

THE NEXT CHAIR

Helping Barber & Beauty Pros Build Beyond the Chair

VYC STUDIOS
STRATEGY. STRUCTURE. SCALE.

A program by Rene D. Glover, founder of VYC Studios LLC

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INTRODUCTION



Why This Matters

Each year, thousands of barber and beauty professionals graduate ready to cut, color, and style — but not ready to run a business.

They struggle with:

- Branding themselves professionally
- Attracting consistent clientele
- Using digital tools to grow income
- Feeling supported in their transition

The Next Chair was created to change that — giving industry pros tools, community, and content to build beyond the chair.

What Does It Mean to Build Beyond the Chair?

DEFINITION

THE NEXT CHAIR means:

- Owning your brand, not just your chair
- Building digital authority, not just referrals
- Creating income beyond booked appointments
- Planning for longevity and legacy

"Most beauty professionals graduate with zero digital presence and no plan to build one. We're here to change that."



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