



building

YOUR EXTENSION EMPIRE

The Secrets to a Stress-Free,
Profitable Extension Business

BY
ANGIE MAMONE



Hey There, Modern Hairstylist!

I am SO excited you're here! I'm looking forward to connecting with you soon. This Modern Hairstylist Summit Session will give you insight into what it takes to run a successful extension business.

I'll be sharing MANY examples of how my personal life and business (along with some of my students) have changed since adding extensions to my business. Hearing these stories while learning the mindset and strategies I'm going to teach you will give you the momentum you need to make some bold moves to get serious and move your extension business forward.

XOXO, Angie

TO GET THE MOST FROM THIS SESSION, HERE ARE THREE HELPFUL SUGGESTIONS:



BE PRESENT

If you turn off all distractions, you'll get more from the masterclass experience and gain the clarity you need to make BIG strides in your business. Plus, there's a Modern Hairstylist-Exclusive opportunity just for you at the end of the class that you don't want to miss!



PRINT THIS WORKBOOK

Print this workbook in advance and use it during our time together to stay fully engaged and take notes on the actions you want to implement quickly.

I've specifically given you just a few hints throughout this workbook as to what we'll be covering. Once we're on the Masterclass together, you'll be able to fill in the blanks as well as answer the questions. No need to fill in the blanks now - I'll walk you through all the details as we go!



JOT DOWN YOUR QUESTIONS

To get things started, what questions do you have for me about building an extension business? I'd love to answer as many questions as possible, but don't hesitate to reach out to me on IG: @justahairdresser

NOTES

WHO IS YOUR TARGET MARKET EXTENSION CLIENT?

IDEAS AND INSPIRATION



EMAIL

automation

STEP 1: _____

STEP 2: _____

STEP 3: _____

IDEAS AND INSIGHTS...



EXTENSION

application

PHASE 1: _____

PHASE 2: _____

PHASE 3: _____

PHASE 4: _____

IDEAS AND INSIGHTS...



EXTENSION

consultation

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



AFTERCARE

eBook

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



AFTERCARE

videos

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



CLIENT

check-ins

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



DETERMINE

costs

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



SIMPLIFY

your menu

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...



PACKAGE

for profit

TIP 1: _____

TIP 2: _____

TIP 3: _____

IDEAS AND INSIGHTS...

HAIR EXTENSION GUEST CARD

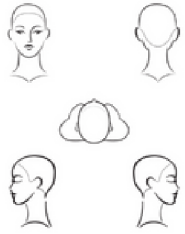
Client Name: _____ Date: _____

Method(s) _____ | Length(s) _____ | Row(s) _____

Extension Brand(s)/Shade(s)/Texture(s): _____

Formula: _____

Notes: _____



© BEHIND THE EXTENSIONS™



EXTENSION APPLICATION MINI TRAINING

The Extension Application Mini Training is a quick and actionable resource that helps guide you in creating (or updating) your digital extension pre-consultation form. The elements included in this training will help you qualify your leads, saving you both time and money. Eliminate the overwhelm and get clear on if someone is a good fit for your business BEFORE investing your time, energy and effort.

BY ANGIE MAMONE

Free Gift

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IDEAS AND INSPIRATION
