



Your Beauty Business *Mastery* Roadmap

A simple step-by-step path to stronger profit, better systems,
and a business you're proud to build

..... STEP 1 • START HERE



Buckets of Money

FREE

Learn how to allocate your money wisely and create a strong financial foundation.

1

..... STEP 2



Balanced Mindset

\$97

Build clarity, confidence, and the mindset to lead your business well.

2

..... STEP 3



Effective Structures

\$197

Create the systems, setup, and business structure that support long-term growth.

3

..... STEP 4



Top Tier Client Care

\$297

Attract the right clients, create a repeatable client experience, and build referrals, reviews, and loyalty.

4

— RECOMMENDED NEXT STEP —



Best Value Bundle

GET ALL 3 PAID TRAININGS



\$591
VALUE



LAUNCH BUNDLE PRICE:

\$397



SAVE
\$194



Simplify Your Business. Strengthen Your Profit. Build Your Legacy.

BUCKETS OF MONEY



HOW TO KEEP MORE OF THE MONEY YOU MAKE

**Are you making money... but
still wondering where it went?**

You work hard, serve your clients well, and bring money into your business. But when bills are paid or taxes are due, it can still feel like there is never enough left.

That does not mean you need to work more. It means your money needs a simple plan.

PAY YOURSELF FIRST - AND GIVE EVERY DOLLAR A PURPOSE

Buckets of Money shows you how to separate your weekly revenue into clear, purposeful accounts for taxes, salary, expenses, profit, and future goals.

Instead of hoping there will be money left at the end of the month, you'll begin deciding where your money goes before it disappears.

YOU ARE IN THE RIGHT PLACE IF...

You make money but do not always know where it goes, tax time feels stressful, or you want a simple financial routine that gives you more confidence and control.

BUCKETS OF MONEY

COURSE BREAKDOWN

1. Change the Way You Think About Profit

For years, my belief was, "I do not need a budget. I just need to make more money." I learned that making more does not solve the problem when the money has no plan. Profit must be intentional, not whatever is left over.



2. Know Your Weekly Revenue

At the end of each week, total the revenue your business earned.



3. Create the Buckets Your Business Needs

Your categories and percentages should fit your business. A bookkeeper or accountant can help you choose the right tax percentage and review your numbers.



4. Build a Weekly Money Routine

Transfer money into each bucket every week.
Revisit the amounts as your revenue changes.



5. Start Your Profit Bucket

Over time, your profit bucket can help fund vacations, time off, investments, and the future you are building.



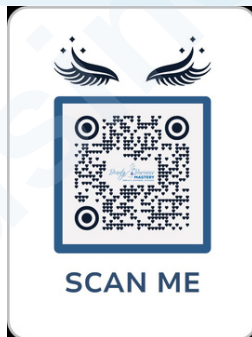
BUCKETS OF MONEY



NEXT STEP

Once you begin looking at your money differently, you may also see where your mindset, business structure, or client systems need attention. The Beauty Business Mastery DIY Roadmap helps you continue one clear step at a time.

ENJOY BUCKETS OF MONEY
FOR FREE



Still unsure what your assessment is showing you? Book a free 20-minute strategy conversation, and we can look at your next best step together.
No pressure. Just clarity.



SCAN ME

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BALANCED MINDSET



IF ANY OF THIS FEELS FAMILIAR... YOU'RE IN THE RIGHT PLACE

- A clear vision for what you're building (not just "hoping it works out")
- A plan that matches your life (solopreneur or team—either way)
- Confidence in your direction and the next steps to take
- A stronger brand identity that people remember
- A mindset shift from "busy" to profitable + sustainable
- The beginning of a business that can become turnkey and sellable someday

But here's what no one teaches:

- A beautiful business needs a balanced mindset first—because your mindset is what drives your decisions, your consistency, and your follow-through.
- This course helps you get clear—so you can stop spinning, stop guessing, and start building a business that has real value.

BALANCED MINDSET



COURSE BREAKDOWN

MODULE 1

Mindset: What it really takes to run your own business

This is where we get honest about what's been running the show—your beliefs, your habits, your inner pressure, and your tendency to equate “busy” with success.

You'll walk away with clarity on where your head needs to be—so your business can stop feeling heavy.

MODULE 2:

Vision + Branding: Turn your vision into something real

- What you listen to and allow into your mind daily
- What you want people to remember about your business 10 years from now
- Naming, logo, colors, vibe, personality (and staying authentic to YOU)
- Consistency in photos, before/after, and the way you show up
- Creating a salon/studio vibe that matches your brand

MODULE 3

Systemize for profit: Start building a business that can run without you

This is where we shift into “legacy thinking.” Because a business with systems becomes:

- easier to run
- more profitable
- less stressful
- and worth something when you're ready to retire

This module helps you stop building a business that depends on you for every little thing—and start building one that has structure and value.

BALANCED MINDSET



INCLUDED: THE “LET’S GET TO WORK” CHECK-IN WORKSHEET

This is where Balanced Mindset becomes real for your business.

You’ll look at your vision, your future, and the kind of business you want to build — whether that means staying solo, growing a team, or creating something you could someday sell.

*You won’t just feel inspired.
You’ll feel clear.*



Why learn this from Molly?

I’ve built two successful six-figure beauty businesses over 44 years, and I know what it feels like to work hard but still feel unclear behind the scenes.

This course gives you the mindset foundation I wish I had understood sooner — so you can build with more clarity, confidence, and intention.

BALANCED MINDSET

NEXT STEP



If you're tired of guessing and you're ready to
build with intention...

Get the Complete DIY Roadmap

Balanced Mindset gives you clarity and direction.

Effective Structures builds a strong business foundation.

Top Tier Client Care helps you attract, serve, & retain the right clients.



SCAN ME

www.beautybusinessmastery.com/diycourses

If you want my eyes on your situation,
you can book a 30-minute strategy call—
no pressure, just clarity.



SCAN ME

And if you're not ready for that yet? Totally fine.
Some people start right here, and that's perfect. Others
want support—and that option is here when you're ready.

EFFECTIVE STRUCTURES

BECAUSE YOUR BUSINESS SHOULD SUPPORT YOU - NOT STRESS YOU

If your business is new, growing, or feeling a little scattered... you're not alone.

This is your step-by-step structure to help you feel organized, protected, and confident.

YOU'LL WALK AWAY WITH

- A clear plan for what to set up first
- Less chaos behind the scenes
- Systems that save time and energy
- A business that feels solid and professional



EFFECTIVE STRUCTURES



COURSE BREAKDOWN

MODULE 1

Skills & Certifications You Need for Your Success

- What matters most for your success
- What's required vs. what's extra
- How to build confidence in what you offer

MODULE 2

Licensing, Insurance & Business Models

- How to get set up correctly
- Insurance that protects your business
- Choosing the model that fits your goals and lifestyle

MODULE 3

Booking System — Tools, Software & How to Use Them

- The right tools for scheduling and client flow
- How to stay organized and look professional
- Using booking to support growth (without overwhelm)

MODULE 4

Website, Logo, Branding & Building Your Name Brand

- Simple, effective website essentials
- Branding basics that create trust
- Why your name brand matters (and helps you charge appropriately)

EFFECTIVE STRUCTURES



NEXT STEP

Get the Complete DIY Roadmap

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Top Tier Client Care helps you attract, serve, & retain the right clients.



SCAN ME

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Already purchased Balanced Mindset? Your \$97 investment will be credited toward the full DIY Roadmap Value Bundle, so you can keep learning without paying twice.

If you want my eyes on your situation, you can book a 30-minute strategy call—no pressure, just clarity.



SCAN ME

And if you're not ready for that yet? Totally fine. Some people start right here, and that's perfect. Others want support—and that option is here when you're ready.

TOP TIER CLIENT CARE

ATTRACT THE RIGHT CLIENTS, CARE FOR THEM WELL, AND GIVE THEM REASONS TO RETURN.

Getting clients through the door is only the beginning.

Top Tier Client Care helps you create a client journey that feels warm and personal to your clients, while staying organized and consistent behind the scenes.

YOU'LL WALK AWAY WITH

- A clearer picture of your ideal client
- Better ways to attract clients without relying only on social media
- A smoother booking and intake experience
- Systems that reduce confusion and missed appointments
- More referrals, reviews, and repeat business
- Simple ways to stay connected and top of mind
- A client experience people remember and want to return to

Because excellent client care is not just about the service you provide. It is about how your clients feel at every step.



TOP TIER CLIENT CARE COURSE BREAKDOWN



MODULE 1

Attracting Your Ideal Client

- Identify who you most enjoy serving
- Understand what they need and what helps them say yes
- Choose the right attraction channels for your business
- Use networking, referrals, reviews, partnerships, social media, & ads intentionally



MODULE 2

Creating an Exceptional Client Experience

- Create a warm welcome from the first contact
- Make phone, reception, and online booking feel personal
- Build a smooth intake and check-in process
- Prepare clients clearly before their appointments
- Systemize the small details that make clients feel cared for
- How to ask in a way that feels natural, plus how to generate 5-star reviews.



MODULE 3

Booking Systems That Support Your Business

- Organize services, appointment times, and pricing
- Send confirmations, reminders, and follow-up messages
- Track where clients come from
- Store formulas, notes, photos, and client history
- Use reports to understand revenue and business performance



TOP TIER CLIENT CARE COURSE BREAKDOWN



MODULE 4

Deposits, Cancellations, and Clear Policies

- Decide when deposits are appropriate
- Choose an amount that protects your appointment time
- Communicate cancellation and rescheduling policies clearly
- Document exceptions for illness and emergencies
- Stay firm while still treating clients with kindness and grace



MODULE 5

Referrals, Loyalty, and Personal Follow-Up

- Ask naturally for referrals and five-star reviews
- Reward the client behavior you want repeated
- Use thank-you notes, birthday cards, gifts, and reminders
- Share before-and-after photos with personal messages
- Stay connected through newsletters and loyalty programs



MODULE 6

Growing Without Losing Profit or Focus

- Decide when adding a new service makes sense
- Consider space, training, supplies, and staffing
- Protect your strongest and most profitable services
- Measure the return on your time and investment
- Grow in a way that supports your bottom line



TOP TIER CLIENT CARE

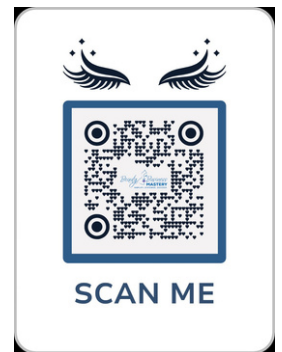


**IF THIS FEELS LIKE WHERE YOU ARE, HERE'S YOUR NEXT
BEST STEP: DOWNLOAD TOP TIER CLIENT CARE.**

ACCESS TOP TIER CLIENT CARE FOR \$297

**Learn how to attract the right clients, create an
experience they remember, and build simple systems
that keep them coming back.**

**Already started with Balanced Mindset and/or Effective
Structures? You can still take advantage of the Best
Value Bundle. We'll apply what you've already paid as a
credit toward the bundle.**



**Need help deciding which client-care
systems would make the biggest
difference in your business?
Book a 20-minute strategy call with
me, and we'll talk through what is
working, what may be missing, and
your next best step.**

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