A career change to cosmetology transforms into a new business venture

“It was great to have the consultant’s specific suggestions about expense calculations and finding the break-even point.”

Stacie Campbell has gone through a major career change became the owner of Hair Hub. After running a successful marketing firm for nearly a decade, she decided to retrain as a cosmetologist. Stacie worked at another salon for four months before deciding to open her own, and opened eight weeks later. “It was go big or go home,” Stacie said.

Although she had many years of experience running her own business, she went to the SBDC because she wanted to make sure she had a business plan that would prepare her to operate successfully and secure a new business loan. “The SBDC helped review my plan and made good suggestions about how to structure it – particularly the financials.”

Campbell got the loan and opened her salon in December of 2014. When asked how she accomplished the opening so quickly she said, “I was confident in my ability to be decisive and commit.”