TAKE THE ROOM.

You have to be seen to be considered.

SHANAI DOMINIQUE WILSON

SPEAKER • EDUCATOR • EXECUTIVE VISIBILITY STRATEGIST

STEP INSIDE >



WHAT ROOM ARE WE WALKING INTO?

Choose a path. Explore the work. Build an engagement that fits.

01 MEET SHANAI

The story + the credibility

02 FIND YOUR TOPIC

Signature talks + workshops

03 BEAUTY SCHOOL EDITION

Talent, trust + the client experience

04 EXPLORE SERVICES

Speaking, workshops + private strategy

05 MEDIA & CONNECTIONS

Bio, interview angles + video

06 BUILD YOUR BRIEF

Fill in your audience, goals + event

HOW TO USE THIS KIT / Tap the gold buttons and page navigation. Type in the pale fields and tick your selections in a PDF app that supports forms. Your brief stays in your copy until you choose to share it.



BEAUTY. BUSINESS. BOTH.

Shanai Dominique Wilson is the founder of Beauty Meets Strategy, an executive visibility strategist, speaker and educator. She helps accomplished women prepare their image, communication and client experience for the rooms they want to enter.

Her perspective draws on more than 20 years in the beauty industry, alongside experience in salon ownership, cosmetology education, executive support and service operations. She has owned SD Luxuri Salon and Beauty Bar, taught at The Elaine Sterling Institute, and developed training and preparation systems in hospitality and executive environments.

The work: make your value easier to recognize.
The goal: be prepared to deliver when it matters.

SEE THE EXPERIENCE >

LOOK THE PART.
BACK IT UP.

Presence becomes powerful when the experience matches the promise.

01

IMAGE

Present with intention.

02

COMMUNICATION

Make your value clear.

03

PREPARATION

Anticipate the moment.

04

EXPERIENCE

Make working with you matter.

05

VISIBILITY

Reach the right rooms.

06

REPUTATION

Give trust a reason to grow.

YOUR ROOM CHECK

Where does your audience need the biggest shift?

A GOOD TALK ENDS.
A GREAT ONE GETS USED.

Choose the conversation your audience needs to have.

READY FOR THE ROOM

Executive presence begins before you enter it.

Image, preparation and communication for a real professional opportunity.

TAKE IT WITH YOU

A clearer introduction, readiness checklist and purposeful follow-up.

SEEN & CONSIDERED

Your work cannot speak where you are absent.

Positioning, strategic visibility and relationship-building that make your value easier to understand.

TAKE IT WITH YOU

A visibility priority and a credible proof point.

FROM TALENT TO TRUSTED

Expertise starts it. Consistency earns it.

The communication, preparation and service habits that make someone easier to recommend.

TAKE IT WITH YOU

A standard for promises, expectations and follow-through.

30-45 minute keynotes • Conferences • Leadership events • Entrepreneur communities

LESS NODDING.
MORE DOING.

01

THE LOOK MUST MATCH THE LEVEL

Build an appearance and environment plan for the meeting, stage, camera or client experience.

YOU LEAVE WITH / A practical presence plan rooted in fit, comfort, function and identity.

02

PRESENCE UNDER PRESSURE

Rehearse introductions, articulate your contribution and work through a difficult professional conversation.

YOU LEAVE WITH / A concise introduction and a practiced response to a realistic scenario.

03

YOUR EXPERIENCE IS YOUR BRAND

Map the client journey from inquiry to follow-up. Find the friction and improve the experience.

YOU LEAVE WITH / One redesigned touchpoint and clearer expectations for follow-through.

60-90 minutes • Demonstration + rehearsal + reflection • In person or virtual

EVERYBODY LIKED IT. NOBODY BOOKED.

The beauty-school workshop that connects technical talent to the experience a client actually remembers.

01 **SHOW UP PREPARED**

A professional introduction, a useful portfolio and a presence plan.

02 **CONSULT WITH CLARITY**

Ask about goals, maintenance, time and budget. Confirm scope before service.

03 **MAKE THE NEXT STEP EASY**

Clear booking information, care guidance, rebooking and thoughtful follow-up.

TRY A WORKSHOP PROMPT

A client loves your work.
What happens next?

45-60 minute school session • Cosmetology + esthetics students + emerging pros
Takeaways: introduction, consultation questions, follow-up draft and seven-day plan.

THE EXPERIENCE IS REAL.

20+

YEARS IN BEAUTY

Six-chair salon owner. Licensed professional. Educator. Operator.

Owned SD Luxuri Salon and Beauty Bar, 2015-2026. Founder of Beauty Meets Strategy and DoorGlam. Former educator at The Elaine Sterling Institute. Georgia master cosmetology, cosmetology instructor and real estate licenses.

Developed a four-day staff onboarding framework in event operations and supported executive wardrobe, appearance and travel preparation.

SELECTED SPEAKING EXPERIENCE

Fight for Your Brand Virtual Summit • Listed speaker

Project We Care • Youth panels, 2016-2018

Kennesaw State Collegiate100 • Guest speaker

Public event references linked. Professional background from Shanai's career record.

THE WORK.
IN THE ROOM.



IN CONVERSATION / LIVE AUDIENCE

TRANSFORMING WOMEN ENTREPRENEURS

Speaker • March 8, 2018
At The Coca-Cola Company • Progressive Techniques

KENNESAW STATE COLLEGIATE100

Guest speaker • Women's Empowerment event

PROJECT WE CARE

Guest speaker / panelist • Three consecutive years, 2016-2018

FIGHT FOR YOUR BRAND

Virtual summit • Listed speaker

EXPLORE PRESS + AUTHORSHIP >

A STORY WORTH SHARING.

FEATURED / VOYAGEATL

Meet Trailblazer Shanai Dominique

An October 2018 profile of Shanai's journey as a salon owner, author, motivational speaker and founder of The Single Mommypreneur.

READ THE FEATURE >

AUTHOR / BEAUTY BUSINESS EDUCATION

5 Keys to Success in the Beauty Industry

Published author and audiobook narrator. Practical lessons drawn from her own beauty-business journey.

EXPLORE THE BOOK >

THE HIGH UP / SD Luxuri launch coverage • 2011 >

Beauty concierge services, entrepreneurship and a brand built through service.



SD LUXURI / THE BUSINESS BUILT

ONE BRAND.
MORE THAN ONE WAY IN.

SPEAKING

Keynotes, panels, fireside chats and conference sessions connected to your event's purpose.

WORKSHOPS

Interactive development for leaders, professional groups, client-facing teams and beauty schools.

PRIVATE VISIBILITY ASSESSMENT

A focused review of image, wardrobe, beauty, communication and preparation, with a personalized plan.

EXECUTIVE VISIBILITY & WARDROBE

Wardrobe Command Center and private strategy: outfit planning, beauty direction and event readiness.

Your audience, goals, format, preparation and travel shape the scope.

LET'S GIVE THEM SOMETHING TO TALK ABOUT.

INTERVIEW ANGLES

01 Why expertise can remain invisible.

02 What presence looks like before the meeting.

03 The gap between beautiful work and client trust.

04 What beauty graduates need beyond technical skill.



"This experience challenged me to think differently and brought up questions I didn't even realize I had"

Nahila Perez • Public attendee reflection, Kennesaw State Collegiate100

WATCH SHANAI >

READ THE BIO >

YOUR AUDIENCE.
YOUR MOMENT. YOUR BRIEF.

Start here. Use this page to shape the conversation with Shanai.

- [ ] Leaders
- [ ] Entrepreneurs
- [ ] Client-facing teams
- [ ] Beauty school / emerging pros

ORGANIZATION / CONTACT

DATE / LOCATION / VIRTUAL

TOPIC / FORMAT / DURATION

AUDIENCE SIZE / BUDGET RANGE

WHAT SHOULD PEOPLE DO DIFFERENTLY AFTERWARD?

Examples change with your audience: leadership visibility, entrepreneurial positioning, client service or salon-floor practice. Exercises can use pairs, private reflection or group discussion.

BOOKING DETAILS >

SEEN.
CONSIDERED.
READY.

Bring Beauty Meets Strategy into your next room.

BOOKING & MEDIA INQUIRIES

shanaidominique@gmail.com

shanaidominique.com

LET'S TALK >

LinkedIn / shanaidominique

