



**CONNECTING THE  
TRI-STATE COMMUNITY WITH  
TRUSTED BEAUTY PROFESSIONALS  
INDIANA — KENTUCKY — ILLINOIS**

Founding Edition

# WELCOME TO TRI-STATE BEAUTY HUB

After nearly 20 years in the beauty industry, **I've seen first hand how talented professionals struggle** to get seen, attract clients, and grow a stable fulfilling career.

At the same time, clients are searching for trusted, local providers — but don't always know where to look.

Tri-State Beauty Hub was created to bridge that gap.

A place where beauty professionals can gain visibility, build credibility, and grow... while helping the community easily find the services they need.

*Donna Curry*



**GET SEEN.  
GET CLIENTS.  
GROW BUSINESS.**



Think *Zillow* for finding local  
**BEAUTY SERVICES & PROVIDERS**



**For The  
Community:**

- Find trusted local beauty professionals
- Search by service or location
- Discover new providers with ease

**For Beauty  
Professionals:**

- Get seen by local clients
- Build credibility & trust
- Grow your clientele & business
- Be a part of a supportive local community

# THE ONLINE DIRECTORY

[www.tristatebeautyhub.com](http://www.tristatebeautyhub.com)



Searchable by category + location



Designed for the Tri-State (IN,KY,IL)



FREE for the community to use



Built to help beauty professionals  
get seen and booked

**HAIR • SKIN • NAILS • BARBER  
MASSAGE • SPRAY TAN  
MAKE UP • MED SPA**

Visibility options available for  
professionals who want to  
stand out & grow faster



# FOUNDING MEMBER

Be a part of the first 100  
beauty professionals to join the  
Tri-State Beauty Hub.

## FOUNDING MEMBER OPPORTUNITY

As a Founding Member, you'll receive:

- Early Visibility on the platforms
- Special founding price
- Locked in Founding price
- Recognition on social media and in the quarterly magazine
- Priority placement opportunities

This is your chance to grow along side  
The Hub from the very beginning!

[www.tristatebeautyhub.com](http://www.tristatebeautyhub.com)

*Limited to the first 100 professionals*

# VISIBILITY TIERS

## How Visible Do You Want to Be?

*Get Seen. Get Booked. Grow — your way.*

Clients are already searching.

The question is... are they finding you?

### Choose Your Visibility Level

Your growth depends on how visible you are.

#### STARTER

(FREE)

Get Listed.

Get Found.

- ✓ Digital Welcome Kit
- ✓ Business Name + Category + Location
- ✓ Short Bio
- ✓ Search Visibility
- ✓ Category Placement

Perfect for getting started

#### GROWTH

##### ★ MOST POPULAR

Get Seen More.

Get Booked Faster.

- ✓ Everything in Starter
- ✓ Full Bio
- ✓ Up to 10 Photos
- ✓ Website + Booking Link
- ✓ Social Links
- ✓ Map Listing
- ✓ Quarterly Report
- ✓ Email Link
- ✓ Manage your listing anytime
- ★ Rotating Featured Placement
- ★ Priority Search Ranking
- ★ Social Feature Opportunities
- ★ Discounted access to promotions, features & magazine
- ★ Reviews & Ratings

🔥 *Best value for solo pros & small teams*

#### PREMIUM

Maximum Exposure.

Maximum Growth.

- ✓ Everything in Growth
- ✓ Up to 20 Photos
- ✓ **Top Placement in Category**
- ✓ **Priority Homepage Exposure**
- ✓ Magazine /Blog Feature
- ✓ Social Media Shoutout
- ✓ Employees (up to 5)
- ✓ Advanced Insights & Analytics
- ★ One print magazine
- ★ Reviews & Ratings
- ★ Discount on Merch Store

🚀 *For serious growth*

**Your future clients are already searching.  
The only question is.. will they find you?**

# QUARTERLY MAGAZINE

Featuring local beauty professionals, industry insights, and community highlights.

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## THE HUB BLOG

Ongoing content to educate, support, and increase visibility for beauty professionals while helping the community stay informed.

### **TYPES OF FEATURES AVAILABLE:**

- Professional spotlights
- Business features
- Educational articles
- Industry insights
- Expert interviews
- Q&A features
- Service highlights
- New Business/New Graduate features

### **WHAT THIS MEANS FOR YOU:**

- Build credibility as a local expert
- Increase your visibility in the community.
- Get in front of new potential clients
- Strengthen your brand & online presence

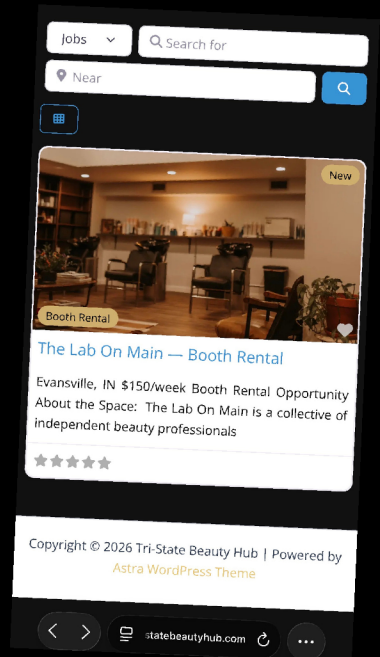
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# JOB BOARD + EDUCATION

**A centralized hub connecting beauty professionals with opportunities to grow.**

- Explore job/career opportunities
- Connect with salons & businesses seeking beauty professionals
- Discover local trainings, classes, and continued education.
- Educators & trainers can share & promote their offerings.

**ELEVATE  
YOUR  
BEAUTY  
CAREER**



# RESOURCES

Designed to support beauty pros at every stage of their career.

Whether you are just starting out or preparing for your next chapter after a long career, the Tri-State Beauty Hub wants to provide simple, actionable resources to help you grow with confidence.

- Digital Checklists
- Business Start Up Guide
- Business & Pricing Guide
- Mini Trainings
- Client experience & retention tools
- Growth & Visibility strategies

Created to be simple, practical, and easy to implement — so you can take action quickly & keep moving forward.

# VISITING THE TRI-STATE PAGE

Out of town clients are actively looking for beauty services — often last minute.

## Tri-State Beauty Hub helps them find you.

Every week, visitors travel to the area for events, work, weddings, concerts, sporting events, visiting family, and weekend getaways.

### And many are searching for:

- Last minute appointments
- Same day availability
- Walk-In ready services
- Couples Services
- Travel/On-Site Services
- Spray Tans
- Make-Up Services
- Hair & Barber Services



When you're listed on The Hub, you're not just visible to locals — you're discoverable to visitors ready to book!

Be where people are already searching.

# THIS IS JUST THE BEGINNING...

What is coming in the future

- Professional Events/Networking
- Community Events
- Expanding the Tri-State area
- Merchandise & Branding

# BEAUTY CONNECTS US ALL



Follow Tri-State Beauty Hub  
on Social Media

@tristatebeautyhub



**GET SEEN.  
GET BOOKED.  
GROW.**



**JOIN THE INSIDER LIST  
TO CLAIM YOUR FREE  
STARTER LISTING  
BEFORE THE  
DIRECTORY LAUNCHES**

Be a part of a growing community built to connect,  
support, and elevate the local beauty industry

**MEMBERSHIP  
FAQ**

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