



BY BESPOKE
Beauty
TO LIFE®
ADVANTAGE



Let's Build your Beauty and Wellness Brand

Our beauty and wellness accelerator programme takes you through how to develop your brand from 'concept to shelf', supported by videos, templates, and coaching and accountability calls. We have created this just for people like you who want industry expertise and guidance.

This is a practical programme, delivered online, designed as individual modules, which you can dip into from the comfort of your home or office. No need to travel, you can fit this around your busy lifestyle. We guide you every step of the way AND there are plenty of resources to support you! We believe in you and can't wait to welcome you onboard!



You may be starting out for the first time, and you have a great idea for launching a beauty or wellness brand, but you don't know where to start or what to do. Launching your business can be incredibly exciting but equally daunting, expensive, risky, and difficult to carry through with on your own, particularly when you have never done this before. With so much information online at your fingertips, at times it can feel overwhelming. How do you follow through on your ideas and ensure a successful outcome?

Perhaps you have an existing business in the beauty or wellness industry, and you have already extended your brand, but are looking for support in moving your ideas and your business forward.

BEAUTYTOLIFE® is an intensive introduction to becoming a successful beauty and wellness entrepreneur. This is an online accelerator programme to coach you in how to build your brand from 'concept to shelf'. Supported by videos, business templates, and coaching and accountability calls, regardless of where you are based in the world, and whether you are holding down a full-time job or not, come and join us and let's bring your brand to life!

THIS COURSE IS IDEAL FOR

- You** - if you have a great idea you would like to launch to market, and you feel that the time has now come for you to start moving your ideas forward.
- You** - if you are in the process of creating your beauty brand. You are tired of trying to work this out on your own, you are looking for support and expertise to take you through the process.
- You** - if you have launched your brand but are looking for support in growing your brand, you have had a good start, but you are not gaining the traction you are looking for.
- You** - if you are the type of person who believes in getting things done.
- You** - if you believe you could achieve so much more, if you joined a programme that takes you behind the scenes and teaches you how to launch your ideas to market.



WHAT YOU WILL LEARN

- ✓ **Module 1 - Discovering your Niche** - takes you through how to validate your Big Idea, create your Strategy and your cash flow forecast to move you forward.
- ✓ **Module 2 - Crafting your Story** - teaches you everything you need to know about branding - from your logo to your colours, font type, brand vision, mission and messaging and the importance of video - there is a lot more to branding than we initially think.
- ✓ **Module 3 - Blending your Formula** - is all about where to find contract manufacturers, how to work with them, how to negotiate with them, managing your quality control, creating your formulations, and sourcing your packaging.
- ✓ **Module 4 - Setting the Stage** - navigates you through how to create your marketing strategy and PR before launching your brand to market.
- ✓ **Module 5 - Spreading the Word** - walks you through how to launch your brand to market - today there are so many more routes to market from bricks-and-mortar to online channels, pharmacy, grocer, working with agents and distributors.
- ✓ **Module 6 - Revitalising your Brand** - once you have launched your brand to market, you need to consider how you are going to extend your brand moving forward - through new products and categories and across international marketplaces.



“

*I really love the program so far,
thank you for bringing all these
brilliant guest speakers to us.
It is very inspiring.*

”

- BELA, Founding Member
Make-Up Artist and Beauty Entrepreneur

Upon completion of this course, you will:

- Understand your USP and be clear on how to identify a viable idea
- Know how to conduct market research and competitor analysis
- Be confident in creating your strategy
- Feel more confident about writing engaging brand stories that resonate with your target audience
- Know how to create an authentic brand identity
- Understand how to price and position your products with ease in your marketplace
- Know how to build a financial feasibility model, understanding the cost implications
- Understand how to source your ideal packaging for your products
- How to find your ideal contract manufacturers and what is required to work with them
- How to identify your various routes to market
- What buyers look for in a product and how to work with buyers in retail and in travel retail
- Know what marketing collateral you require and how to develop your marketing toolkit
- Be confident in building your marketing plan, marketing budget and marketing strategy
- Know which social media channels to promote your brand on
- You will also hear from leading companies who are guest speakers to our accelerator programme – from contract manufacturers, to packing companies, legal firms, web designers, graphic designers, and PR companies

WHAT'S INCLUDED?

CHOOSE FROM

The Taster Sessions

For those of you who would like to dip into each section to understand more, or to refresh your thinking. This is a condensed version of our Masterclasses designed for those who would love to learn more, but don't have the time to invest in our Masterclasses.



COURSE WEBSITE

Access all the material at your convenience.



6 MODULES

Taking you from 'concept to shelf'.

The Masterclass Sessions

For those of you who have the time to invest in our full programme, and would love to understand the details behind developing your brand



COURSE WEBSITE

Access all the material at your convenience.



6 MODULES

Taking you from 'concept to shelf'.



COURSE MATERIALS

Videos, PDF's, templates, podcast.



SUPPORT CALLS

Book in for a coaching and accountability call with us, to take you through some of the details on a 1-2-1 basis.



GUEST SPEAKERS

On our Masterclass Sessions, we have a number of expert guest speakers including lawyers, PR and marketing consultants, packaging companies and contract manufacturers, to share more on how to build your band

THE TEAM

Janet Milner-Walker has an MA in Strategic Marketing, Diploma in Purchasing and Supply Chain Management and over 20 years' experience in developing and launching beauty brands to market. She is the founder and managing director of Bespoke Advantage, and of BeautytoLife. She is also an international speaker, a trusted advisor, a coach, and a freelance writer. She is often invited to speak at industry events, she guest lectures at universities and she writes on behalf of publications on the topics of beauty, wellness, trends, business and how to launch a brand in the beauty industry.

Janet has developed and launched products and brands for Marks & Spencer, Boots, Body Shop, Crabtree and Evelyn, Harvey Nichols. Her expertise is built around her ability to support and shine a light on brands that are truly creating products to be talked about. She has worked up close and personal with many beauty and wellness founders developing and launching innovative brands. She founded Bespoke Advantage as a brand management company in 2017 and their international client base includes start-ups, well established beauty and wellness brands, retailers and trade bodies including embassies.

Janet will be joined by her expert team at Bespoke Advantage and some great guest speakers from raw material suppliers to videographers, PR and social media experts and legal teams.



Benefits to Working with Us

- We are a leading international beauty brand consultancy, working daily with well-established brands, retailers, investors, trade bodies. We have over 60 years combined experience in developing and launching products and brands for companies including Boots, Body Shop, Marks & Spencer, Harvey Nichols as well as for award-winning entrepreneurs.
- We have launched brands online, through retailers and through travel retailers internationally.
- We work together with our clients daily to develop their brands from 'concept to shelf', using this exact process.
- We have well established relationships with contract manufacturers, packaging companies and raw material suppliers.
- We speak at industry events, write on behalf of publications on matters related to beauty, wellness, marketing and business and we guest lecture at universities.

Why Join our Beauty Accelerator?

Before you dive into developing your brand, it is great to understand what this entails, so we have designed this programme, as an end-to-end programme to support you in building your brand.

We have been developing brands for entrepreneurs and multi-national companies for many years, we are now taking you behind the scenes, to share the same process we apply when working day-to-day with our clients to build their brands.

This is delivered as online learning – the advantage is that you can learn in your own time and book in for a dedicated coaching and accountability call with us as and when you need to, to discuss any questions you may have. All sessions are recorded for you to listen to from the convenience of your home or office. In this way you can learn alongside working full-time.

What we are teaching you, you can apply to any product category in the beauty or wellness industry – this is not exclusively for skincare, haircare, or wellness. There are lots of workbooks, pdf's, templates to help you along the way.



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Absolutely fantastic course. Condensed learning from Janet, an expert in developing beauty brands. Also, valuable introductions to expert professionals, in the Masterclass sessions. In 12 weeks, you will learn from Janet, what would take years to learn by yourself. A very worthwhile investment.

”

- BRIDGETTE, Founding Member, Trainer & Consultant and Beauty Entrepreneur

The BeautytoLife[®] Plan

CONCEPT TO SHELF



OUR AGENDA FOR THE TASTER SESSIONS

For those of you who would like to dip into each section to understand more, or to refresh your thinking. This is a condensed version of our Masterclasses designed for those who would love to learn more, but don't have the time to invest in our Masterclasses.

MODULES
Kick-off Meeting
Module 1 - Discovering your Niche
Module 2 - Crafting your Story
Module 3 - Blending your Formula
Module 4 - Setting the Stage
Module 5 - Spreading the Word
Module 6 - Revitalising your Brand

POINTS TO NOTE

- Each session is a 90-minute session, sufficient time to go into the detail, but not too long to become overwhelming.
- Factor in at least 2 hours per module for doing your own research and reading.
- Total time allocated to this program is approximately 23 hours over 3 months.
- Your investment £1200

OUR AGENDA FOR THE MASTERCLASSES

*For those of you who have the time to invest in our full programme,
and would love to understand the details behind developing your brand*

MODULES
Kick-off Meeting
Module 1 - Discovering your Niche
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POINTS TO NOTE

- The total time allocated to this program is approximately 85 hours over 3 months.
- Workbooks, PDF's, templates to be provided to work on individually.
- Factor in at least 4 hours per week for course work.
- We have guest speakers on the programme who cover topics from building an entrepreneurial mindset to branding, trademarks, PR, marketing, packaging and contract manufacturing.
- Your investment £3600

What People Say



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The beauty industry has been of immense interest to me, and I have always wanted to develop my own brand. However, there are concepts and essential knowledge that are key to setting up in this venture that I am not familiar with. Beautytolife is where I gained the needed wealth of experience and knowledge. I love the areas of teaching and each of the areas are taught to my satisfaction. Consequently the knowledge I have garnered from this programme would be helpful to my brand.

”

- **MUNA**, Founding Member
Beauty Entrepreneur



“

I don't have a beauty background. I'm so looking forward to learning how to create my brand and having the accountability to keeping me focused and the guidance to inspire me to see what I can really achieve.

”

- **N'KOUMA**, Founding Member
Logistics, Pharmaceutical Industry,
and Beauty Entrepreneur



“

I have joined this course because I want to understand all the aspects of creating a beauty business. Each subject that will be taught will be relevant to my business idea and strategy. With the practical tasks I can get immediate feedback which is very helpful.

”

- **QUENTIN**, Founding Member
Product Development Manager
and Beauty Entrepreneur



“

I loved the course last night and the pace was good. I did not find it overwhelming at all. All the concepts I have heard before besides the information specifically pertaining products (like the white labelling for example). What I liked is now using the concepts applied to selling a health supplement. LOVING working through the homework!

”

- **RICHELLE**, Founding Member
Industrial Psychologist, and Beauty Entrepreneur



BY BESPOKE

Beauty
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ADVANTAGE

BeautytoLife

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