



Creating Your Brand Story + Why It Matters Workshop

Workshop Purpose + Outcome

Your brand story isn't just marketing—it's the foundation of how you make decisions that impact every part of your business. In this Workshop we will build a brand story and connect (almost) all the dots.

Workshop Overview

01

What Is A Brand and
Why Does It Matter

02

What Is A Brand Story
and How It Impacts Your
Business

03

Brand Stories and
Market Position

04

Let's Build A Brand Story

05

AI and Your Brand Story

06

Next Steps

Why



Your brand is the entire experience, how I feel when engaging with you, the actions I take (click, call, book, and tell my friends) because of that feeling, and the degree of trust I have with you and the loyalty I have to you.

Consistent word of mouth, referrals, retention, revenue, and recognition.



Common Questions and Struggles

- What should my Client Agreements be and say?
- What services should I offer?
- How do I price my products and services?
- How do I respond to "that client's" text?
- How do I respond to not-so-awesome reviews?
- Which brands should I recommend to my clients?
- What type of music should I be playing?
- What content should I be sharing?
- What should I write in my captions?
- What should my logo look and feel like?

Common Questions and Struggles

- Not enough clients
- Too many clients
- Not having the right clients
- Being underpriced
- Being overpriced
- What services to offer
- What services to not offer
- How to name your services
- How to describe your services
- What your policies (Agreements) should be and say
- What your policies (Agreements) shouldn't be and say
- Navigating unrealistic client, team, or tenant expectations
- What your Team or Tenant (renter) Handbook should include

Common Questions and Struggles

- Clients not pre-booking their appointment
- Clients or teams not seeing value in professional products and tools
- Not having enough stylists or tenants
- Not having the right stylists or tenants
- How to inspire teams
- What content to create and share
- What content not to create and share
- What your content needs to look like to attract the people you want to serve

Common Questions and Struggles

- Navigating difficult conversations
- Responding to negative reviews
- Dealing with shitty people
- Getting stuck in the endless comparison loop
- Resentment of clients, teams, or tenants around their actions
- Burnout and exhaustion from lack of healthy boundaries
- Feeling attacked or disrespected when clients ask questions
- Deciding which advice is meant for you and which advice isn't
- Learning how to seek context to not get derailed or sidetracked with 'not meant for your brand' advice

My Struggles

1.

2.

3.

4.

5.

6.

7.

8.

Clarity of your salon brand story simplifies your decision making which gives you more time for the things that matter and to do the things you love.

Clarity of your salon brand story can make you a more consistent, clear, compassionate, and kind service provider and leader.

It's All Connected

Your salon brand story is the foundation and your compass for every business decision you make.

Brand Outcomes & Objectives

Your desired outcomes and business objectives, goals, etc.

Brand Experience

This is a big part of your brand promise. Everything that happens when engaging with your brand, online and in the salon

Brand Marketing

Pricing, menus, content, promotions, programs, referrals, building relationships, awareness, etc.

Your Salon Brand Story

Brand Business Model

The type of business you choose; employment or lease-based salon, independent stylist, digital, etc.

Brand Identity

Look, feel, voice, vibe, logos, colors, fonts, textures, sounds, smells, feels.

Brand Culture and Communications

Business Agreements, Handbooks, Leadership, Client, Team, Tenant Care

It's All Connected

Your salon brand story is the foundation and your compass for every business decision you make.

Brand Story Framework

1

Brand purpose
Brand promise
Brand people
Brand services & products
Brand business model

2

Brand story
Brand vision
Brand values
Brand voice

3

Brand identity

4

Marketing
Pricing
Culture
Content
Programs
Operations and systems
Education
Communications
Client, team, tenant care



ENLIGHT COLLECTIVE SALON

Team Handbook & Agreements

ENLIGHT COLLECTIVE SALON

Salon Experience Menu

At Enlight Collective Salon, every service is thoughtfully designed to celebrate your individuality, enhance your natural beauty, and provide a seamless, relaxing experience that leaves you feeling confident, cared for, and authentically you.

Hair Cuts

Clipper Style Haircut

Perfect for short styles, this cut uses precision clippers or a scissor-over-comb technique for a clean, polished look. Includes a relaxing shampoo and blowdry to complete your experience.

Price: \$35

Time: 30 minutes

Custom Haircut and Blowdry

This is your personalized haircut, crafted to match your unique style and needs. A relaxing shampoo and blowdry are included to ensure you leave feeling refreshed and confident.

Price: \$65+

Time: 60 minutes

Extended Custom Haircut & Blowdry

For those with longer or thicker hair, this service allows extra time for precision and detailing. Includes a relaxing shampoo and blowdry for the perfect finish.

Price: \$75+

Time: 75 minutes

Kid's Haircut & Style

Designed for our younger clients (10 and under), this gentle service includes a relaxing shampoo and style to make your little one feel just as special as you do.

Price: \$30+

Time: 30 minutes

ENLIGHT
COLLECTIVE
SALON

Awesome Client Journey

ENLIGHT
COLLECTIVE
SALON

Client Agreements

ENLIGHT
COLLECTIVE
SALON

Brand Identity



Your experience matters.
We'd be so grateful if you shared
a review of your experience on
Google. Thank you!



E+ ENLIGHT COLLECTIVE SALON CONTENT STORYBOARD

Client Experiences + Transformations
Before and Afters, Scalp Care, Head Spa, Client Gratitude



Team Spotlights + Shoutouts + BTS
Team features, Team acknowledgments, BTS of the salon



E+ ENLIGHT COLLECTIVE SALON

Extension, Color + Style Tips
Tips for extensions, hair color and styling
Product how to's and features





ENLIGHT COLLECTIVE SALON

An Enlightened Career.

An Elevated Salon
Experience.

Welcome To Enlight
Collective Salon.

@enlightcollectivesalon

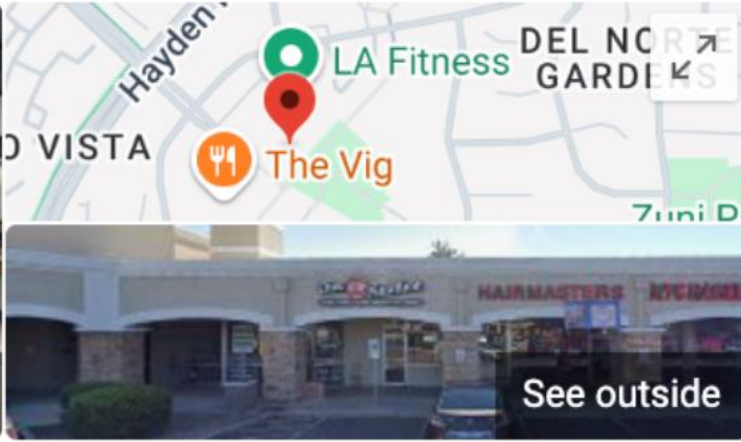
Empowerment

We're here to empower you every step of the way. Through consistent leadership, clear growth paths, and supportive mentoring, our mission is to make sure you feel confident, valued, and backed up by your salon family. You'll always have the tools, guidance, and freedom to grow and thrive in your career.

E ✦ @enlightcollectivesalon



See photos



Enlight Collective Salon

5.0 ★★★★★ 19 Google reviews

Small business · Beauty salon in Scottsdale, Arizona



Julie McLaws

8 reviews

★★★★★ 2 months ago

Absolutely loved this new salon!!

What a fun and refreshing energy

Kalet is so amazing, she listened to what I wanted and exceeded my expectations.

She shared some wonderful tips on how to style my hair after I washed it again.

It's fun to watch her creativeness

From Enlight Collective Salon

"Welcome to Enlight Collective Salon! We're here to make your experience beautiful and effortless. From the moment you step through our doors, you'll feel the warmth of a welcoming environment where kindness, transparency, and attention to detail are central to everything we do. We believe in honest communication—so no surprises, just an enjoyable, relaxing salon experience. Our skilled stylists enhance your natural beauty, making you feel seen and heard. Whether it's a fresh cut, vibrant color, or luxury extensions, we have the expertise to bring your vision to life. At Enlight Collective, it's about more than great hair—it's about building a relationship with you."



What



A Business vs. A Brand



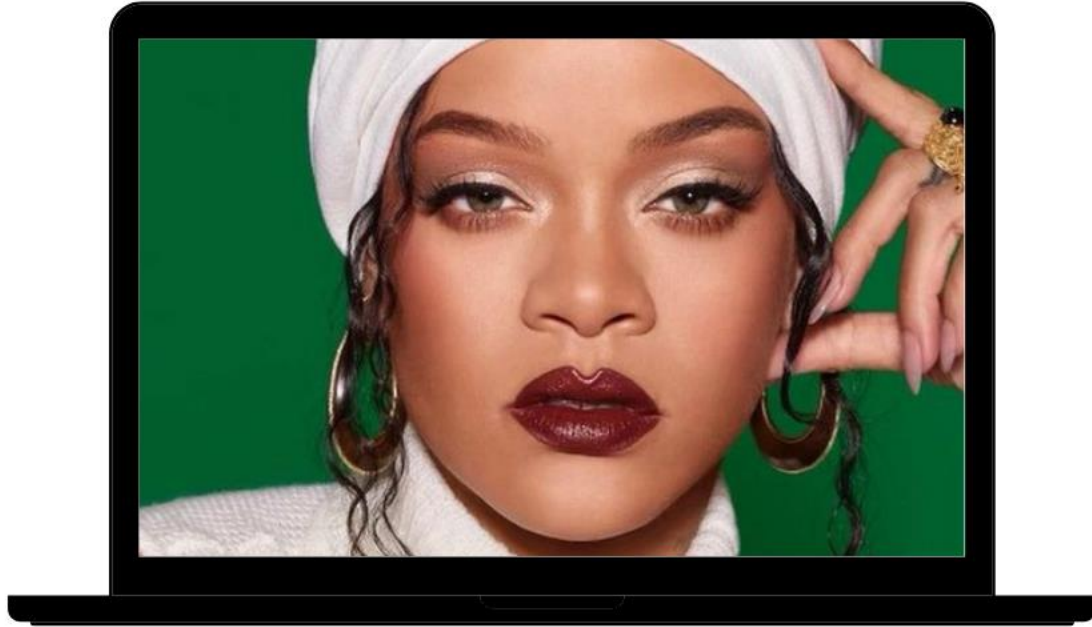
A business sells a product or service.



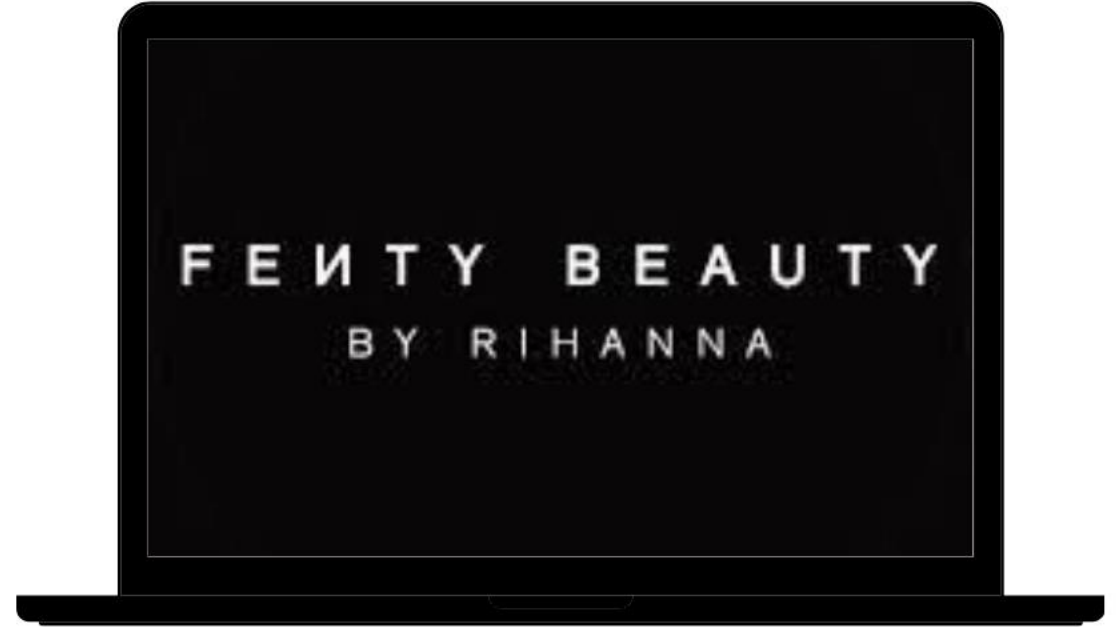
A brand builds relationships. It creates an experience and identity that inspires people to choose one product and service over another, engage in ongoing actions with the brand, and tell their friends about it.

Personal Brand vs Business Brand

Personal Brands Are People



Business Brands Are Businesses



What Is A Brand Story?

- Your salon brand story is your compass and guide.
- Your brand story is your heartbeat.
- Your brand story is your differentiation.
- Your brand story is a cohesive, compelling thread of vision and values.
- Your brand story resonates emotionally, fostering a sense of identity and connection with those you serve and wish to serve.
- Your brand story is your break-up letter to comparison.

The Elements of Your Brand Story

Brand Stories from Brands You Know Using Our Brand Story Framework



Business Brand



Business Model

Employment-Based
Direct To Consumer
Wholesale

Brand Purpose

Lack of inclusivity in makeup and skincare
Lack of diversity in makeup and skincare
Limited shades, limited options
Not feeling seen by larger brand

Brand Promise

Inclusive, innovative solutions for all races and identities
Empowerment through feeling seen
Sense of belonging and self-expression

Brand People

People who value diversity, representation, and inclusivity
People who love makeup as a form of self-expression
People who value authenticity and individuality

Brand Products/Services

Makeup, skin care, education, entertainment

Personal Brand



Business Model

Direct To Consumer

Brand Purpose

Lack of representation

Struggles with self-esteem and confidence to live authentically

Brand People

People who value inclusivity and representation

Diverse racial and cultural backgrounds

Folks who feel underrepresented in society

Brand Promise

Celebrating your self-expression

Sense of belonging and empowerment

Redefining what beautiful looks and feels like

Challenging society norms

Brand Products/Services

Music, makeup, skin, fashion, entertainment, advocacy

Business Brand



Business Model

Employment-Based

Retail

Wholesale

Licensed stores

Brand Purpose

Feelings of disconnection

Lack of experience with a widely loved drink

Boredom and lack of innovation with coffee

Brand People

People who share a love for coffee and connection

People who value community

People who value shared experiences

Brand Promise

Meaningful connections

Feeling cared for and valued

Inspire moments of joy

Brand Products/Services

Customized coffee and tea beverages, food, snacks, accessories, gifting, rewards, cafe, drive-thru, whole bean coffee

Business Brand



Business Model

Employment-Based
Services
Retail
Franchise

Brand Purpose

Time-consuming and frustrating hair styling
Struggle with getting that 'salon look' at home

Brand People

People with busy lives and hectic schedules
People who value efficient, quality services
People who value convenience

Brand Promise

Provide effortless, beautiful hair that boosts your confidence
Flawless blowouts that last for days, giving you more time to focus on what matters most to you

Brand Products/Services

Blowouts and styles, home care products, online shopping

Business Brand



Business Model

Employment-Based
Membership retail
Membership business

Brand Purpose

Lack of affordability of groceries
Limited access to premium household products
Thin profit margins for small businesses

Brand Promise

Value and quality at an affordable price
Access to premium household products at a fair price
Consistency and convenience
Helping small businesses be more profitable

Brand People

People seeking quality and value in household goods
People who value convenience and consistency
Small business owners who value convenience and profitability

Brand Products/Services

Groceries, household items, small business products, services
from health care to auto care

Brand Business Models and Market Position

Different Brands, Different Business Models, Different Market Positions

Price Pyramid



Different Brands, Different Business Models, Different Market Positions

Price Pyramid



Different Brands, Different Business Models, Different Market Positions

Price Pyramid



How



Building Your Salon Brand Story

Brand Story Framework

1

Brand purpose- what problems does your brand solve?

Brand promise- how does your brand solve those problems?

Brand people- who is your brand solving problems for?

Brand services and products- what solutions do you provide to help solve the problems of the people you serve?

Brand business model- what is your business model?

Brand Story Framework

2

Brand story- what is your brand story?

Brand vision- what is your brand vision?

Brand values- what are your brand values?

Brand voice- what does your brand voice sound like?

Brand name- what name best fits your brand story?

Different Audiences, Different Brand Stories

- ➡ Brand story for your salon clients
- ➡ Brand story for your salon team
- ➡ Brand story for your salon tenants
- ➡ Brand story for your salon education business
- ➡ Brand story for your personal brand

The Most Effective Brand Stories Speak To An Audience of ONE

1

Shared Problems

Shared Values

Shared Visions

Shared Vibes

Shared Needs

Your Brand Is Not About You

Your salon business brand is about the people are you serving, it's not about you.

Your personal brand is still about the people you are serving, and not about you, however, it is personal.

Brand Purpose: What problems is your salon brand solving?

1. What problems is your salon brand solving?

2. Why does your salon brand exist?

3. What are your salon brand values?

Tip:

Ask your clients why they chose your brand.

Ask your clients what they love most about the experience you deliver.

Think about WHY you chose to create this brand. Get specific.



Brand Purpose: What problems is your salon brand solving?

4. What does your salon brand believe in?

5. Why would I want to choose your salon brand?

Brand Promise: How does your salon brand solve those problems?

1. What does your salon brand experience look and feel like?

2. How does your salon brand solve the problems of your people?

3. What is the expectation you are setting for the experience of your salon brand?

Tip:

Ask your clients how they feel when they are engaging with your brand.

Ask your clients what they value and care about.



Brand Promise: How does your salon brand solve those problems?

4. How do you want your clients to feel?

5. What do you want your clients to say about your experience?

Brand People: Who is your salon brand solving problems for?

1. Who is your salon brand solving problems for?

2. What do they value and believe?

3. What do they care about?

Tip:

Think about the clients you want to serve

What visions, values, and beliefs do your brand and your client share?



Brand People: Who is your salon brand solving problems for?

4. What is their energy and vibe?

5. Where do they hang out?

Brand Product/Service: What solutions does your salon brand offer?

1. How do the products your brand offers align with my brand and solve the problems of your people?

2. How do the services your brand offers align with your brand and solve the problems of your people?

3. What other products and services could you offer that solve the problems of your people?

Tip:

If you find your products and services are not aligned with your brand, make a plan to create ones that are.

If you find there are opportunities to add products and services aligned with your brand, make a plan to add them.

Let's Build A Brand Story



Brand Story for Clients

Brand Story for Teams

AI and Your Salon Brand Story

Next Steps

- Get clear on your brand story and create your salon brand story outline
- Make a list of things you want to update or edit based on your brand story outline
- Train your AI to learn your brand, voice, tone, and style
- Schedule time each week to check one thing off the list
- Come to our A School Facebook group for support



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