

When salons & spas follow our systems & processes, they grow & profit.



empowering you[®]

We are the money. We have the IT. Ironclad strategies & proven tools.



ABOUT

- ✦ **Empowering You**® helps companies & individuals experience exceptional growth in their business and life.
- ✦ We deliver **one-of-a-kind learning experiences** that transform individuals, teams, & organizations with customized consulting & tools.
- ✦ Our dynamic teaching methods, thought-provoking concepts, self-discovery, engaging discussions & activities bring the learning to life.
- ✦ We believe **investing in people** creates greater commitment, enhanced teamwork, exceptional service & higher productivity.
- ✦ *The result:* **You retain customers & team members** who recognize & appreciate growing & building their business both personally & professionally.



WHAT MAKES US DIFFERENT?

- ✦ **Results-oriented** consulting
- ✦ Successful business owners **speaking to owners**
- ✦ **Simple yet impactful** tools
- ✦ Cutting-edge trainings
- ✦ **Certified Coaches** through International Coach Federation (ICF)
- ✦ Programs **available at every level/budget** for owners & service providers
- ✦ **High-impact** leadership training

I'm amazed how much my business has improved over the last two years. Working with Meg King and **Empowering You**® has totally changed how I run my business. My leadership has *gained a whole new level of importance*.

With the tools to properly track my numbers, I have finally gained the knowledge to correctly run my business. **We are not just surviving but growing and thriving**, even amid a pandemic! Working with **Empowering You**® has been a complete *game-changer* for my business... **truly priceless!**

- ★ Services up: **66%**
- ★ Retail up: **85%**
- ★ Projected yearly sales increase: **\$372,000**



Rhysa
Anderson

BADDHARE SALON



David
Wenzel

For me, it was about **putting strong systems into place**. I learned how to manage the systems, NOT the people.

I now have control over my numbers. Using the trackers and diving into those more, I now know what I need to be spending and what my payroll needs to be. **I know what I need to be spending in order to grow.**

- ✦ Overall sales increased: **23%**
- ✦ Projected yearly sales increase: **\$71,000+**

Since starting with Amy **I have learned to have confidence as a leader** because that is what my team wants. I make decisions based on my mission statement and culture that me and my team have put into place.

I now do spreadsheets that **help hold me and my team accountable** with our service dollars, client count, rebooking, retail sales and percentages.

- ★ Year 1: **\$196k to \$236k, 20% growth**
- ★ Year 2: **\$82k increase, 35% growth**
- ★ Year 3: **\$234k increase, 97% growth**



Debbie
Berry

5TH AVENUE SALON



Valary
Brown

VALON SALON & SPA

I have been working with **Empowering You[®]** for 5 years. The organizational skills, systems, coaching, growth and knowledge I have gained from Amy is **undeniably the best I have ever had in my 21 years of owning my company.**

- ✦ Services increased: **\$950k to \$1.2M**
- ✦ Retail sales increase: **\$81k to \$115k**

Life Cycle of an Entrepreneurial Organization

Working with salons at each stage of their business to move to the next stage quicker, faster, and stronger!

BIRTH STAGE

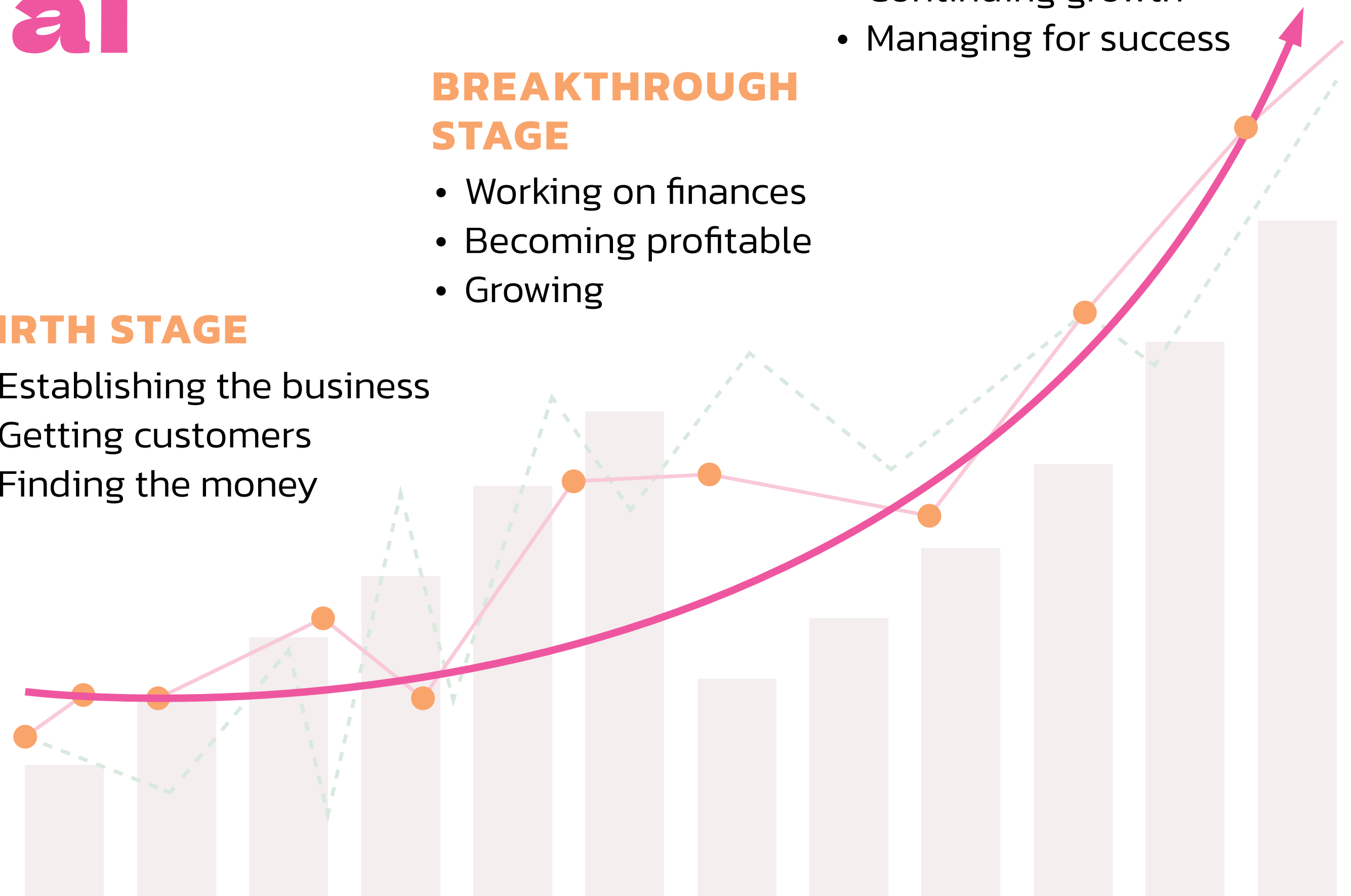
- Establishing the business
- Getting customers
- Finding the money

BREAKTHROUGH STAGE

- Working on finances
- Becoming profitable
- Growing

MATURITY STAGE

- Refining the strategy
- Continuing growth
- Managing for success



Fighting for
existence & survival

Coping with growth
and takeoff

Investing wisely and
staying flexible





ON-SITE

- In-Salon Staff Training
- Communication Training for Leaders
- Front Desk Training
- Annual Kick-Off Meetings
- VIP Days



WORKSHOPS

- B-School for Industry
- Elite Beauty Boss Retreat
- Masters Academy
- Power Up Your Leadership



CONSULTING & COACHING

- VIP Consulting
- Profit Accelerator
- Rev Up for Solopreneurs
- Masterful Managers
- Six Figure Tribe



REV UP - For Start Ups & Solopreneurs Making Under \$350,000

- ✦ Rev Up Consulting for Solos
- ✦ B-School for Industry
- ✦ Six-Figure Tribe
- ✦ Money Maker
- ✦ Rockstar Results CD
- ✦ Master the Consultation
- ✦ Social Media Overhaul

ACCELERATE - For Businesses Making Between \$351k-\$850k

- ★ Profit Accelerator
- ★ B-School for Industry
- ★ Front Desk Training
- ★ Masterful Manager
- ★ Strategic Planning Days
- ★ Power Up Your Leadership
- ★ Six Figure Tribe (*team*)
- ★ 360 Leadership Assessment
- ★ Elite Beauty Boss Retreat
- ★ Social Media Overhaul

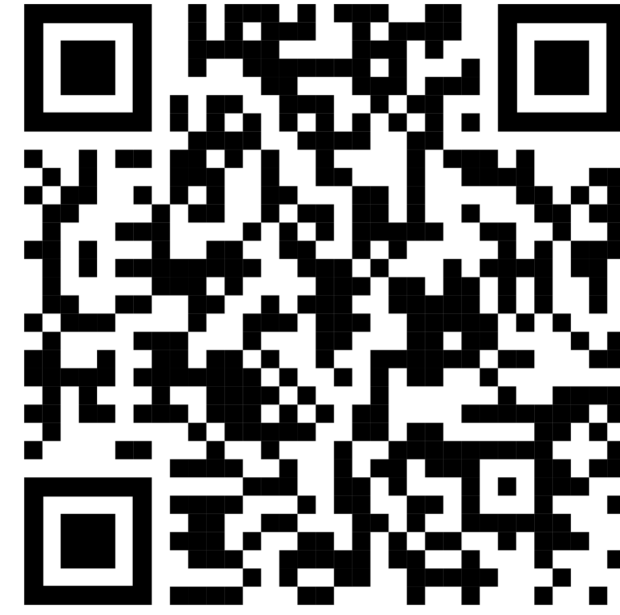




MASTERY - For Business Making Over \$851k

- ★ VIP Consulting – MASTERY
- ★ Masters Academy
- ★ B-School for Industry
- ★ Elite Beauty Boss
- ★ Front Desk Training
- ★ Masterful Manager
- ★ Strategic Planning Days
- ★ Power Up Your Leadership
- ★ Six Figure Tribe (*solo & team*)
- ★ 360 Leadership Assessment
- ★ Social Media Overhaul

Schedule a call with me!



- ★ Evansville, Indiana
- ★ Award Winning Salon & Spa Owner
- ★ President of Empowering You[®] Consulting
- ★ Professional Certified Coach
- ★ Leader of B-School for Industry
- ★ Leader of Power Up Your Leadership
- ★ Leader of Masters Academy
- ★ **812.455.1367**
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- ★ **calendly.com/amycarter/30min**

*Amy
Carter*

