



How to Find Your "Why"

Understanding the importance of defining
your business's mission & core values

@Michelle.ghassemi
@merakialonnc
Raleigh & Durham, NC

Hello, I'm Michelle



Hey There! I'm Michelle and I will be guiding you through this content.

I graduated from Northern Michigan University in 2005 for Cosmetology & attended Finlandia University in 2009 for Business and Communications courses. Throughout my career, I have played a variety of roles (stylist/manager/mentor/master colorist) in both local boutique salons & spa businesses across 3 states & corporations as well as a self-employed renter as a successful independent stylist.

Although I am no longer behind the chair, making the transition to managing my own employee-based salons as CEO/CFO, I remain a growth centered strategist who strives to remain innovative in my approach to the industry & the needs of my team.

I work to fill a need to improve, expand & elevate the commission employee based business model in our industry, providing career minded stylists opportunities to grow far past the "max" of this model without the "toxic" salon culture. I value a holistic, low toxic environment for my salons, striving to ensure sustainability for stylists & the best haircare for guests, showing you can achieve luxury hair without the toxins!

Should you have any question, please feel free to reach out! @Michelle.ghassemi

Michelle Ghassemi

Author & Creator



Content

01

**Learn how
to identify
your
reason**

02

**Why that
matters**

03

**How to get
that
message
out**

01 How to identify it?

I knew if I could get extreme clarity on this, I would have a truly sustainable long term business that I felt content with despite hardships.

Back when we closed for covid, about 2.5 years into my business, I used that time to really sit and think about what makes us different as a business, who we wanted to serve and who I wanted to draw to us as employees. I had pieces up to that point but got super clear in all the ways at this time.

I just wrote a list on what I wanted in my business, (like products, services, education, vendors etc) what I wanted my space to feel like when people came in (team and guests) and how I wanted my team to show up, for themselves and our guests.

Then I chopped all my words down to a few keys phrases then more into what could be a tag line, hashtag etc, more bite sized.



01

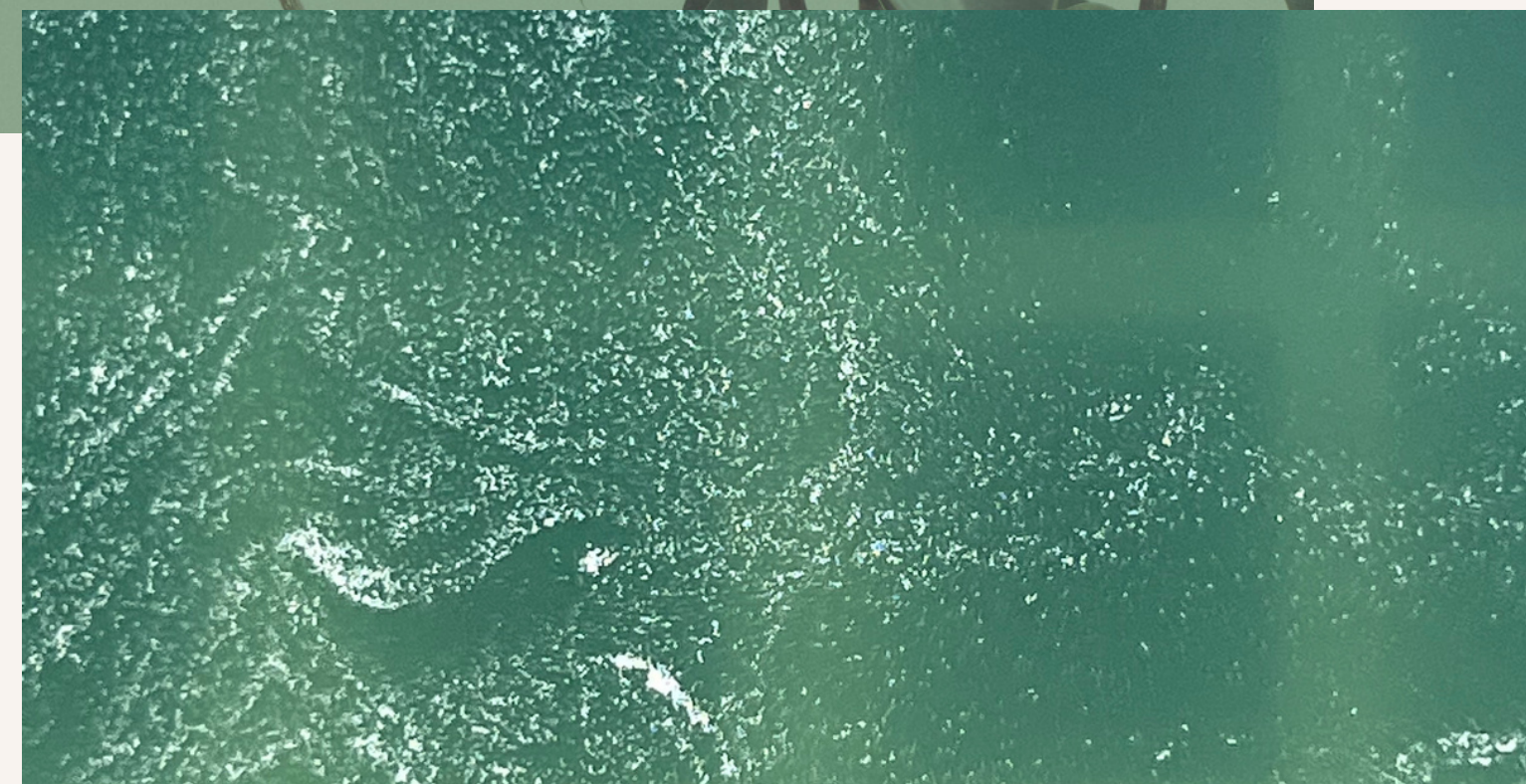
This will be the foundation to figuring out your culture, core values mission.

This is very individual to you and your business and can be a nice free write, brain-dump etc.

This would serve as my “rudder” from which I made all purchasing and hiring decisions.

I wanted a business that truly aligned with who I was and the impact I wanted for my industry and community.

Something I could really get behind in all the ways, not just being a business owner in title only but celebrating my unique view and experiences.



02 Why that matters

When things get tough, your why will carry you thru

For me since I have a lot on the line (as you all do) I wanted to feel I'm making an impact thru my business and what it stands for, using this amazing tool for good.

You need to find something deeper to come back to during the hard times...salty ex employee, an upset guest, damages, unforeseen occurrences, cash flow issues etc something that could center you each time.

Creating this rudder or center to come back to is crucial to maintaining a steady foundation with which to keep building on. Something community and team can get behind because its not all over the place, people trust your brand because its steady and when it shifts its always with the main core focus, so it makes sense.

Maintains trust and integrity in what you have to offer which in turn makes people want to shop with you because it touches them.



02

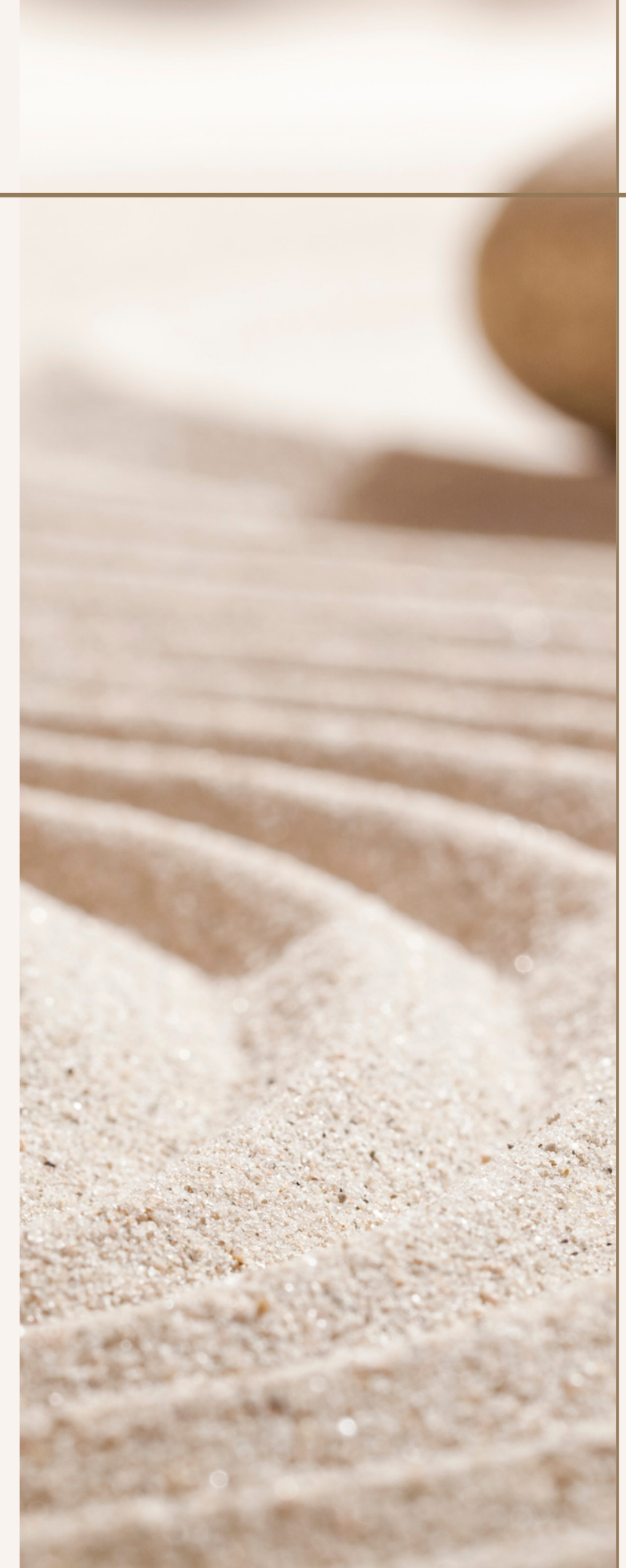
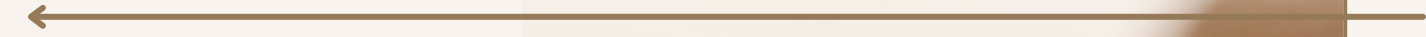
This also creates sustainability and sets the tone for scalability if that's your goal.

People buy based on how you make them feel over what “makes sense” or lower price. So understanding how you want people to feel will give direction in your copy, verbiage, , social, marketing strategies, etc. because you are now very specific in your message.

It gives you contentment, clarity and focus, minimizing frustrations and anxiety.

It builds a more loyal team, focused and driven towards that common goal. Makes them more productive and fills a basic human need to be apart of something greater, make an impact, feel like they matter etc Which in turn will not dilute your brand.

Those are things that are unique to you so they cant be replicated by another no matter how hard they try or flat out copy.



02

Just think of this, all the ingredients to make coca~cola are available online but yet no one is making coke on the side. You can take every ingredient and combine in a thousand different ways but would never be able to duplicate it because its not about the ingredients its about the formula. Its how and why its put together to define it as a brand.

So for you, business has alot of the same ingredients, benchmarks, systems etc but then why doesn't everyone have a carbon copy of each other's businesses? Because you are the formula and unique in how you put all those things together, thats the secret!

Trust in yourself, stay focused on what makes you unique which is your core values/mission/culture. Only you can build your business and can never be duplicated.

The world needs more uniqueness! More of YOU!



03 How to get that message out consistently



**the day and age where if people dont see you, you dont exist.
It doesnt matter how great a product or service you have.**

Once you have those bite sized things create content that speaks to only that!

Be regular in emails, dms, social media, events etc

Be very consistent, show up daily, give great educational content, fun, all the feels, personality!

Pick consistent branding, message and frequency

Always a CTA...whats the action you want someone to take...show them the way, make it easy, a no brainer

03

People need to see something at least 7 times before they make a move. So consistency is the winner.

Be true to your main focus so its not all over and its easy to follow along.

Focus on creating content that can be *repurposed* on a lot of platforms. Pics, vids, chop it up etc

Don't forget to engage, show up yourself, reposts, tags, collaborate~be apart of the community.

Rinse and repeat!



I know its hard running a business but keep going,
keep doing and keep refining what makes YOU,
YOU!

I'm here for any support!

Join my VIP text community for weekly
encouragement!

919-568-5938

Thank you!

@Michelle.ghassemi

@merakisalonnc

