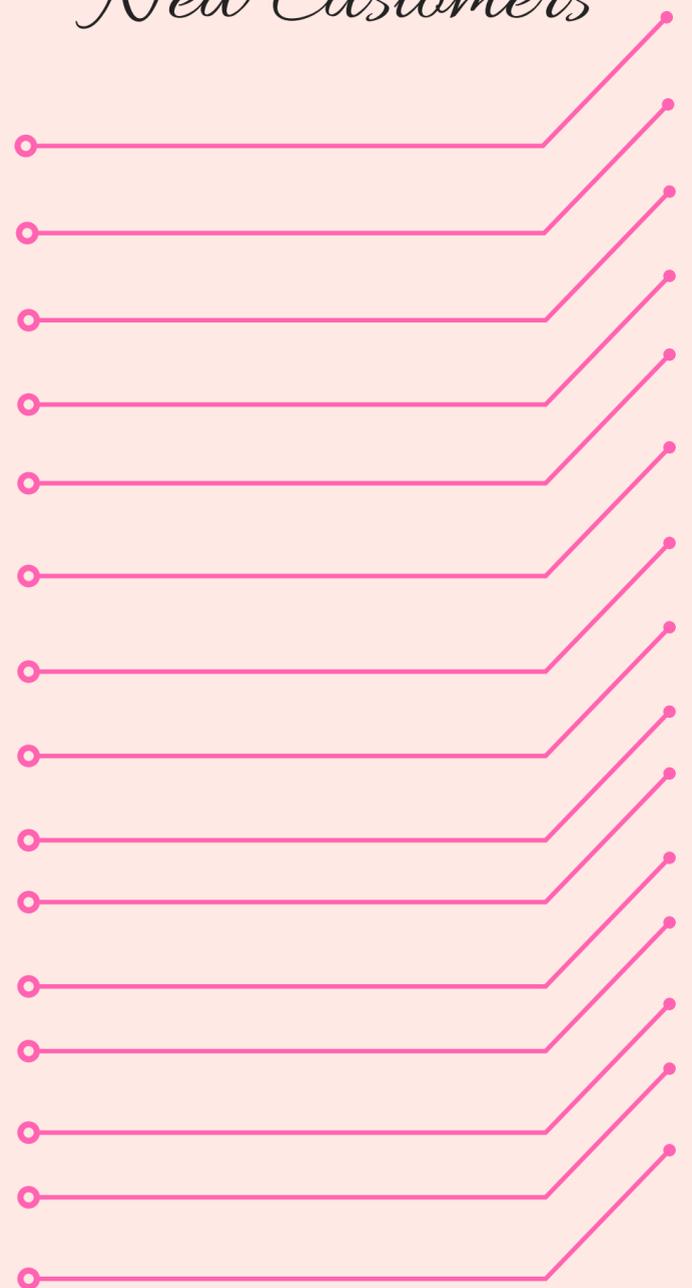
HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Month 3

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

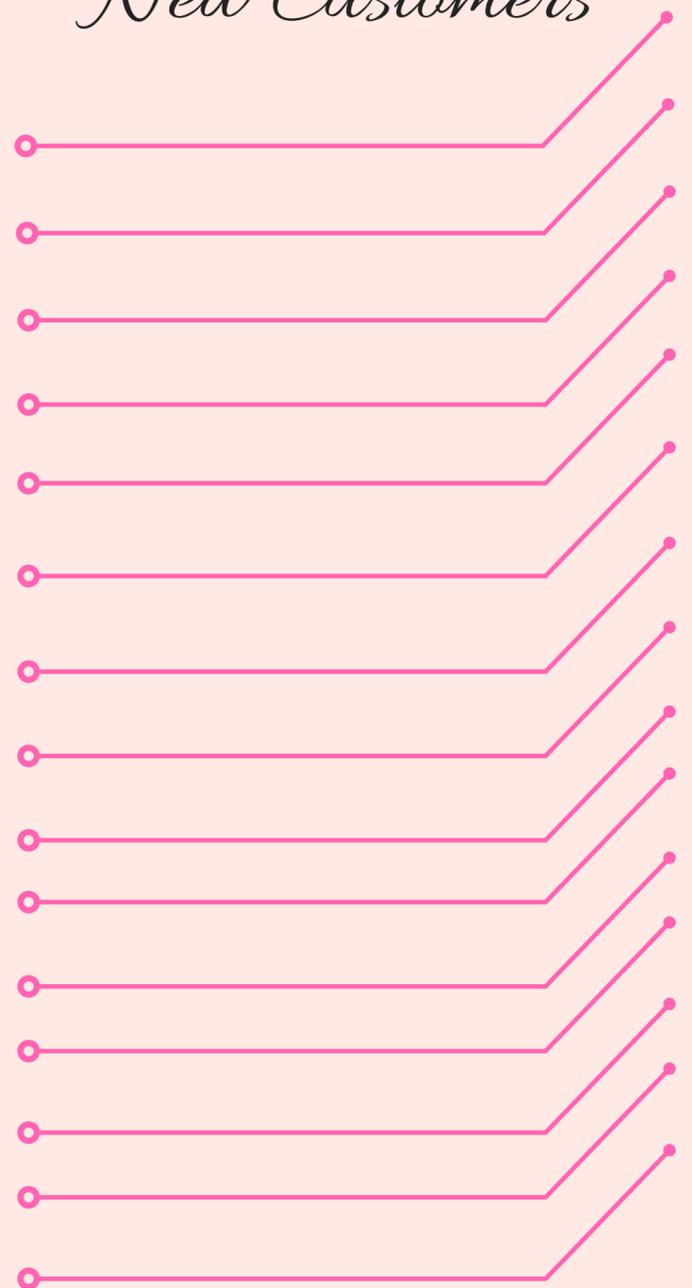
HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Month 4

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

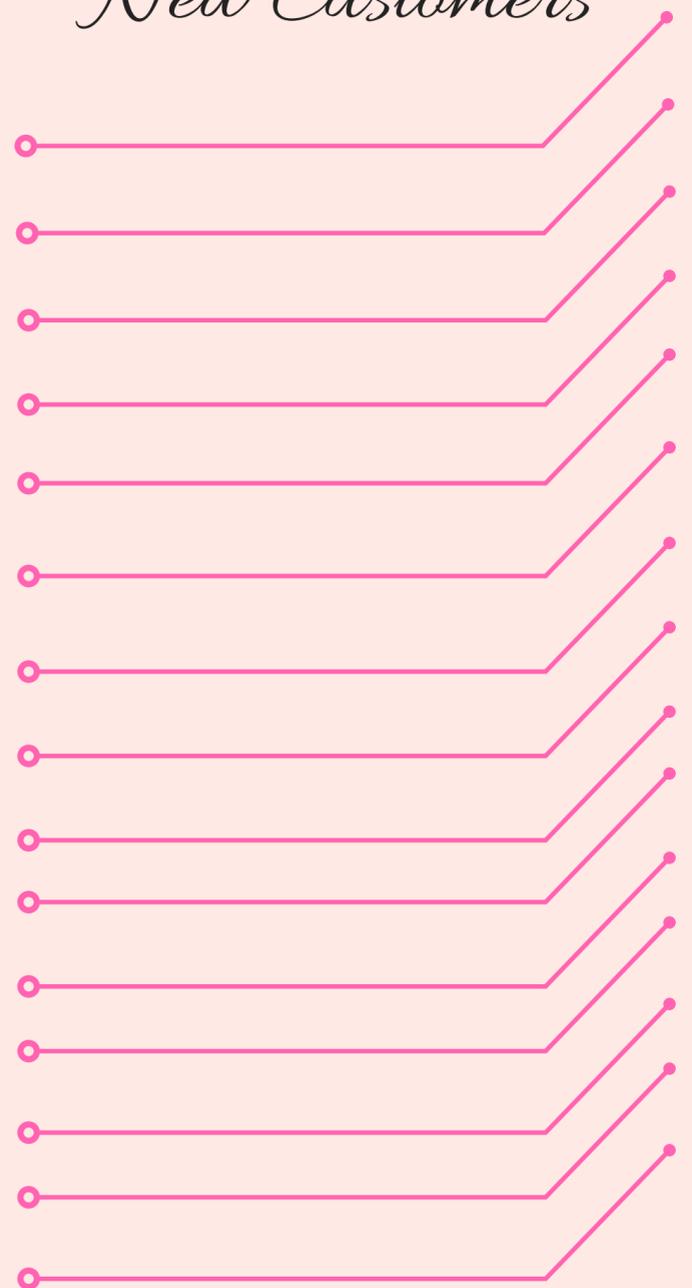
HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Month 5

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

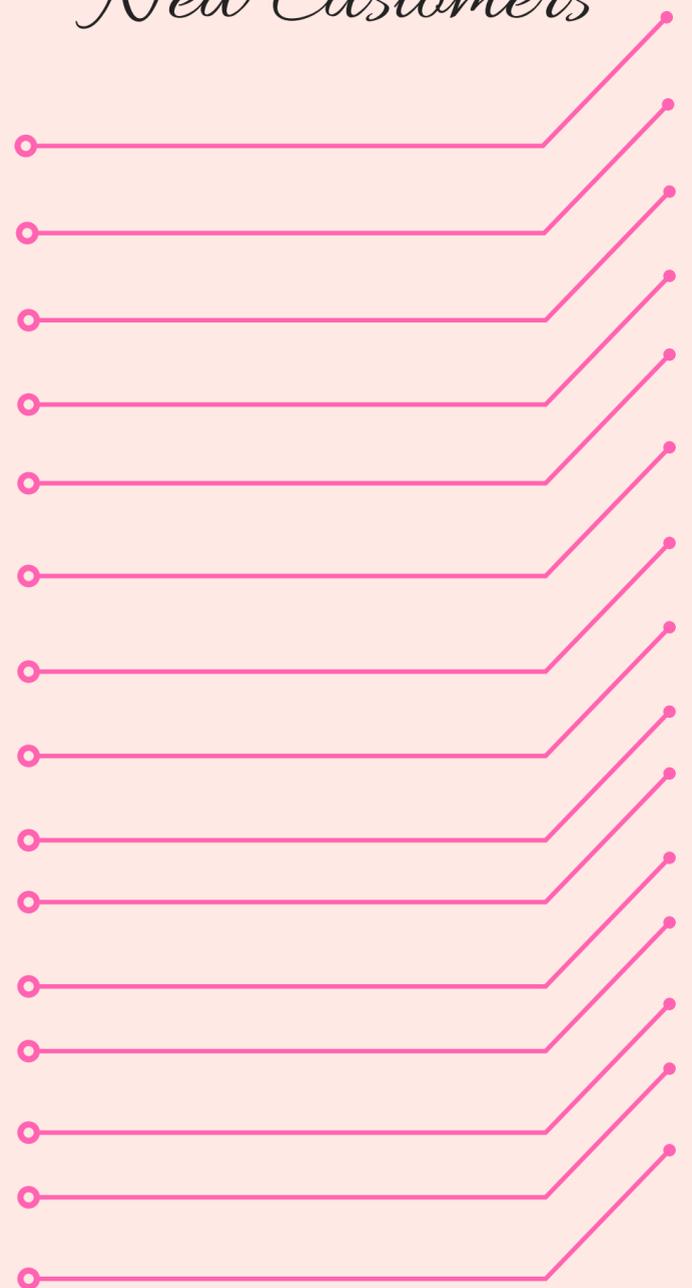
HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Month 6

Strategic Plan	Desired Outcome	Actual Outcome

## Notes/Reminders

## New Customers



## Monthly Summary

HAIR PARTY TOTAL \_\_\_\_\_  
SOCIAL MEDIA TOTAL \_\_\_\_\_  
FOLLOW UP TOTAL \_\_\_\_\_  
BUNDLES SOLD \_\_\_\_\_  
OTHER \_\_\_\_\_  
  
TOTAL SALES \_\_\_\_\_

# Monthly Summary

Whats working and what's not

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
# of people monthly						
# of pop-ups/hair parties						
Social media Sales						
Reorders						
Referrals						
Others						
Total						

## Wins

## Challenges

Did you like this book?

Share a picture of yourself reading the book or filling out your planner and get **a complimentary 15 minute coaching session** with Tamara (must have the book in the picture)!

To redeem your session:

1. Post on Instagram or Facebook
2. Tag @maneelementz on Instagram or Facebook and use #maneelementz (must do both to be eligible)
3. Email tamara@maneelementz.com with your photo and instagram name or verification.

Thank you for reading!