



Wig Whisperer Academy 21-Day Challenge Workbook

Day 1: Declare That You Are The Wig Whisperer

Welcome to the Wig Whisperer 21-Day Challenge. Today is about strategy, confidence, and stepping into your power.

Mindset & Vision (10 minutes)

- List your top 3 wig business or financial goals.
- Write 3 client experience feelings you want to create.
- Brief reflection on why these goals matter to your life and business.

Personal Elevation (Optional 10–15 minutes)

- Choose one beauty-detail that elevates your brand today.
- Do one quick wellness task.
- Nourish your body with something intentional.

Check-In & Accountability

- Take a photo of your notes or elevated moment.
- Affirm: “I am the standard. I am the Wig Whisperer.”

Day 1 Outcome

You’ve aligned your mindset, set your intentions, and elevated your energy for this journey.



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Day 4: Time Mastery & The Power Circle

Welcome to Day 4

Today is about mastering your time and activating your Power Circle. Efficiency, structure, and strong relationships elevate your Medical Wig Business.

Time Audit for CEO Work (10 min)

- Choose a 90-minute CEO block.
- Identify 3 low-value tasks to eliminate, delegate, or automate.

The Power Circle (10 min)

- Identify 3 people who elevate your mindset.
- Choose one and send an intentional reach-out message today.

Energy Protection (Optional 5 min)

- Set a digital shut-down time for work communications.
- Commit to honoring this boundary tonight.

Check-In & Affirmation

Affirmation: “I am in control of my time, and my network fuels my elevation.”

Outcome for Day 4

You protected your time, activated your Power Circle, and reinforced boundaries essential for Medical Wig Business success.



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Day 6: Content Leverage & Magnetic Marketing

Welcome to Day 6

Today we ensure your online presence matches the elevated Medical Wig Business you're building.

The 90-Day Content Vision (10–15 min)

- Identify 3 Core Content Pillars.
- For each, list 3 common pain points.
- Write a problem/solution hook.

Leverage & Systemization (10 min)

- Build your Content Bank.
- Create your caption template for strategic posting.

Brand Immersion (Optional 5–10 min)

- Consume 10 minutes of business, branding, or marketing strategy content.

Check-In & Affirmation

Affirmation: “My content is high-value, and my brand speaks to my ideal client.”

Outcome for Day 6

You now have a content strategy, system, and CEO-level momentum.



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Day 8: Systemize for Scale & CEO Efficiency

Welcome to Day 8

Today is about eliminating mental load and engineering systems that support unlimited Medical Wig Business growth.

The Time-Suck Audit (10–15 min)

- List your top 3 biggest administrative/communication drains.
- Create one Mini-System to fix one of them.
- Test your system with a real inquiry today.

The Professional Look (10 min)

- Review your communication templates and polish the language.
- Delete 5 unnecessary apps/files to declutter your digital workspace.

Personal Energy Block (Optional 5 min)

- Identify your best 90-minute productivity window.
- Put your phone on Do Not Disturb and focus only on high-value work.

Check-In & Affirmation

Affirmation: "My systems work for me, allowing me to focus on mastery and serving."

Outcome for Day 8

You took your first scaling step, polished communication, and protected your peak energy.



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Day 9: The Signature Service & Portfolio Power

Welcome to Day 9

Today is about simplifying your offers to highlight your highest-value transformation and elevating your visuals to match your premium status.

The Signature Service Blueprint (10–15 min)

- Write the official elevated name of your Signature Service.
- Identify 3 unique premium details clients may not see but always feel.
- Write a one-sentence transformation script.

Portfolio Power Audit (10–15 min)

- Review your last 9 posts.
- Identify 3 that do NOT match your elevated standard.
- Archive/delete immediately.

Photo Commitment

- Identify one improvement you will commit to (lighting, background, consistency, posing).

Check-In & Affirmation

Affirmation: "I am the master of my signature service, and my portfolio reflects my mastery."

Outcome for Day 9

Your Signature Service is clear, your portfolio is elevated, and your marketing focus is sharpened.



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Day 10: Leverage Your Service Packages & Time

Welcome to Day 10

Today we elevate your first impression, refine your client intake, and structure your offers for maximum value and clarity.

The High-Profit Add-On (10–15 min)

- Identify one high-value enhancement you can deliver quickly.
- Create a two-sentence script positioning it as essential.

Package Your Expertise (10 min)

- Design one premium package bundling your signature service, consultation, and add-on.
- Set a price floor at least \$50 higher than the combined services.

Time-Block Your Communication (Optional 5 min)

- Choose a daily time block for responding to messages.
- Stick to this boundary to protect your productivity.

Check-In & Affirmation

Affirmation: "I sell value, not hours. My expertise is worth the package price."

Outcome for Day 10

You've identified a high-profit enhancement, packaged your expertise, and protected your communication boundaries.



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Day 11: Boundaries Are Business Assets

Welcome to Day 11

Today we turn boundaries into high-level business systems that protect your schedule, your professionalism, and your energy.

The Key Boundary Statement (10–15 min)

- Choose your Core Boundary (time, communication, financial).
- Write your exact professional wording.
- Use it today with one real situation.

The Time Protection System (10 min)

- Add a non-negotiable STOP block to the last 30 minutes of your workday.
- Use this only for admin, cleanup, and ending the day on time.
- Add an auto-reply if possible.

Energy Alignment (Optional 5 min)

- Take 5 minutes before checking notifications to breathe, sit, and claim your time intentionally.

Check-In & Affirmation

Affirmation: "My boundaries protect my energy, my professionalism, and my premium service."

Outcome for Day 11

You've created a strong boundary system, reinforced your professionalism, and protected your personal time.



DAY 12: FINANCIAL DEEP DIVE & PROFIT CLARITY

Today we stop relying on revenue alone and focus on net profit — the true metric of a high-performing beauty business.

Your mission is to gain crystal clear visibility into your money so every service maximizes your return.

Daily Tasks

Daily Tasks (20–30 min)

1. Know Your Cost of Goods (10–15 min)

- Calculate the exact dollar cost of hair/products for your most popular Signature Service.
- Review your current price. Does your profit margin feel aligned with your premium level?
- Write the minimum price needed to achieve a 65% profit margin.

2. The Next Price Commitment (10 min)

- Write down the date you will implement your next 10% price increase.
- List 3 reasons that justify your increase (education, rising product cost, increased demand).

3. Personal Financial Check-In (Optional, 5 min)

- Set a small financial goal for the next 30 days (save \$XXX or pay down \$XXX debt).

Check-In / Affirmation

Check-In / Affirmation

- Affirm: “I track my numbers, my pricing is intentional, and my business is highly profitable.”
- Share: Post the date you've set for your next price increase.

Outcomes for Day 12

Outcomes for Day 12 • You clearly understand your cost of doing business. • You've set a non-negotiable date for your next strategic price increase. • You're reinforcing your identity as a disciplined, profitable beauty CEO.



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21 ■ Day Challenge

DAY 13: EDUCATION & THE EXPERT IDENTITY

The bar pro knows that consistent growth requires continuous investment in mastery. Today is dedicated to cementing your Expert Identity. We move beyond simple certifications and design a clear roadmap for the education and skills that keep you non-■negotiable in a crowded market.

Daily Tasks

Daily Tasks (20–30 min)

1. The Next Level Investment (10–15 min)

- Research and commit to one high-■level course, conference, or mentorship to invest in within 6 months.
- Take one tangible action today: register for a webinar, download a course outline, or allocate the first \$50–\$100.
- ROI Statement: Write one sentence explaining how this investment justifies your next price increase.

2. Share Your Authority (10 min)

- Choose one industry myth or client pain point related to your Signature Service.
- Create a short educational social post positioning you as the expert and offering a clear solution.

3. Professional Inspiration (Optional, 5 min)

- Spend 5 minutes positively engaging with a leader you admire in your industry.

Check■n / Affirmation

Check■n / Affirmation:

- Affirm: "I am committed to mastery, my learning never stops, and my expertise is visible."
- Share: Post the one tangible action you took toward your next educational investment.

Outcomes for Day 13

OutcomesforDay 13:

- You've committed to a future investment that fuels your mastery.
- You've positioned yourself as an expert and thought leader.
- You're building an inspirational network that supports your growth.



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DAY 14: INTEGRATION & LIFESTYLE CHECK

Welcome to Week 3! Today we focus on sustainable maintenance. This Lifestyle Check ensures the pace of your business still supports your highest vision. We identify progress, celebrate wins, and seal any new 'energy leaks' that must be corrected immediately.

Daily Tasks

DailyTasks (25–35 min)

1. Systems & Boundaries Review (10–15 min)

- Identify the highest leverage shift from Days 8–13.
- Identify your weakest link and how you will fix it this week.
- Acknowledge your growth with one sentence.

2. Reward & Rejuvenation (10–15 min)

- Choose a luxury reward that reinforces your elevated identity.
- Dedicate 10 minutes to caring for your physical body.

3. Prep for Week 3 (5 min)

- Write one mission for Week 3 (e.g., master consultations or post 3 pieces of leadership content).

Check-In / Affirmation

Check-In / Affirmation:

- Affirm: "I honor my hard work, my excellence is sustained by rest, and I am ready to lead."
- Share: Post your intentional reward & your Week 3 Mission.

Outcomes for Day 14

Outcomes for Day 14:

- You've solidified your systems and boundaries from Week 2.
- You've protected your mental & physical well-being from burnout.
- You have one clear mission guiding your actions for Week 3.



Day 15: The Luxury Environment Audit

Hey Pros, today let's address the silent seller that clients pay attention to before you ever say a word: your environment. Your surroundings are your first non-verbal price quote. If your workspace or digital presence feels chaotic, cluttered, or inconsistent, you are compromising your high fee. Today is dedicated to a meticulous Luxury Environment Audit. Your mission is to align your physical and digital world with your elevated price tag. Let's curate the environment that confirms you are the non-negotiable standard.

Daily Tasks (20–30 min total):

1. The “Five Star” Physical Audit (10–15 min)

- Remove the Clutter: Identify the one area of visual clutter that detracts most from a luxurious experience. Remove or organize it immediately.
- The Intentional Upgrade: Add one small item today that instantly elevates the experience (hand soap, green plant, quality coasters, curated book).

2. The Sensory Vibe Check (10 min)

Luxury engages all five senses:

- The Music Vibe: Commit to a curated playlist aligned with your brand vibe.
- The Signature Scent: Choose a subtle, high-quality room spray or diffuser oil that evokes calm and quality.

3. Personal Energy Reset (Optional, 5 min)

Match the internal to the external:

- Posture & Presence: Before your first client, embody the confidence of a CEO and maintain that posture throughout your day.

Check-In / Affirmation:

- Affirm: “My environment is a reflection of my high standards, and my space commands premium respect.”

- Share: Post the one item of clutter you eliminated and the new item of luxury you added.

Outcome for Day 15:

- You've visibly eliminated distractions and clutter that diminish client perception.
- You've implemented sensory upgrades that align with your premium pricing.
- Your service space is now a curated environment that supports your mastery.



DAY 16: BUILDING INFLUENCE & LEADING THE INDUSTRY

Welcome to Day 16!

You're stepping into true industry leadership. Today shifts your focus from internal systems to external authority — positioning you as the go-to expert clients trust and competitors respect.

Daily Tasks (20–30 min total):

1. The Thought Leadership Post (10–15 min)

Stop worrying about trends and start creating expert-driven content.

- Choose an industry myth, trend, or misconception related to hair loss, medical wigs, or wig installation.
- Write a short opinion post or video script offering your elevated expert solution.
- Example: “Myth: You can fix traction alopecia with a quick weave. Reality: Here’s the medically safe alternative...”

2. Network Up (10 min)

Identify one admired industry leader, educator, or brand owner.

- Leave a thoughtful, high-value comment on their latest post.
- Share genuine insight — not emojis, not “love this,” but meaningful engagement.

3. Energy of Leadership (Optional, 5 min)

Leadership is an energy.

- Play your “power song” before posting or networking.
- Step into the version of you who leads the industry with confidence.

Check-in / Affirmation:

- Affirm: “I am a leader in my industry. My expertise is respected, and my voice is valuable.”
- Share: Tell your accountability partner the topic of today’s thought leadership post.

Outcome for Day 16:

- You’ve publicly positioned yourself as a thought leader in the wig + hair loss industry.
- You’ve strengthened your proximity to high-level peers.
- You’ve stepped into the identity of an educator, expert, and industry authority.



DAY 17: MASTERING THE ELEVATED CONSULTATION

Daily Tasks (20–30 min total):

1. The High-Level Question List (10–15 min)

Stop asking generic questions and start asking high-level questions that uncover lifestyle, psychology, and value alignment.

- Design Your 3: Write down three intentional, high-level questions you will ask every client starting today.
- Example: “When your hair is not styled, what does your ideal daily routine look like?”

2. Energy of Clarity (Optional, 5 min)

Clarity is your secret weapon. Visualize yourself performing the perfect elevated consultation with confidence.

Check-in/Affirmation:

- Affirm: “I am a high-level consultant; I ask intentional questions, and I prescribe excellence.”
- Share: Send your favorite new high-level question to your accountability partner.

Outcome for Day 17:

- You've transformed your consultations into a structured, high-value process that builds trust and justifies your premium pricing.

- You are uncovering deeper client pain points that connect directly to your Signature Service.
- You are reinforcing your authority as the expert—not just the hands performing the service.