



Graduate Portal Resources

Video Tutorials

- How to create your portfolio
- Creating relationships with stores
- The best way to find new clients
- Why working for free can boost your business
- How to create marketing materials for free

E-book Trainings

- How to start your styling business for free
- How to find your first clients
- Getting started on social media
- Business growth workbook
- Personal branding tips for Stylists
- How to get free PR for your styling business
- How to write a press release
- How to get press coverage for your business
- Client retention strategies
- 10 Must-have tools for Stylists
- Creating signature programs for private clients
- How to create the perfect personal shopping experience
- Perfecting the closet audit

Forms and Templates

- Customizable consultation forms
- Business plan template
- Financial plan template
- Basic financial tracking form
- FaceBook Ads workbook
- FaceBook Ads template
- Social media schedule template
- Press release template