

Business DNA

Give your Clone the business context it needs — your team, your goals, your salon's priorities and standards.

4 Step 4 of 5 — Business DNA

Your Business

The foundation your Clone needs to think and advise like you.

BUSINESS IDENTITY

Salon Details

BUSINESS NAME

LOCATION(S)

YEARS IN BUSINESS

THE BUSINESS IN ONE LINE

What You Do

YOUR IDEAL CLIENT

Your Team

The key people and what they own.

KEY PEOPLE & ROLES

NAME

ROLE

KEY RESPONSIBILITY

Goals & Values

What you're driving towards and what you stand for.

BUSINESS GOALS — NEXT 90 DAYS

1

2

3

BUSINESS VALUES

What You Stand For

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NON-NEGOTIABLE STANDARDS

Priorities & Challenges

What matters most right now.

CURRENT PRIORITIES

What Matters Most Right Now

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-
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BIGGEST CHALLENGES

What's Slowing You Down

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Next step: Once complete, save as a markdown (.md) file and upload to your Clone Project alongside your Personal DNA and Writing Voice.