|  | 🌠INSPIRE [▶️](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) [link to full series](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) | |
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| First, [watch the video](https://www.youtube.com/watch?v=4jD2uOpsrrU) 🔻   |  | | --- |   🎯 Goals of this activity: | *My Activity*  **Plan your Beauty & Care business**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity has 4 parts. You will need 1 hour  to complete part 1. Parts 2-3 will take another hour.  Part 4 is a follow-on activity.**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor or expert advisor** ⭐recommended * **On your own** |
| --- | --- | --- |

| * You will gain an understanding of the Beauty and Care business world * You will consider what your own  Beauty & Care business might look like | * You will identify steps you need  to take to bring your idea to life |
| --- | --- |
| ⁉️ How to do the activity (✅tick the checkboxes when you have completed each step) | |
| * **1️⃣Take the time to do this task on your own and at your own speed** * 2️⃣ Watch [**the video**](https://www.youtube.com/watch?v=4jD2uOpsrrU) for this activity * 3️⃣ Think for a moment: **Can you relate to Nejat’s reasons for having a Beauty and Care business ?** * 4️⃣Read & think through and fill each part  of the the activity template below * **5️⃣**In **part 1**, you can **conduct some research** in your **direct community , both online and face to face on other beauty and care businesses** | * **6️⃣** Once you have **researched and completed part 1,** proceed to think about your own idea and **complete parts 2-3** * **7️⃣ Finally, check out the link in part 4, it takes you to another** [**video**](https://www.youtube.com/watch?v=X7BEbRuZD6U&list=PLtR_BRboSMy-FuhS7_avBEzuS3HA_3MSi&index=11&t=6s) **and** [**activity**](https://docs.google.com/document/d/1jGl6ui-wnN121WoZopmOMKoM5NlFszThU5RXgvpi88A/edit?usp=sharing) **which will help you find how** [**your idea can stand out.**](https://www.youtube.com/watch?v=X7BEbRuZD6U&list=PLtR_BRboSMy-FuhS7_avBEzuS3HA_3MSi&index=11&t=6s) By the time you complete these, you should have  a better understanding of **what you want your beauty and care business to be , and how you can start building it** |

| 1 Getting inspired by other beauty & care businesses | | | | |
| --- | --- | --- | --- | --- |
| **Go to Instagram and Treatwell to find three beauty & care businesses  to get ideas and inspiration** | **Instagram** | | **Treatwell** | |
| **1. Open Instagram on your phone**  **2. Search for #hashtags** “#beauty care”  3. Check out the Instagram accounts of the businesses who post on Instagram using these hashtags & do the activity below | | **1. Visit:** [**treatwell.co.uk/treatment-guide/**](https://www.treatwell.co.uk/treatment-guide/)  **2. Look for beauty & care businesses that fit your interests & skills**  3. Find the accounts of these businesses on the Treatwell site and read the review.  4. Fill out the activity below | |
| **Names of three  beauty & care businesses  that I found and liked:** | **Their services are:** | **What I 👍 liked about these businesses** | | **What do their customers say about them?** (both the good and bad) |
| ✍️ ... | ✍️ ... | I liked… 👍 ...  👍 ... | | Customers say that... |
| ✍️ ... | ✍️ ... | I liked… 👍 ...  👍 ... | | Customers say that... |
| ✍️ ... | ✍️ ... | I liked… 👍 ...  👍 ... | | Customers say that... |

| 2 My Beauty & care skills & idea | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| **What would you enjoy about working in beauty & care?** | | |  | | | |
| **What creative skills are you really good at?** |  | **Face**  Skin-care Makeup Facials Eyelashes Eyebrows |  | **Body**  Waxing / hair removal Massage Nails: pedicure Nails: manicure Spa treatment |  | **Hair**  Women’s haircuts Men’s haircuts Childrens’ haircuts Art haircuts Barber / beards |
| **Which is your strongest skill in Beauty & Care?** | | | So far, my Strongest skill is:  ✍️ | | | |
| **What kind of business  could you start  centered around this skill:** | | | ✍️ | | | |
| **What qualification  and certification** do you need to start this kind of business? | ✍️ | | | **Where can  you get training & qualifications  for this skill?** | ✍️ | |
| **How can I deliver my service to customers?** |  | At their home At my home In an existing salon In my own salon | | **What equipment  & products do I need to start this business?** | * ✍️ * ✍️ * ✍️ * ✍️ | |
| **Check out our video on** [**How you can stand out with your idea**](https://www.youtube.com/watch?v=X7BEbRuZD6U11) | | | | | | |