

A black and white photograph of a woman's profile, showing her neck, shoulder, and upper torso. She is wearing a dark, strapless top. The lighting is dramatic, highlighting the contours of her body against a plain, light background.

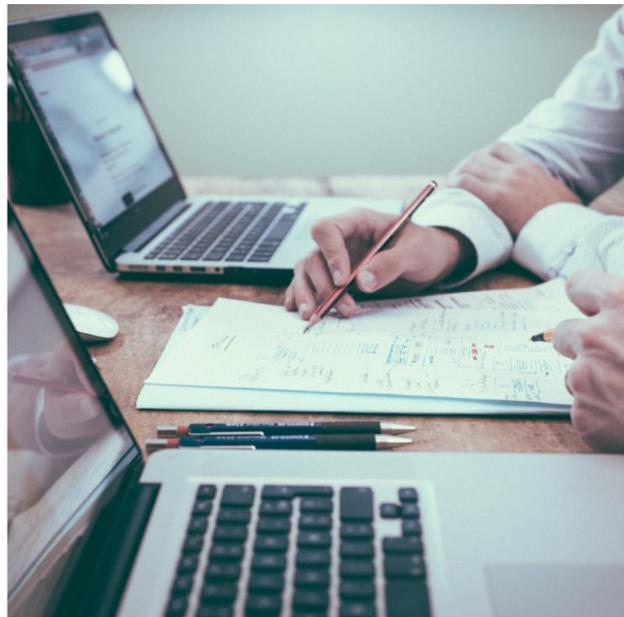
LESSON 1

DO YOU HAVE WHAT IT TAKES TO LAUNCH A BEAUTY BRAND?



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BEAUTY BRAND?**

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YOU ARE THOROUGH

3 Business Plan Sections You May Not Have Thought About:

- Your team
- Your exit strategy
- How to know you are hiring the right experts



YOU HAVE A CLEAR, SPECIFIC NICHE

You need a niche to compete in a saturated market where your competitors have a bigger marketing budget and greater brand awareness than you do.

YOU ARE REALISTIC ABOUT YOUR **RESOURCES**

BE REALISTIC ABOUT YOUR:

- Time
- Money
- Energy



YOU FOCUS ON THE **METRICS** THAT REALLY MATTER

METRICS THAT MATTER:

- Sales
- Repeat customers

VANITY METRICS:

- Followers
- Likes
- Influencers using your free products

YOU ARE WILLING TO ITERATE AND TRY **NEW THINGS**

ITERATING MEANS:

- Testing hypotheses to see what has traction
- Paying attention and being willing to try something new when your strategy stops working





YOU ARE ALL IN TO CREATE A COMPELLING BRAND

A COMPELLING BRAND:

- Is strategic and well thought out
- Makes your customers feel connected to you
- Makes your customers want to buy, and keep buying
- Makes your customers want to tell other people about your products
- Helps you build relationships with influencers
- Helps you gain access to key distribution channels