

# POLISH *and* PROFITS

10-Step Checklist

SHAIWORLD.COM



## **1. Do what you enjoy**

Tap into yourself and find out what you enjoy doing

## **2. Do your research**

Before launching, do your research

## **3. Find a mentor**

Find someone whom inspires you and doesn't mind sharing their time with you

## **4. Network with like-minded people**

Iron sharpens Iron

## **5. Create a plan and set goals**

A plan without a goal nor a due date is a dream

## **6. Stick with it!**

Do not give up

## **7. Brand Yourself**

Your reputation Is everything. Make sure your brand is likeable

## **8. Have a support system**

Build a team. They will be your biggest cheerleaders

## **9. Pursue your Passion**

Go after what you desire and Love

## **10.. Execute**

Follow thru on your goals and deliver

# MEET SHAI

Beauty is an outlet for creativity. A concept, Shaiann Hogan understood from a young age. As a way to channel her individuality, Shaiann experimented in her mother's makeup and later filmed a makeup tutorial on her Itouch. Upon hearing the news, her mother wasn't too happy but it was at this moment, she saw passion and desire within her daughter. Qualities, that are known to make a person even greater. Her mother began nurturing Shaiann's passion while providing her with the tools needed to propel. Soon Shaiann, learned to create her own custom nail polish and believed she could build an empire on something she loved. Months later, Shai's World was born.

Shai's World is an indie nail polish brand founded by Shaiann Hogan, a fourteen year old from Los Angeles, CA. The business was launched in 2015 when Shaiann was only 10 years old. Shaiann wanted to create a fresh approach to the beauty industry by way of creating a vegan and cruelty free nail polish. Shai's World is free from 5 harmful chemicals to include formaldehyde, formaldehyde resins, toluene, dibutyl phthalate, and camphor without sacrificing quality or performance. With a wide range of shades to choose from, Shaiann not only enjoys beauty but also tumbling, shopping and listening to music. Despite her busy "business" life, Shaiann is grounded in her academics with a competitive cumulative GPA.

Since launching her business, Shaiann has appeared on "The Real" talk show, "Harry TV" Show and has been featured in Teen Boss Magazine. Her accolades include receiving the NAACP Women in Spotlight "Young Entrepreneur" of the Year award in 2016, Placing 2nd in the NFTE Urban League Biz Camp, and lastly receiving the "Her Eyes Matter" Black Business Women Rock 2017 award.

Shaiann is fueled with both goals and ambition. Though her future looks bright, she reminds us all to sparkle and shine, not only thru her nails but also to others whom she encounters with tenacity, courage and success.

**SHAIANN HOGAN • SHAISWORLD.COM**

