

# Mane Attraction: Lather, Rinse, Revenue |

## Lesson Plan

What does it take to turn a passion into a luxury business?

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Students will learn that turning a personal passion into a successful business requires planning, adaptability, customer focus, and financial discipline. Through the real-world story of Lauren Osborne, students will explore how these skills apply in entrepreneurship.

### Learning Objectives:

- Define the key terms: business plan, recurring revenue, P&L sheet, luxury service, and customer satisfaction.
- Analyze how entrepreneurs match passion with planning to launch and grow a business.
- Evaluate the role of customer experience and satisfaction in creating brand loyalty.
- Examine how tracking profit and loss supports smart financial decisions and long-term growth.
- Describe how recurring revenue and subleasing can stabilize income for small businesses.

### Key Vocabulary:

- **Business Plan:** A written guide that outlines a company's goals, strategies, and how it will make money.
- **P&L Sheet (Profit & Loss Sheet):** A financial document that tracks how much money a business earns and spends.
- **Luxury Service:** A premium experience with special touches that make customers feel valued and willing to pay more.
- **Recurring Revenue:** Steady income that comes in regularly, like renting out salon chairs each week.
- **Customer Satisfaction:** How happy customers are with a product or service, which affects whether they return or recommend the business.

**Educational Standards:** CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

**Academic Subjects:** Entrepreneurship, American Values, Small Business

### What You'll Need

- Video: *The Hustle: Mane Attraction - Lather, Rinse, Revenue* (Watch [Here](#))
- Worksheet: *The Hustle: Mane Attraction - Lather, Rinse, Revenue* (Click [Here](#))

### Lesson Plan (45 mins.)

Scan to watch episode:



Warm-Up: (15 mins.)

1. Begin by introducing the concept of **luxury services**. Explain that some businesses charge more not just for *what* they offer, but for *how* they offer it. These businesses focus on delivering an exclusive, elevated experience that makes customers feel special.
2. Ask students to give you a list of luxury services and write them on the board (e.g., personal trainers, spas, limo services, interior design, VIP/backstage concert services, etc.).
3. Discuss the different businesses that students came up with. Guide them into thinking about what makes these businesses different from regular services, and why customers are willing to pay more for them.
4. Pose the following questions to the class:
  - If you were a business owner, what would it take to deliver services in a professional, comfortable, and elegant atmosphere?
  - How would you design your business to keep customers coming back again and again?
5. Present the following real-world business scenario to the students: You and a friend sell homemade iced coffee from a small cart outside your school. People love it because it's cheap and tastes good. Now, you're thinking about starting your own cafe. But you want to elevate the experience to include premium coffee as well as a comfortable atmosphere to hang out with friends. Ask students to share ideas about how to make this coffee shop a luxury service:
  - What would you do to create a luxury ambiance or atmosphere? What kind of decorations or special products could set you apart?
  - What kind of expenses would you need to take on to create that kind of space?
  - Where would you source premium coffee from, and what kind of research would that entail?
  - How could you keep the service consistent so that every customer feels special?
6. Write the following key vocabulary terms on the board. As you introduce each one, connect it back to the coffee shop business scenario they just discussed.
  - **Business Plan:** A written guide that outlines a company's goals, strategies, and how it will make money.
    - *Coffee Shop Example:* Before you open your cafe, you'd write a business plan showing how much start-up money you need, who your target customers are, and how you'll make a profit from coffee and seating.
  - **P&L Sheet (Profit & Loss Sheet):** A financial document that tracks how much money a business earns and spends.
    - *Coffee Shop Example:* Each month, you'd use a P&L sheet to compare the amount you earned from coffee sales to the amount you spent on supplies, rent, and wages to see if you're actually making money.
  - **Luxury Service:** A premium experience with special touches that make customers feel valued and willing to pay more.

- *Coffee Shop Example:* Plush seating, art, relaxing music, free Wi-Fi, or even cats (in Japan, “cat cafes” are a real thing...) all turn a regular coffee trip into a luxury experience people are willing to pay more for.
  - **Recurring Revenue:** Steady income that comes in regularly, like renting out salon chairs each week.
    - *Coffee Shop Example:* You start a subscription club where members pay monthly for one premium drink a day. Whether they show up or not, you get predictable income.
  - **Customer Satisfaction:** How happy customers are with a product or service, which affects whether they return or recommend the business.
    - *Coffee Shop Example:* If your coffee tastes great, your staff are friendly, and the space feels inviting, satisfied customers are more likely to become regulars and tell their friends.
7. Distribute the *Mane Attraction - Lather, Rinse, Revenue Worksheet*, and review the instructions as a class. Instruct the students to complete the **Venture Vocab** section as they watch the video.
  8. Watch the video.

Work-Out: (20 mins.)

1. After the video, lead a structured debrief discussion to help students reflect on the challenges and strategies Lauren used to grow her salon business. Ask the following questions to guide student thinking and support vocabulary application:
  - **Lauren’s Business Plan and P&L Sheet:** What did Lauren do to prepare to open her business? How does she use her P&L sheet to make smart decisions?
  - **Luxury Service:** What makes Mane Attraction a luxury experience rather than just a regular salon? Why are customers willing to pay more for Lauren’s services?
  - **Recurring Revenue:** How does Lauren make money even when she’s not cutting hair? Why is recurring revenue important for her business?
  - **Customer Satisfaction:** What are some specific things Lauren does to make customers feel valued and keep them coming back? How does customer satisfaction help Lauren grow her business?
2. Give the students time to complete the worksheet either individually or in collaboration. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the **Startup Scenario** section of the worksheet as a class. Lead a brief discussion reviewing the Frost & Flour scenario. Ask students to share their examples.
2. Invite a few students or small groups to share their **Future CEO** paragraph ideas.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson’s content.

## **Cash Course Companions for these concepts:**

[Manage Your Financial Hygiene](#)

[Profits & Losses: The Hidden Signal](#)

[What Is a Budget?](#)

[Different Ways to Budget](#)

[Accounting Basics 101](#)

[Renting vs. Owning](#)

[Becoming a Business](#)

Suggested Use:

- Add 1-2 videos as optional homework or blended learning assignments.

## **Don't have time for the full lesson? Quick Activity (15 mins.)**

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.