



# BEAUTY BUSINESS COURSE

INTRODUCTION



**INTRO**

**LEARN HOW TO LAUNCH A  
BEAUTY PRODUCT:  
SKIN, HAIR, MAKEUP**

crème  
DE MINT



crème  
DE MINT

# ABOUT ME

## Businesses

- CREME DE MINT
- 42 DUBONNET

## Clients

- AVON
- VICTORIA'S SECRET
- BLISS
- BENIHANA
- EXPRESSED JUICE

## I've Won Awards From

- HOW INTERNATIONAL DESIGN AWARDS
- GRAPHIC DESIGN USA MAGAZINE
- CORE 77
- PRINT MAGAZINE
- THE AMERICAN ADVERTISING FEDERATION
- FEATURED IN BEST OF DESIGN



## Course Overview

# HOW TO APPROACH THIS COURSE

- Introduction: Beauty Brand Business Plan Overview
- Module 1: Building Your Foundation
- Module 2: Finding Your Niche
- Module 3: Design and Branding
- Module 4: Manufacturing Your Products
- Module 5: Marketing

# MODULE 1: BUILDING YOUR FOUNDATION

## LESSONS:

- Budgeting
- Getting funding
- Setting up your company
- Choosing whether or not to have a cofounder
- Setting up your team
- Making an exit strategy for your business



# MODULE 2: FINDING YOUR NICHE

## LESSONS:

- Creating your customer personas
- Learn how to research and analyze your competitors
- What makes you unique?
- Name your business
- Trademark your business name



# MODULE 3: DESIGN AND BRANDING

## LESSONS:

- Write your brand story
- Create a brand mood board
- Create your brand language



# MODULE 4: MANUFACTURING YOUR PRODUCTS

## LESSONS:

- How to create a beauty product line that sells
- Manufacturing paths for your beauty business
- Manufacturing beauty products 101
- Finding your product and packaging components





# MODULE 5: MARKETING

## LESSONS:

- Choosing a distribution channel for your products
- Set up your business online
- Selling wholesale
- Your beauty brand launch plan
- Online marketing
- PR



# WHAT YOU'LL **GAIN** FROM TAKING THIS COURSE

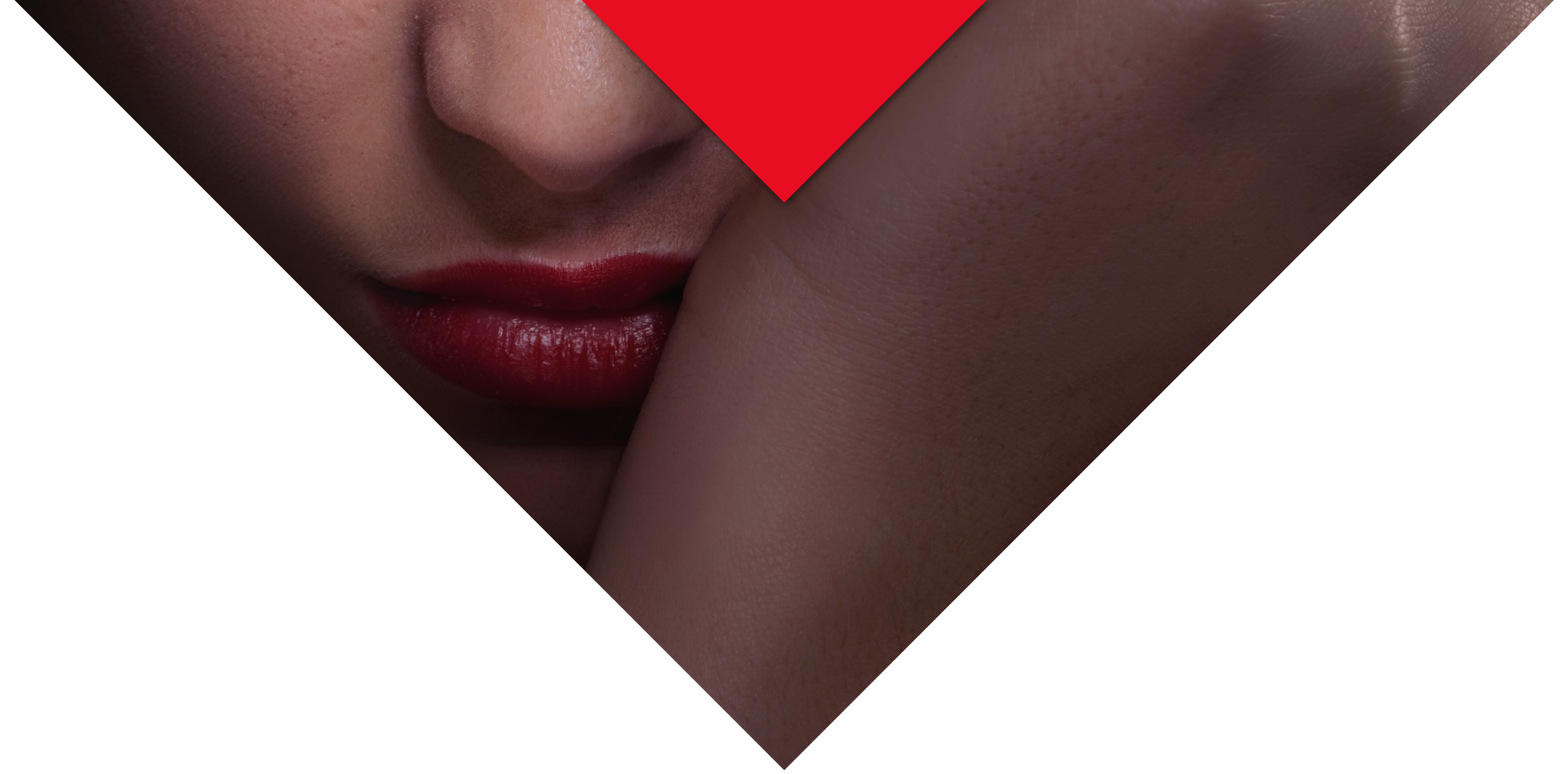
- A COMPREHENSIVE BUSINESS PLAN FOR LAUNCHING A BEAUTY BUSINESS
- INSIDER KNOWLEDGE ON THE BEAUTY INDUSTRY
- ADVICE FROM SOMEONE WHO HAS BEEN THERE BEFORE
- SPEND TIME WORKING ON YOUR BUSINESS...INSTEAD OF ON FIGURING OUT HOW TO DO IT

[cremedemint.com](http://cremedemint.com)



# HOW TO SET YOURSELF UP FOR SUCCESS IN THIS COURSE

- THINK ABOUT AND WRITE DOWN YOUR WHY
- MAKE A PLAN FOR COMPLETING IT
- PUT IT ON YOUR CALENDAR
- CREATE A FOLDER FOR ALL OF THE LESSONS AND RESOURCES



**YOUR BEAUTY BRAND**  
**BUSINESS PLAN**