

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.

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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.

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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.

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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.



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www.beautybusinessmastery.com/diycourses

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



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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.