



empowering you

P R E S E N T S



empowering you  
EMPOWERING THE INDUSTRY

The Empowering You

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# Consulting Certification Program

# OVERVIEW

**Consulting is the fastest growing business and a way to leverage your expertise as a successful stylist or salon owner. Be a part of making a profound difference in the beauty industry.**

- Learn the **Empowering You** systems and tools for consulting salons and spas
- Learn what it takes to be an **Empowering You** consultant
- Create additional revenue streams for you as an individual
- Network with like-minded individuals
- Learn the best practices in the industry that produce tangible results

# VISION AND GOAL

- Become the foremost leaders of business consulting in the industry
- Create leaders in the salon industry that represent **Empowering You**
- Create quality, results-oriented consulting for all levels of Salon & Spa



# WHO SHOULD GET CERTIFIED?

**If you're a successful salon owner, manager or service provider who is passionate about making a difference in the industry and has a solid team in place, this program is for you.**

- You are looking to be out of the business without the stress of day-to-day responsibilities
- You are looking for a new revenue stream
- You want to challenge yourself to get to the next level
- Your average ticket is double your base price
- Your retail average ticket is \$9.00 or more
- You are a self-starter
- You love to serve
- You understand that sales is a part of success
- You are hungry for education and are a student of the world

# CERTIFICATION LEVELS

Get certified to teach on one of the

## THREE LEVELS

of **EMPOWERING YOU CONSULTING**:

REV UP

LEVEL

1

ACCELERATE

LEVEL

2

MASTERY

LEVEL

3

# HOW TO GET CERTIFIED



Attend our **4-day consulting Certification Intensive**



Complete **6 months of Certification Training**,  
including 90 hours of peer consulting.

# REV UP CERTIFICATION INTENSIVE

DAY 1:	DAY 2:	DAY 3:	DAY 4:
<ul style="list-style-type: none"><li>• Overview of the program</li><li>• Rules of engagement (How we work)</li><li>• How to qualify</li><li>• Agreements</li><li>• What's possible</li><li>• Your responsibilities</li><li>• Our expectations of you</li><li>• Your goals and objectives</li></ul>	<ul style="list-style-type: none"><li>• Consultant testimonials</li><li>• Modules</li><li>• Practical applications</li><li>• Development and on-the-spot consulting</li><li>• Coursework</li></ul>	<ul style="list-style-type: none"><li>• Client before &amp; afters</li><li>• Modules</li><li>• Practical applications</li><li>• Personal development and on-the-spot consulting</li><li>• Coursework</li></ul>	<ul style="list-style-type: none"><li>• Practical application</li><li>• Modules</li><li>• Next 12-week overview</li><li>• Coursework group</li><li>• Accountability group</li><li>• Begin consulting</li></ul>

# WHAT HAPPENS AFTER THE EVENT?

Learn along with the mastermind group of peers and fellow certified consultants you'll meet from the event.

- 12 REV UP **Group Calls**
- **1-on-1 Private Call** with Amy or Susie
- REV UP **Certification Coursework**
- 90 hours of **Peer Consulting**



# REV UP COURSEWORK CONTENT

<b>REV UP Module 1:</b>	Understand Your Numbers
<b>REV UP Module 2:</b>	Make More Money
<b>REV UP Module 3:</b>	Money In and Money Out
<b>REV UP Module 4:</b>	Getting Retail Results
<b>REV UP Module 5:</b>	Rockstar Marketing
<b>REV UP Module 6:</b>	More Butts in Chairs
<b>REV UP Module 7:</b>	Create a World Class Experience
<b>REV UP Module 8:</b>	Leadership
<b>REV UP Module 9:</b>	Create the Plan
<b>REV UP Module 10:</b>	Vision and Mission
<b>REV UP Module 11:</b>	Wheel of Life
<b>REV UP Module 12:</b>	Completion
<b>*BONUS:</b>	Glampreneur Success & Instant Income

# MEET SUSIE CARDER



Susie Carder isn't your average business consultant. When you hire Susie, being an average business owner isn't an option. In a relentless pursuit of her own goals, she comes with a 20-year proven track record, two ten-million dollar companies under her belt, her fair share of wild success and painful failure, and has created strategic growth strategies for worldwide entrepreneurs who's companies gross between \$250,000-\$10,000,000.

The creator of the **Predictable Success Method™**, Susie's expertise lies in the development of operations, finance, sales accountabilities and marketing systems businesses. Helping lead you to a very predictable and substantial revenue, profit growth and investment opportunities. Susie excels in establishing structure and creating the team necessary to guide any company through the turbulence and uncertainty of dramatic growth.

# MEET AMY CARTER



Amy Carter's goals as a coach are simple: to inspire you to become a better leader, to mold you into a smarter business owner, and to help you achieve personal and professional satisfaction. As the owner of one of Indiana's top salons, she knows what it takes to reinvent a business and train a leadership team that's invested in long-term success. Amy has turned this knowledge into a passion for coaching, and as **Co-Owner & Founder of Empowering You Consulting**, she helps salons and spas across the nation every day.

It's time to let Amy help you expand your client base, increase profits, operate more efficiently, and train a team of leaders so you can gain personal satisfaction from your professional endeavors.

# WHY GET CERTIFIED?

**This private 6 month certification program is designed to help you:**

- Master the high-level, results-driven consulting systems used by mentor consultants  
Susie Carder and Amy Carter
- Get trained in the art of consulting and business by top experts, and your personal consultant assigned to you
- Make money, sooner, by welcoming you into our network of hand-picked consultants and partners
- Get spotlighted at **Empowering You** events
- Attract clients you love, revenue, and expansion opportunities galore
- Charge what you're worth, get booked solid, and make your mark in the industry.
- Build your business (with hands-on help from Susie & Amy)
- Hone your skills with 90 hours of intensive practice consulting
- Become an incredible consultant who's changing the world

# BENEFITS OF GETTING CERTIFIED

## What are the perks of getting certified with **Empowering You?**



Get extra income



Implement what you learn and make your own salon more successful



Capitalize on your industry knowledge



Learn leadership skills



Inspire other beauty professionals and pass on your success

# EXPECTATIONS

- Certification Fee
- Effectively complete the 4-day initial certification in San Diego
  - Travel (air, hotel and meals) to **Certification Intensive**
  - Complete all assigned pre-work prior to attending the training
- Attend both **B-School** and **Power Up Your Leadership** programs within 6 months  
(if not already previously attended)
- Read and sign all agreements
- Attend all training calls or listen within 24 hours
- Complete all practice consulting hours
- If a participant leaves their employer, the certification no longer applies

# 6-MONTH CURRICULUM DETAILS

- ✓ **4 days of in-depth training** in San Diego (estimated value of \$12,000)
- ✓ **12 group training calls** to help you master the art of consulting and entrepreneurship:
  - Sales, marketing operations, prospecting, finance, and more (estimated value of \$15,000)
- ✓ **Private support** with your personal mentor consultant (estimated value of \$7,000)
- ✓ **1 Mastermind Call** with Amy Carter or Susie Carder (estimated value of \$5,000)
- ✓ **Exclusive volunteer opportunities** at **Empowering You** events
- ✓ **90 hours of practice consulting** to apply the certification real-time
- ★ **BONUS:** Access to Instant Income and Glampreneur Success online programs

QUESTIONS?



**CONTACT AMY!**

Call Amy directly: 812-455-1367

Or Email: [amy@empoweringyouconsulting.com](mailto:amy@empoweringyouconsulting.com)