

Locs For Life University 2025 Curriculum Part 2
(Part 1 4 Hour & 3 week Course)

Locs for Life 6 Week Curriculum
Available: in person Decatur Ga or Online course

Curriculum Breakdown:
Week 1 Day 1. (4 Hours)
The Loc Business and Foundation of Locs

Hour	Focus	Description
1	Introduction to Locs	History, types of locs, hair textures, loc journeys
2	Hair & Scalp Health	Hair types, products to use/avoid, loc-friendly routines
3	Tools + Parting Systems	Comb coils, clips, product types, square vs diamond parting
4	Hands-On Practice	Parting mannequins using clips and gel (grid patterns)

week 1 Day 2 (4 Hours)

Hour	Focus	Description
1	Business Setup	LLC, EIN, bank accounts, pricing tiers

2	Finding Your Niche	Branding, what type of loctician you want to be
3	Creating a Service Menu	Starter locs, retwists, detox, add-ons
4	Branding Workshop	Students begin building their brand name, colors, and mission

Week 2 Starter Locs and Client Experience
Day 3 (4 Hours)

Hour	Focus	Description
1	Method Overview	Palm roll, two-strand twist, comb coils, crochet/instant locs
2	Product Knowledge	Gels, locking products, residue-free products
3	Hands-On: Starter Locs	Full starter method on mannequins or practice heads
4	Client Customization	Choosing the right method for different textures/scalp needs

week 2 Day 4 (4 Hours) Consultation and Booking

Hour	Focus	Description
1	Client Consultations	Questions to ask, assessing hair & goals
2	Booking Systems	GlossGenius, StyleSeat, Calendly walkthrough
3	Service Policies	Deposits, cancellation, no-show fees
4	Role-Play & Practice	Simulated client consultations with classmates

Week 3 Maintenance , Repairs and Ad ons.
Day 5 (4 Hours)

Hour	Focus	Description
1	Retwist Method	Palm roll, coil refresh, sectioning technique
2	Interlocking	Interlocking tools, technique on different textures
3	Hands-On Practice	Mannequin or live model retwist + interlock section

4	Time Efficiency Tips	How to speed up your process while staying neat
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Week 3 Day 6 repairs & ad ons (4 Hours)

Hour	Focus	Description
1	Loc Repair Basics	Reattaching, combining, thinning locs
2	Detoxing & Scalp Care	Apple cider rinse, clay detox, scalp tools
3	Add-On Income	Color, extensions, loc jewelry, upsells
4	Hands-On Practice	Repair simulations on mannequin or damaged loc demo locs

Week 4 : Loc Styling and Social Media Marketing
Day 7 (4 Hours)
Loc styling

Hour	Focus	Description
1	Style Theory	Styling tools, tension management, rubber band safety

2	Styling Demo	Buns, barrels, petals, mohawks
3	Hands-On Practice	Style a full head using 1–2 methods
4	Picture Time	Taking professional before/after pictures of styles
Week 4 Day 8 (4 Hours) Social media		

Hour	Focus	Description
1	Platforms Overview	Instagram, TikTok, YouTube, Google Business
2	Creating Reels/Content	Lighting, angles, editing basics
3	Posting with Purpose	Hashtags, captions, call-to-actions
4	Content Challenge	Students plan & film 1 real-time short tutorial or promo post

Week 5 : Branding, Retention and income growth
Day 9 (4 Hours)
Personal Brand

Hour	Focus	Description
1	Building a Brand	Name, logo, color palette, voice
2	Bio Writing & Highlights	Crafting IG bio, story highlights, pinned posts
3	Website & Booking Links	What to include (pricing, photos, policies)
4	Business Card + Flyer Workshop	Design mini marketing materials using Canva

Week 5 Day 10 (4 Hours)
Building recurring clients

Hour	Focus	Description
1	Client Journey	From inquiry to follow-up and rebooking
2	Scripts for Loyalty	Text templates, feedback requests, referral incentives
3	Loyalty & Promo Strategy	Rewards, upsells, special offers

4	Sales Psychology	Understanding value vs price, increasing average ticket size
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Week 6: Final Exams Business Plan
Day 11 (4 Hours)
Business Plan

Hour	Focus	Description
1	Income Planning	Mapping \$3K–\$10K months from chair or mobile
2	Multiple Income Streams	Retail, online classes, pop-up events
3	Passive Income Plans	Digital products, affiliate partnerships, brand deals
4	Final Prep	Review checklist for graduation + biz pitch structure

Week 6 Day 12 (4 Hours)

Hour	Focus	Description
1	Final Hands-On Practical	Starter install, retwist, or style on live model
2	Content Portfolio Presentation	Instagram grid + 1 reel-style video walkthrough

3	Business Pitch Presentations	3-minute mini pitch: brand, services, growth plan
4	Graduation Ceremony	Certificates, photo ops, group reflection & networking

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