



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

## **WE'VE STYLED YOUR WORDS – ORDER #XXXXXX**

*Please note that this content is final based on the information you provided in your Creative Brief. Please reference the Word Stylistz Terms of Use or contact us at [info@wordstylistz.com](mailto:info@wordstylistz.com) if you have questions regarding your order.*

*Please note that any highlighted or content in [red] is intended for internal use.*

### **[WEBSITE COPY – HOME]**

**Heyyy, Beauty Boss! You Have It In You To Build Your Own Six-Figure Dream Business ... Let Me Show You How**

#### **[Take My Virtual Hand]**

Now, before I tell you who I am, I want you to know this:

I see YOU bossin' up and putting one stiletto in front of the other in hopes of turning your love of all things beauty into a profitable, "look-mama-I-made-it" business.

I see your passion.

I see your tenacity.

I see your struggles.

And I'm here to give you the wisdom, knowledge and loving kicks in the behind to transform your passion, tenacity (and struggles) into the bombshell beauty business you've always dreamed of.



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

So whether you're an experienced or a rising star salon owner, makeup artist, massage therapist, brow/lash specialist, skincare professional, beauty product developer, or retailer of wigs and hair extensions, I got your back (and your front) from here on out.

And now that I've let you know you're in the RIGHT place, please allow me to introduce myself ...

I'm Abbie Samuels – six-figure beauty boss, expert coach and dream igniter. You see, not too long ago, I was just like you – sitting with a lap full of ideas but no real knowledge on how to turn them into a profitable business. And while I've had a 20-year career doing what I love, I would've given anything to have a personal coach advising me through the twists and turns of the industry.

Instead, in the midst of a sea of trials and tribulations, I found my own way. Today, I'm proud to say I've built a profitable business around my experience as a licensed esthetician, fashion designer, salon owner and nail technician. And I'm thrilled to help you do the same.

Want all the juicy details about me? Go here [\[insert link to About Page\]](#) to find out how I turned my passion into a six-figure business and how I can show you how to do the same.

Now, if you're ready to cut the chit-chat and go straight to building your six-figure beauty business, strap on your stilettos, hun! The yellow brick road starts here. [\[link "starts here" to freebie download page\]](#)



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

## **[WEBSITE COPY – ABOUT]**

### **That Time When My Stilettoes Were Stuck in the Mud of Life ...**

Now, you're here because you want the juicy backstory on me. You want to know how I empower beauty bosses like you to stop chasing your business dreams and instead stand in your skills to achieve them.

You see, right now you're racing around like a track star leaping from self-proclaimed guru to guru. And your heart is racing, your breathing is heavy and you're a sweaty mess. Every day, you log on to Facebook, Instagram, YouTube and all the others, hoping and praying today will be the day you land another client.

Now, trust me, I am a product of prayer, but to succeed in the beauty industry, you need to back up your prayers with strategic action. And creating a strategic plan for success is what you can rely on me to show you how to do.

Oops, sorry, I nearly forgot. You're here to hear more about me. I get so amped up whenever I talk about helping ambitious beauty bosses build profitable empires that I get sidetracked.

Nonetheless, here's my juicy backstory ...

I put in grueling hours working late nights and early morning all to earn a less-than-satisfying paycheck. I sacrificed my relationships and virtually gave up everything I loved trying to live up to everybody else's definition of "success." And I stood with stilettoes stuck in the mud of life as I desperately attempted to turn my brilliant ideas into a profitable beauty business.



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

I took online course after course and invested in guru after guru before realizing I didn't need another get-rich plan, I needed a passion-fueled process that allowed me to position myself as a kick-ass beauty expert. BUT more importantly, one that complemented the lifestyle I wanted to live.

Now, armed with 20+ years of experience, that's precisely what I did. And I'm using my proven business strategy to help you do the same.

Why am I sharing my wisdom? Because back when I was on the rollercoaster of shiny, new business strategies, I would've given anything to have a personal coach take me by the hand and guide me through the twists and turns of the beauty industry. While, I didn't have that, I'm honored to be that for you.

So yes, I know the journey you're on, because I too was on it.. And, like I did many years ago, you too can choose to honor what you want by getting the guidance to get it. So listen ... I know you have questions, and you're shaking in your stilettos, but I also know, you're ready to kick ass in the beauty industry by creating a business you love.

And I'm here to help you do. Notice, I said "help," because this is a "me-and-you" effort. Sure, I'll tell you what I know, craft an actionable strategy for you and plan out your beauty business, so it operates virtually on autopilot, but you, hun, have to do the work.

Show me you're ready to put in the work to make your beauty business dreams a reality by taking the first step here:

[insert link to Work With Me page]



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

## **[WEBSITE COPY – WORK WITH ME]**

### **Your Struggles to Build the Beauty Business of Your Dreams Ends Here ...**

You have the brilliant ideas.

You have the skills to pay the bills.

And you have the drive to make big things happen.

The only problem is, you have no clue how to turn your greatness into the profitable business you know you deserve.

Trust me, I've been there ...

Chasing this and that magical money-making formula, investing in online courses galore, emulating the people who seem to have it all figured out ... only to still come up short.

I finally hopped off the merry-go-round of so-called money-making secrets and today I'm proclaiming the ride is over for you too.

You see, after several setbacks, failures and moments of wanting to wave the white flag, I finally settled into a six-figure business-building process that WORKS – one that I know can and will work for you.

Let's hop on a call (or video chat) so I can tell you alllll about it.

### **Money Talk**



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

Ready to turn your beauty passion into a money-making business that fuels your lifestyle goals? In just 30 minutes, I'll take you from beauty rookie to a beauty BOSS.

Together, we'll:

- Niche your audience (because you can't just give your greatness away to everybody)
- Develop a confusion-free business startup plan so you can achieve success as YOU define it
- Brainstorm how you diversify your revenue streams by profiting not only from what you DO but also from what you KNOW
- Build a "made-for-you" content strategy that positions you to use social media as your primary cash-generating machine

No more wasting hours cuddling up with Google in search of the "perfect" business strategy or posting pretty pictures on social media that do nothing for your bottom line.

**Book today and let me show you how to make money moves every single day.**

**[BOOK NOW]**

### **Crush Confusion Chat**

Are you a motivated beauty professional bogged down by too many ideas? Or maybe you're an experienced beauty boss who has orchestrated a massive following but has no clue how to profit from your influence? If so, the Crush Confusion Chat is the perfect session for you.



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

You'll leave this private 60-minute session with a ready-to-implement business strategy exclusively designed for you to win in the beauty industry. After our glorious time together, you'll know **what** you should be working on and **when**, **how** to share meaningful, client-attracting content and **which** efforts will bring the best results for your business — more sales, loyal clients and increased influence.

**Book now to crush your confusion and create your profitable beauty empire.**

**[BOOK NOW]**

### **Beauty Business Bliss Intensive**

If you're like a lot of new beauty bosses, you leapt into this wild and crazy world of entrepreneurship with a brain bubbling with ideas, a heart filled with hope, a social media strategy full of gorgeous selfies and a hustle-'til-you-drop mentality.

But here's the thing ... running your business like this will eventually leave you broke, frustrated and exhausted. You see, this whole "flying by the seat of your pants" simply doesn't work in real life. If you want to thrive in the beauty industry, you gotta have an unshakable business strategy.

And during our incredible six hours together that's precisely what I'll show you how to do. We'll kick off our day of bliss via video chat or in sunny Miami by first ripping your business apart layer by layer before rebuilding it with a sound foundation that focuses on:

- Targeting only the people who are ready, willing and able to invest in your beauty brilliance
- Automating your business processes so you generate revenue virtually on autopilot



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

- Developing systems and processes that work flawlessly behind the scenes so you attract more clients with less hustle
- And a few more six-figured secrets you'll have to join me to get!

Now because I know every boss loves to have options, you can choose how you want to spend your blissful day with me:

- **Option #1 (Most Popular):** Schedule a 6-hour session via video chat or by request at a luxury location in Miami. We'll have a 15- to 20-minute break every 90 minutes so you can dive into each interval of the call recharged and ready to work.
- **Option #2:** Schedule two 3-hour sessions via video chat or by request at a luxury location in Miami. We'll have a 15- to 20-minute mental break at the 90-minute mark so you can dive into the second half recharged.

**Schedule your Beauty Business Bliss Intensive today. New clients are waiting for you.**

**[BOOK NOW]**

**It's time to stop struggling ...**

Only you can decide your next move, but whatever you do, I want you to know this:

- Having a been-there-done-that coach means no more scrambling to figure out how to launch (and grow) a profitable business.
- No more trying this and that to hit that coveted six-figure mark.
- And no more aimlessly hustling to create your dream beauty business.





**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

YOU are a BOSS in the beauty industry and I'm here to ensure you show up like one every day.



**ALL CONTENT SHOWN IS OWNED AND COPYRIGHT PROTECTED BY BAAB WRITING AND MARKETING SERVICES LLC. YOU DO NOT HAVE THE RIGHT TO USE, DISTRIBUTE OR COPY WITHOUT WRITTEN PERMISSION FROM BAAB WRITING AND MARKETING SERVICES.**

## **[WEBSITE COPY – CONTACT]**

Yesss, please allow me to toss virtual confetti for you because being here tells me you're a BOSS in this beauty industry! You see, while you may not have it all figured out, I know you have the tenacity, expertise and passion to succeed.

And I want you to **use me** (now, I don't say that too often, so listen up) ...

Use my 20+ years of experience as a licensed esthetician, fashion designer, salon owner and nail technician to trust the value of your skills.

Use my wisdom to believe in what has previously seemed impossible for you.

And use my guidance to build the six-figure beauty business of your dreams.

It's time to build a business you love.

Complete the form below and let's get started.

[insert form]