

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



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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)

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NEXT STEP

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.



www.beautybusinessmastery.com/diycourses

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.



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.