



empowering you

EMPOWERING THE INDUSTRY

B-SCHOOL
FOR INDUSTRY

BE ENLIGHTENED.

BE EMPOWERED.

BECOME SUCCESS.

WELCOME!

We're excited you're interested in B-School for Industry. Our mission is to help salon and spa owners realize their true potential and live the life they've dreamed of. We can't wait to help you change your business and your life.

We've not only helped our clients see incredible profit and achieve business breakthroughs, but we've personally worked in and created million dollar and high-revenue salon and spas. And we intend to help you do the same.

Sharing Powerfully,
The Empowering You Team



MEET *Amy*

Entrepreneur, salon owner, founder of **B-School for Industry**, & passionately dedicated to helping you succeed.

Born and raised in Illinois, I grew up memorizing my mother's sales calls and accompanying her to close on business deals. I knew from a young age that I wanted to be an entrepreneur. After college, I found myself owning a salon, and I soon discovered that there were many other salon owners in dire need of support and direction. Before I knew it, Empowering You Consulting was born. Since our inception, we have helped hundreds of salon owners reach above and beyond their earning potential.



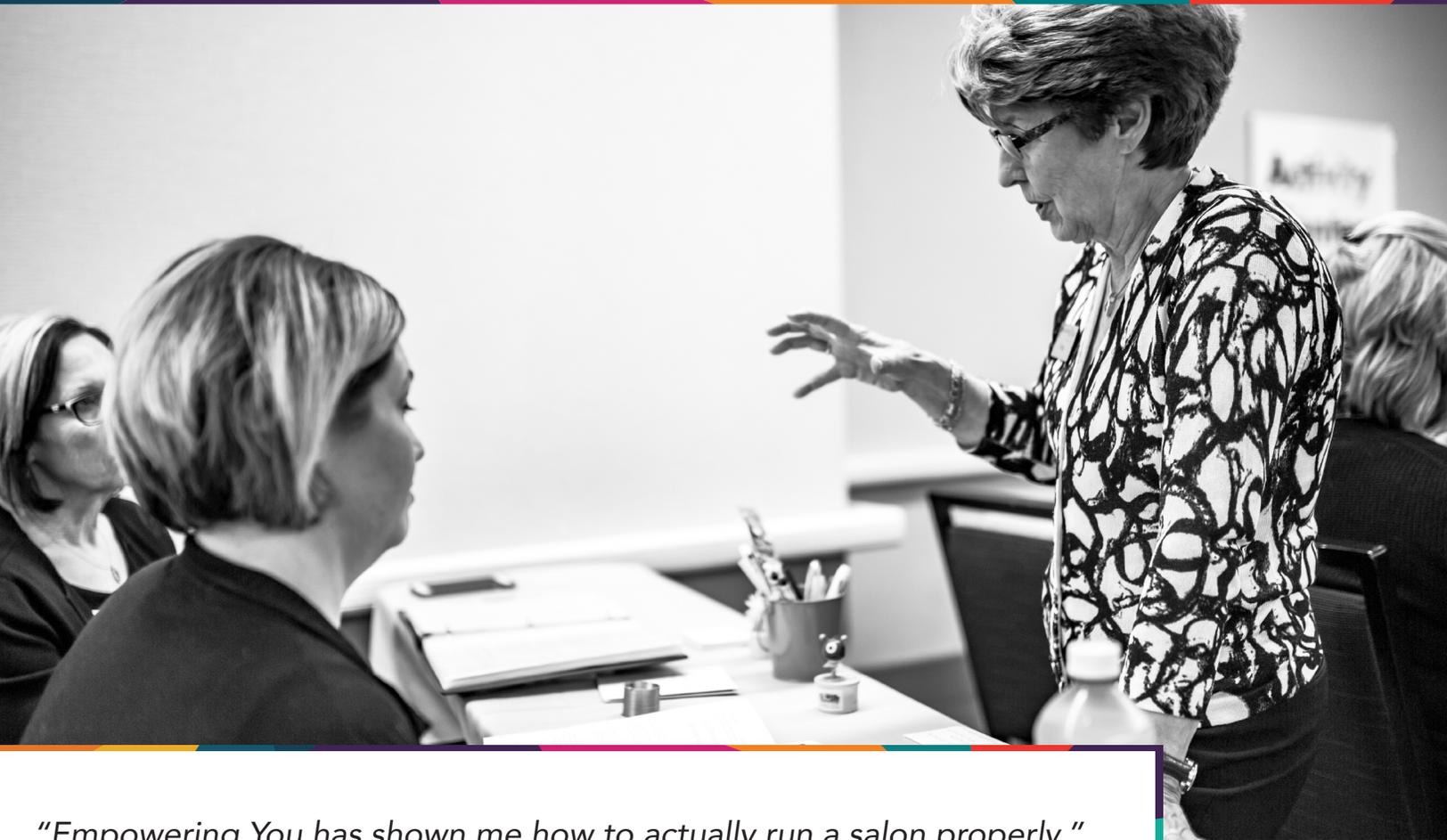
WHAT IS **B-SCHOOL** FOR INDUSTRY?

A three day intensive workshop of experience, action, and ironclad business strategies for your salon, spa, beauty or service-based business.

You'll Learn:

- ✓ Accountability
- ✓ Money & Marketing Systems
- ✓ Hot Business Strategies

RAVES FROM B-SCHOOL FOR INDUSTRY GRADS:



"Empowering You has shown me how to actually run a salon properly."

- Julie Coffin

"The foundation of my business has big holes in it, and they've made me aware of where the holes are, and how to fix them."

- Lindsey Babinec

"In order to achieve success, it's always good to have someone in your corner to give you advice. They're going to be honest, and they're going to tell you, 'this is what you need to do to be better.'"

- Darcey Eldridge

WHAT EXACTLY YOU'LL LEARN:

SECTION ONE: **VISION**

Brainstorming your vision, writing a vision statement, the do's and don'ts for your vision, and examples of vision statements.

SECTION TWO: **MISSION**

Identify your business' six main purposes, and write a mission statement that represents your business' promises.

SECTION THREE: **VALUES**

Determine your company values, brainstorm value action verbs, and nail down your final statements.

SECTION FOUR: **INCOME VS EXPENSE**

Determine your income and expenses, station/room analysis, calculate profits, profit/loss statement analysts and charting.

SECTION FIVE: **RETAIL & BACK BAR**

Back-bar budget charting, retail budget charting, and monitoring sales for retail and back-bar balance.

SECTION SIX: **MARKETING**

10 key marketing principles and proven marketing templates - a plan for the year.

SECTION SEVEN: **FRONT DESK**

Front desk service cycle, breaking down the service cycle, front desk scripts, rating your front desk effectiveness.

SECTION EIGHT: **RECRUITING**

Calculate your recruiting score, 100 most effective interview questions, your top 10 interview questions, & analyzing strong recruitment packages.

SECTION NINE: **THE STORY OF NUMBERS**

The importance of teamwork, analyzing service, retail, client count, and pre-books, and a plan for increasing sales and pre-books.

SECTION TEN: **LIFE BY DESIGN**

Managing money issues, time management skills, living in the genius spiral, living from your ESSENCE.

PAYMENT OPTIONS:

OPTION 1:

1 Payment of:

\$1,798

Additional team
members for only
\$550 each!

OPTION 2:

1 Payment of:

\$250 now to

reserve a spot.

We develop a
finance plan that
works for you.

JOIN US!

EMPOWERINGYOUCONSULTING.COM/B-SCHOOL

IS B-SCHOOL RIGHT FOR YOU?



You are looking for ways to uplevel your business, expand, grow your team, or increase ticket sales.



You've lost your vision of where your business is going.



You feel stressed to the max, you have no time, and your life is not in balance.



You're looking for super simple, proven ways to make your business run more effectively.



You're looking for a strong community support system of other like-minded owners.



You're ready to learn strategies and systems to put pieces of your business on autopilot.



You're ready to learn the numbers and money piece of business (but want it to be easy!)

If you relate to one or more of the above, then our **3-day B-School for Industry™** is a perfect next step to support you in creating your breakthrough!

If you have questions, send us an email at info@EmpoweringYouConsulting.com or call us at 812-455-1367.

We can't wait to help you achieve your business and life dreams!