THRIVIVAL
All the tools you need to get through this, and beyond.

While everything has changed, your need for more revenue and profit has stayed the same. The Virtual Business Academy was created to give you a plan, with all the tools and expert advice to help you emerge better, stronger and more successful. Get past the chaos and focus on the things that will get you there.

Instructors & Advisors:

Virginia Meyer
Owner, Fourteenjay & RedChocolate

Tim Belcher
Owner, Whole Salon Group & Whole Consulting

Van Council
Owner, Van Michael Salons

Deanne Wilkins
Senior VP of Finance, The Salon People

Michele Wilson
Co-founder & CEO of Pure Aveda Salonspa

Kathleen Turpel
Owner, ImaginaI Marketing

Tom Petrillo
Owner, The Salon People

LEARN HOW TO
• Maximize Profitability
• Increase Revenues
• Attract and Retain Team Members
• Attract and Retain Guests

SUGGESTED REVIEW
Watch the Benchmarking Web Series videos at avedapurepro.com:
1  Sales Benchmarks
2  Expense Benchmarks
3  Profit & Loss Statement

12 Simple, Engaging, Fun Sessions  Dates below, all at 1:00-3:00 EST. Recordings will be available.

September 8
Keys to Stylist Retention: Growth Plan I

September 15
Keys to Stylist Retention: Growth Plan II

September 22
Creating Profit

September 29
Driving Revenue Part 1

October 6
Driving Revenue Part 2

October 13
Revenue Generating Social Media and Websites

October 20
New Artist Training Busier, Faster

October 27
Financial Forecasting

November 3
Cash Planning

November 10
A Culture They Never Want to Leave

November 17
Recap and Key Take-Aways

November 19
Atomic Habits

PRICE  $139 per month for 6 months, includes 3 participants per salon.
Also includes yearlong learning site to rewatch and review the entire class.

TO REGISTER, visit businessacademy.thesalonpeople.com/bundles/avedaflorida
This education will be of tremendous value and is **IMPERATIVE FOR SALON SUCCESS** moving forward. It is truly a service to the entire network.

**CHINA WONG**  
Salon Spa W

The Business Academy is an honest 3-day conversation about how to strategically structure business operations; it contains incredible take-home reference material, customizable spreadsheets and hands-on support.  

**THIS IS THE MOST COMPREHENSIVE ‘HOW TO’ COURSE OFFERED IN OUR INDUSTRY** and provides valuable guidance on all questions big and small around how to build a smart salon company.

**HEATH SMITH**  
Ruiz Salon

It's all of the **MASTERS’ BEST PRACTICES ALL BUNDELED UP**—with access to EVERYTHING. If I had this 20 years ago, I’d be so much further ahead and more successful now.

**WADE ZYLSTRA**  
Lux Salon

Even to someone with more than 20 years of salon ownership, there's a lot of a-ha moments & “why didn't I think of that?” The take-home materials are actionable in my day-to-day—**THE GENIUS SPREADSHEETS ALONE ARE WORTH THE PRICE OF ADMISSION.**

The power of this class is in all the experienced owners & industry leaders who put the program together in an accessible way.

**KARIE BENNETT**  
Atelier Studio and Atelier Salon

**PRICE**  
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