



## *Student to CEO: Business Building Course*

The ultimate 4 week course to master all the shit they didn't teach you in beauty school.

LET'S DO THIS! →

### **So you've got a beauty school certificate and ambition. *Now what?***

You're a go-getter. You genuinely care about serving women well in the beauty space. If a killer skill set and drive were all it took to succeed, you'd be set. And yet...you feel **stuck** when it comes to your business. You're unsure how to grow and scale— or how to even start in the first place! You struggle to attract and retain well-paying clients, and feel paralyzed by comparison in a crowded space.

Truth is, most beauty schools don't teach you the skills you need to run a profitable beauty business. I literally don't remember learning one thing about what to do after you get your license! Being a strong student is one thing, being a strong CEO is another.



### **HERE'S SOME GOOD NEWS:**

Building a business you love is absolutely possible IF you pair solid strategies and systems with the guidance of a seasoned mentor.

*Ready to go from student to CEO for only \$99?!*



I'M READY!

## INTRODUCING

### *Student to CEO: The Business Building Course*

The ultimate 4 week course to master all the shit they didn't teach you in beauty school.

Get the insights, support, and proven strategies you need to build a thriving aesthetician or cosmetology business. Together with other boss babes over the course of a month, I'll teach you how to master the fundamentals of business ownership, such as your processes, content strategy, offers, and pricing, so you can attract your ideal clientele— and keep them coming back for more!



Enough said- I NEED this!

Here's what you'll get inside the course:



- ▶ 2 live trainings per week for 4 weeks
- ▶ Access to all the best resources and tools I used to build my own 6 figure business
- ▶ Constructive feedback and workshopping opportunities on any aspect of your business you need help with!
- ▶ 4 weeks of support, friendship, and accountability as you chase your dreams with a group of fellow boss babes in the beauty industry.
- ▶ My direct support and attention on your biz for 40% less than the price of my regular 1:1 day training.

**Enough said. I'm here for it.**

**SIGNUP NOW**

Grab your spot before early bird pricing ends Feb 21!

## Take a walk through the curriculum.

Here's an overview of what we'll cover each week:

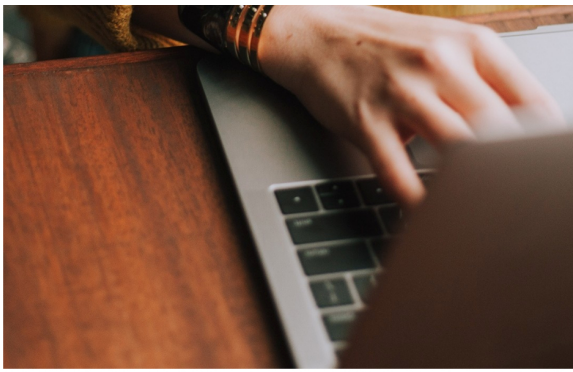


### WEEK 1

#### Business 101: Setting up your business

This week is all about the basics. We'll chat systems, legalities, and what to expect as you start and scale your business. We'll cover topics like:





business. We'll cover topics like:

- Quickbooks
- Taxes
- Business Licensing and Establishment License
- Seller's Permit and insurance

## WEEK 2

### Clarifying your Vision and your 'Why'

This week we'll unpack what it means to attract your ideal client and serve them well every step of the way. We'll cover topics like:

- Goal setting for the short and long term health of your business
- Identifying and finding your ideal client (and how to get them to book with you)
- Creating a luxury client experience that will leave them wanting more
- To niche or not to niche, that is the question



## WEEK 3

### Brand Recognition and Online Presence

This week we'll talk about all things branding and social media as a beauty professional— what it is, why it matters, and common mistakes to avoid. We'll cover topics like:

- Creating a website that converts browsers into bookings
- Online booking systems and why you should have a booking site
- Policies and how to implement them
- Prices and how/when to raise your them
- Canva 101

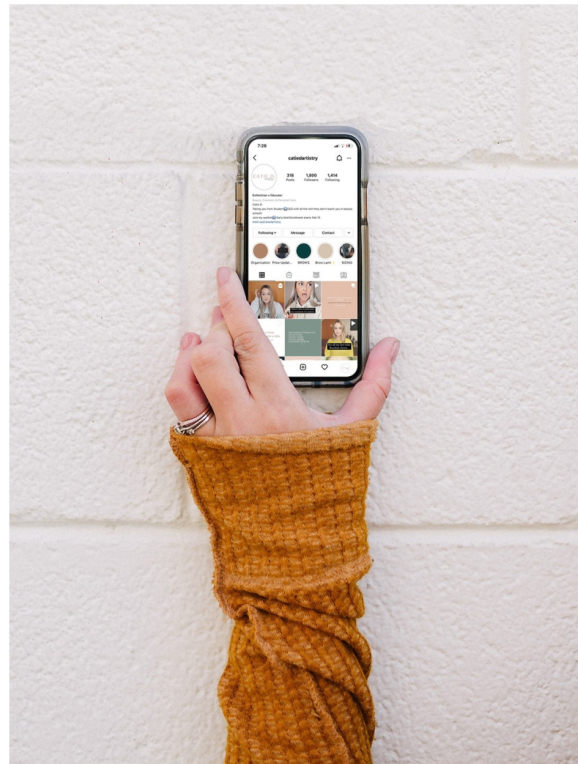


## WEEK 4

### Social Media Tools and Resources

This week we'll take a dive deep into what types of social media best practices and what type of content triggers engagement. We'll walk through various tools and resources to help you create easily killer content. We'll cover topics like:

- Social media practices
- Photo editing techniques
- Fav apps to use
- How to batch a months worth of content in 4 hours



Now that you know *what's* inside, here's *why* it matters for you + your biz

By the end of our four weeks together, you will...

- + Feel confident in your service offerings and the way you show up for your clients.
- + Create content that attracts and nurtures your dream clients before they ever book.
- + Craft a roadmap to run your business and achieve your goals.
- + Start consistently attracting and working with dream clients on a consistent basis
- + Raise your prices without insecurities or doubts.
- + Meet and make lasting connections with fellow beauty professionals

- Meet and make lasting connections with fellow beauty professionals.

...and embrace your inner CEO.

SIGN ME UP!

## MEET YOUR MENTOR



### *Hi, I'm Catie DiMaggio*

Nothing fires me up like seeing women build successful businesses and create more freedom in their personal lives. Why stay stuck in your 9-5 when opportunities are endless for you in the beauty industry?

After obtaining my aesthetician license and training with top lash industry brands like J Brand Beauty, LUXUNCUT and The Real Shiela Bella, I started my aesthetician business in **2018**, grew it to 6 figures by 2019 and had my MOST successful year in 2020 (all while having a baby in the middle of a pandemic, thank you)

#### How?

That's exactly what I'll show you inside the Student to CEO: Business Building Course. I take the guesswork out of it. I'll give you the blueprint behind my success and provide the guidance you need to establish a solid business foundation, so you can focus more on the creative parts you truly love!

## *See What These Ladies Have To Say*



### **Jessika P.**

"Catie is a pro! She knows what she's doing and is great at teaching her craft. She is very gracious to answer any questions I have had after my training. I would highly recommend her classes!"



### **Evelyn M.**

"My favorite part was Catie telling me that I have a lifelong mentor after taking her class  
♥ My training with Catie was above my expectations she really does want you to win too. She fully supports and trains you with open arms."

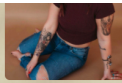


### **Missy H.**

"Catie was very organized with all the paperwork, and she answered any questions I had. The classes were perfect, I wouldn't change anything!"







**Alyssa D.**

Caledonia, Michigan

"This training will benefit me by bringing more business in and helping me build and expand my business! Even with it being virtual, it went very smooth and I got all my questions answered and was able to see and hear everything the whole time!

I loved all the tips and tricks she shared with me as well!! She spent so much time with me during the training that I feel very well trained!!"

## WHAT'S THE INVESTMENT?

*Thinking like a CEO already– I love it.*

**EARLY BIRD**

**ONLY \$99**

purchase before Feb 21 at 4:59 pm PST

- ◆ Course starts March 8th
- ◆ 12 years of customer relations and 3 years of beauty business expertise from personal business coaches and mentors, condensed into 4 weeks **(12k value)**
- ◆ Expert guest speakers on hot topics like TAXES (1K value)
- ◆ 8 LIVE trainings with expert Catie D. (5k value)
- ◆ Exclusive Facebook Group accountability and community support (3k value)
- ◆ FREE 1:1, one hour strategy call with Catie D. **(\$250 value)**

Regular Price: ~~\$995~~

**Your Price: \$99**

**BUY NOW FOR \$99 →**

**00**

DAYS

**00**

HOURS

**00**

MINS

**00**

SECS



◆  
**This course is  
perfect for the  
*boss babe* who  
is...**

- ◆ Overwhelmed and unsure where to start, or unsure how to get 'unstuck'
- ◆ Eager to ditch the client merry-go-round for repeat clientele.
- ◆ Ready to stop simply consuming content and start creating it!
- ◆ Committed to showing up consistently and putting in the hard work it takes to grow a profitable business.

***Sound like you?***



Then grab your favorite notebook and clean off your desk, we've got a business to build.

**ENROLL NOW →**

***Go ahead babe, embrace your inner CEO. Grab your spot before prices increase Feb 22nd!***

00

DAYS

00

HOURS

00

MINS

00

SECS

## Frequently Asked Questions

Curiosity is a **must** here. What can I answer for you?

Who is this course for?



When are the trainings?



Is this program good for me?



I can't afford this class right now, will it be available later?



