

THE HUMBLE HAIRSTYLIST'S

GUIDE TO A BEAUTIFUL LIFE

@THEHUMBLEHAIRSTYLIST

THEHUMBLEHAIRSTYLIST.COM

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Introduction

Are you ready to begin the career of your dreams?
Or do you need a total reset in your beauty business?
Either way, you're right where you're meant to be!

After over a decade in the beauty industry, and having an amazing career, I feel it is my duty to share with you the things that have brought my life so much happiness. I've condensed my knowledge into 5 Basic Principles and want to go in depth with you to discover what it takes to live a happier and more fulfilled life.

It is my honor to welcome you to The Humble Hairstylist's Guide to a Beautiful Life!

Danielle Harrell



What You Will Learn in This Course

I hope that by the time you've finished this course, you've gained a better understanding of who you are, why you've chosen this career path, and have all the tools you need to live a life you can be proud of!

5 MAIN OBJECTIVES

- ✓ Self Awareness
- ✓ Goal Setting
- ✓ Money Management
- ✓ Time Management
- ✓ Branding & Marketing



01

**“There are two ways to get rich,
make more or desire less.”**

What is it you really desire?

Pause the video and answer these questions.

- How many days per week or hours per day would you like to be home with family?
 - How often would you hang out with friends?
 - Would you make self care a priority in your life? What would you do and how often?
 - How often would you like to vacation? Where to?
 - How many hours per day would you work? How many days per week?
 - How much money would you like to make per month?
 - What would your house look like and where is it located?
 - What car would you drive?
-

You are in control.

Pause the video and fill in the blanks.

POSITIVE AFFIRMATIONS

- I am grateful now that I

- I am grateful now that I

- I am grateful now that I

VISUALIZATION

I'm living my dream life and I feel

I AM GRATEFUL FOR THIS EVERYDAY

- -

 -

 -

 -
-

Identifying Your Why

WHY DID YOU BEGIN THIS CAREER?

WHO NEEDS YOU TO SUCCEED?

WHAT IS YOUR FAVORITE PART ABOUT THIS CAREER?

ARE YOU PREPARED TO BE A PROFESSIONAL CONFIDENCE BUILDER?



Average Monthly Income

Set Bills

Mortgage/Rent-
Utilities-
Car-
Insurance-
Phone-

Total-

Varying Bills

Food-
Gas-
Shopping-
Entertainment-

Total-

Aspiring Bills

Total-

Set + Varying + Aspiring

GOALS

GOALS

Get Out of Debt Plan

<u>Priority #</u>	<u>Name of Debt</u>	<u>Interest Rate</u>	<u>Amount Owed</u>	<u>Pay Off Date</u>

Goal Setting

Short Term Goal & Date

Action Plan

Reward

Long Term Goal & Date

Action Plan

Reward

02

**“Being your own boss is hard.
Being an employee is hard.
Pick your hard.”**

Strengths & Weaknesses

Family Oriented

Ambitious

Time Management

Good Listener

Money Management

Reliable

Decision Making

Supportive

Problem Solving

Responsible

Self Care

Communication

Cooperative

Adaptability

Organization

Being an Employee

Pros

Cons

Being Self Employed

Pros

Cons

03

“Strive not to be successful, but rather to be of value.”

Identify your target market.

Pause the video and answer these questions.

- What is the gender of your ideal client?
 - How old is your ideal client?
 - Where does your ideal client live?
 - What is the income of your ideal client?
 - What does your ideal client do for a living?
 - Is your ideal client married or single? Do they have children?
 - What does your ideal client do with their free time? What are their hobbies and interests?
 - Name your ideal client.
-

Charge Your Worth

HOW MUCH DO YOU WANT TO MAKE PER HOUR?

WHAT IS THE MEDIAN HOURLY WAGE IN YOUR CITY?

WHAT AMENITIES WILL YOU OFFER?

HOW MANY WEEKS ARE YOU BOOKED OUT?



04

**“Time is non-refundable. Use it
with intention.”**

My Perfect Schedule

The Needs List

The Feel Good List

My Life Weekly

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5am							
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							
10pm							
11pm							
12am							
1am							

05

**“Consistency is more important
than perfection.”**

My Marketing Plan

What forms of marketing will I use?

- | | | | |
|---|----------------------------------|--|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Reels | <input type="checkbox"/> YouTube Shorts | <input type="checkbox"/> Email Marketing |
| <input type="checkbox"/> Facebook Pages | <input type="checkbox"/> TikTok | <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Text Marketing |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> YouTube | <input type="checkbox"/> Referral Programs | <input type="checkbox"/> Paid Ads |

What types of content will I create?

- | | | |
|--|--|---|
| <input type="checkbox"/> Lifestyle Photos | <input type="checkbox"/> Before & Afters | <input type="checkbox"/> Special Offers |
| <input type="checkbox"/> Q & A Posts | <input type="checkbox"/> Live Videos | <input type="checkbox"/> Contests |
| <input type="checkbox"/> Product Education | <input type="checkbox"/> Color Education | <input type="checkbox"/> Story Telling |
| <input type="checkbox"/> Styling Education | <input type="checkbox"/> Photo Shoots | <input type="checkbox"/> Holiday Posts |

