

CELESTE BEAUTY ACADEMY INC
PRESENTS

BEAUTY & BRAINS VOL 1

A PROFESSIONAL DEVELOPMENT WORKBOOK FOR
BEAUTYPRENEURS





CELESTE BEAUTY
ACADEMY

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Boost Your Strengths

Write down your personal strengths below. For each strength, ask yourself these questions:

- What unique qualities do I possess that resonate with my clients' needs and desires?
- How can I leverage my strengths to build stronger connections and trust with my clients?
- What underlying values or beliefs drive my approach to serving my clients?
- In what ways can I transform my strengths into meaningful experiences for my clients, enhancing their satisfaction and loyalty?
- What innovative ideas have I been considering to elevate my client interactions and exceed their expectations?
- Where can I apply my strengths to create positive impact and lasting relationships within my client community?

My personal strengths are:	I could boost them by:



Overcome Your Weaknesses

Embracing your weaknesses is the first step towards unlocking your true potential as a beautypreneur. Here are six guiding tips to help you navigate through challenges with grace and determination:

Reframe Your Perspective:

Rather than viewing weaknesses as limitations, see them as opportunities for growth and learning. Embrace the journey of self-discovery and self-improvement, knowing that each obstacle you overcome brings you one step closer to your goals.

Build a Support Network:

Surround yourself with a supportive community of fellow beautypreneurs, mentors, and industry experts who can offer guidance, encouragement, and constructive feedback. Lean on this network during times of doubt or struggle, knowing that you are not alone on your journey.

Focus on Your Strengths:

While it's important to address areas of weakness, don't lose sight of your strengths. Identify what sets you apart as a beautypreneur and leverage these strengths to propel yourself forward. Celebrate your successes and use them as fuel to overcome any obstacles that may arise.

Collaborate for Success:

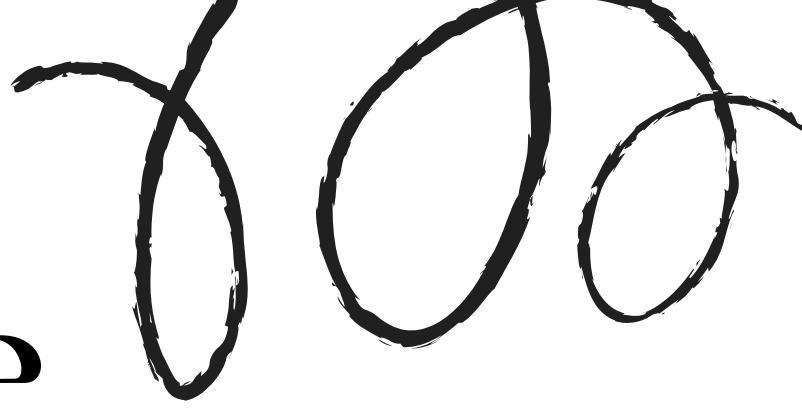
Seek out opportunities for collaboration and partnership within the beauty industry. Surround yourself with individuals who complement your skills and expertise, allowing you to focus on what you do best while others handle tasks where you may struggle.

Delegate Wisely:

Recognize that you can't do it all on your own. Delegate tasks that fall outside of your skill set or drain your energy, allowing you to focus your time and resources on activities that align with your strengths and passions.

Practice Self-Compassion:

Be kind to yourself and practice self-compassion as you navigate through challenges and setbacks. Remember that you are human, and it's okay to make mistakes or encounter obstacles along the way. Treat yourself with the same love and understanding that you extend to your clients, knowing that you are worthy of success and fulfillment.



Define Your Why

As a beautypreneur, understanding your "why" is the foundation of your journey towards success and fulfillment. Your "why" is the driving force behind your passion, motivation, and dedication to your craft. In this chapter, we will delve deep into defining your purpose and uncovering the core values that fuel your aspirations. Follow these steps to discover your why:

1

Reflect on Passion:

Consider what aspects of beauty ignite your passion and drive.

4

Connect with Your Why:

Embrace the emotional connection to your purpose, allowing it to fuel your determination.

2

Identify Your Values:

Clarify the core values that guide your actions and decisions.

5

Write Your Mission Statement:

Craft a concise mission statement that reflects your purpose, values, and vision for your business.

3

Explore Impact:

Envision the impact you aspire to make in the beauty industry and beyond.

6

Share Your Why:

Communicate your passion and mission authentically with clients, peers, and your community.

Your Brand Identity



When you define your brand identity, you give prospective clients strong reasons to choose your services.



QUESTION ONE

How would you describe your aesthetic and brand style?

QUESTION TWO

How would you describe your overall brand voice?

QUESTION THREE

Have you identify your strong skill sets?



Write a mission statement or elevator pitch that encapsulates the essence of your brand.

Mission Statement Example for CBA:

"At Celeste Beauty Academy Inc., our mission is to elevate the beauty industry by providing accessible education and fostering a supportive community. We empower aspiring beauty professionals to unleash their creativity, hone their skills, and build successful careers. Through innovative learning experiences and collaborative efforts, we aim to inspire individuals to pursue their dreams and make a positive impact in the world of beauty."

Elevator Pitch for CBA:

"At Celeste Beauty Academy Inc., we're passionate about transforming lives through beauty education and community connection. Our goal is to empower individuals to unlock their full potential, embrace their creativity, and thrive in the beauty industry. Join us as we cultivate a dynamic community where aspiring beauty professionals can flourish and make their mark in the world of beauty."

Write your answer here...



SMART

GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S	<p><u>SPECIFIC</u></p> <p>WHAT DO I WANT TO ACCOMPLISH?</p>	
M	<p><u>MEASURABLE</u></p> <p>HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?</p>	
A	<p><u>ACHIEVABLE</u></p> <p>HOW CAN THE GOAL BE ACCOMPLISHED?</p>	
R	<p><u>RELEVANT</u></p> <p>DOES THIS SEEM WORTHWHILE?</p>	
T	<p><u>TIME BOUND</u></p> <p>WHEN CAN I ACCOMPLISH THIS GOAL?</p>	

UNDERSTANDING



GOALS

ACHIEVING OUR GOALS IS DEPENDENT ON WHETHER WE TAKE ACTION.
USE THE TABLE BELOW TO UNDERSTAND THE "WHY" OF YOUR GOALS.

GOAL:

WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



SO, WHY IS THIS GOAL IMPORTANT?



SETTING GOALS

SETTING GOALS IN A 30, 60, AND 90 DAY MAP IS ESSENTIAL FOR PROVIDING CLEAR DIRECTION, FOSTERING ACCOUNTABILITY, AND ENSURING FOCUSED PROGRESS TOWARDS LONG-TERM OBJECTIVES.

30 DAYS

ACTION PLAN

-
-
-
-

60 DAYS

ACTION PLAN

-
-
-
-

90 DAYS

ACTION PLAN

-
-
-
-

Selecting Suitable Platforms



Consider your content type, format, and audience preferences to determine the most suitable platforms.

Blank area for notes or considerations.

Create a pros and cons list for each platform to make an informed decision.

Platform	Pros	Cons



Self Assessment

Daily self-assessments are crucial in entrepreneurship to track progress, identify areas for improvement, and maintain accountability, ultimately fostering continuous growth and success.

How will you rate the following					
	Never	Rarely	Sometimes	Always	
PHYSICAL	I feel good about my body	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I exercise to keep my body healthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I get 7-8 hours of sleep every day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I include nutritious food in my diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I spend time in nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

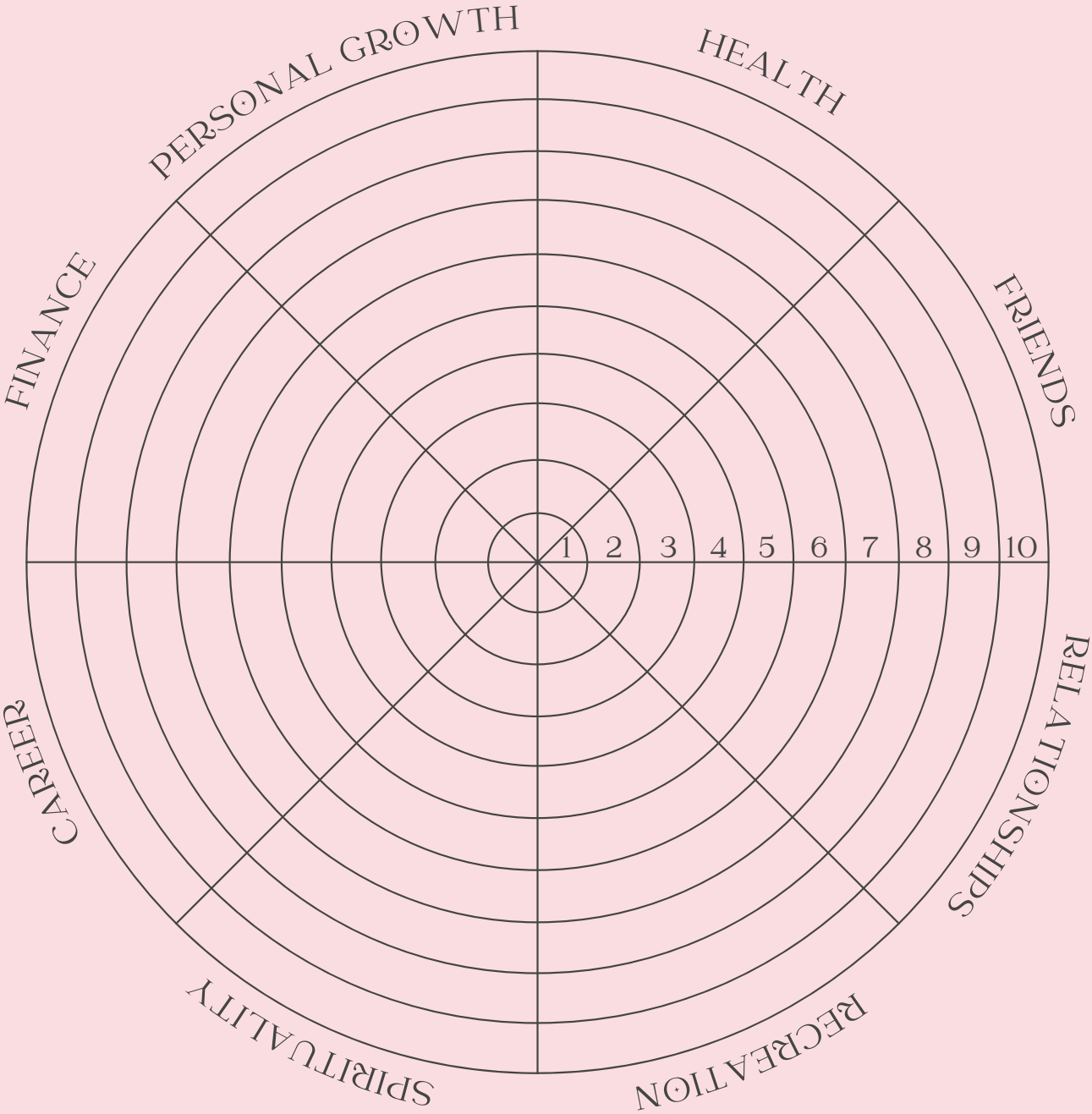
How will you rate the following					
	Never	Rarely	Sometimes	Always	
EMOTIONAL	I can manage my feelings properly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I am able to cope when stress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I have a positive outlook and energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	I allot time for my hobbies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

WHEEL OF

LIFE



THE WHEEL OF LIFE IS A GREAT TOOL THAT HELPS YOU BETTER UNDERSTAND WHAT YOU CAN DO TO MAKE YOUR LIFE MORE BALANCED. THINK ABOUT THE 8 LIFE CATEGORIES BELOW, AND RATE THEM FROM 1 - 10.



YOU DID IT!

THANK YOU IMMENSELY FOR YOUR SUPPORT! WE GENUINELY HOPE YOU'VE FOUND INSPIRATION AND GUIDANCE IN THE BEAUTY AND BRAINS VOL I PROFESSIONAL DEVELOPMENT WORKBOOK FOR BEAUTYPRENEURS. FROM BOOSTING YOUR STRENGTHS TO DEFINING YOUR WHY AND SETTING SMART GOALS, MAY THESE CHAPTERS PROPEL YOU FORWARD ON YOUR ENTREPRENEURIAL JOURNEY. SCAN THE QR CODE TO JOIN OUR COMMUNITY ON SOCIAL MEDIA, DELVE DEEPER INTO OUR MISSION ON OUR WEBSITE, AND GET A SNEAK PEEK AT WHAT'S AHEAD.

YOUR WARM-HEARTED DONATIONS ARE PIVOTAL IN FUELING OUR MISSION TO EMPOWER ASPIRING BEAUTY PROFESSIONALS AND BRING POSITIVE CHANGE TO THE INDUSTRY.

