

2025 MEDIA KIT



DOMINIQUE AKINS

The Cultivating Cosmetology Coach

AUTHOR | SPEAKER | COACH

Empowering Beauty Professionals to Build Purposeful and Profitable Careers

www.cultivatingcosmetologycoach.com

MEET DOMINIQUE

AUTHOR | SPEAKER | COACH

Dominique Akins is more than a beauty industry expert—she's a visionary, educator, and business strategist committed to transforming the way cosmetologists build, grow, and thrive in their careers. As a licensed cosmetologist, **Master Cosmetology Instructor**, and **serial entrepreneur**, Dominique has made it her mission to bridge the gap between technical skill and business success, helping beauty professionals go from **passionate artists to profitable entrepreneurs**.

Her journey began with **Peaky's Beauty Parlor**, where she launched a salon and training center dedicated to teaching young girls the art of hair braiding. This passion for education led her to create **Peaky's Braid Academy**, offering free workshops at churches and community centers to equip youth with valuable skills. She believes that **\$20 worth of supplies can turn into \$200 in three hours—proof that the beauty industry can be a powerful vehicle for financial empowerment**.

Dominique expanded her impact by founding **Peaky's Cosmetology for the Culture**, a licensed beauty school designed to provide aspiring cosmetologists with the education and mentorship needed to thrive. She also owns **Crown Haven**, a salon specializing in braiding and natural hair, reinforcing her dedication to celebrating and uplifting beauty professionals of all backgrounds.

At the heart of Dominique's work is **The Cultivating Cosmetology Coach**, where she empowers both **aspiring and experienced cosmetologists** to step into their full potential. Through her **signature coaching programs, speaking engagements, and business development resources**, she helps beauty professionals **launch successful businesses, attract loyal clients, and rediscover their passion for the industry**.

Whether guiding a new stylist through their first client booking or helping a seasoned professional overcome burnout and reconnect with their "why," Dominique is a **leader, mentor, and advocate for beauty professionals looking to create lasting success**.

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Working with Miss Dominique has completely changed my mindset about my business. Before, I just wanted to do nails. But through her guidance, I have learned to set goals and believe in my worth as a beauty professional. She ours into you and challenges you. One of the things she says I would have never thought about on my own! What she has been teaching me is the next level. - Coraima Sweet

SPEAKING TOPICS



"From Passion to Profession: Building a Thriving Career in Cosmetology"

This talk inspires aspiring cosmetologists to transform their passion for beauty into a fulfilling and profitable career. Dominique shares actionable steps for navigating cosmetology school, gaining industry experience, and setting the foundation for long-term success.



"Beauty Beyond the Chair: Exploring New Revenue Streams in the Cosmetology Industry"

Expand your horizons! Dominique explores ways to grow income outside of traditional salon services, such as launching a product line, teaching workshops, or creating digital content. She helps beauty professionals diversify and build generational wealth.



"Cultivating Confidence: Building Your Personal Brand in the Beauty Industry"

Confidence is key! Dominique empowers beauty professionals to establish a personal brand that resonates with their target audience. Learn how to use authenticity, storytelling, and unique positioning to dominate the market.



"The Business of Beauty: Turning Your Skills into a Sustainable Brand"

Dive deep into the entrepreneurial side of cosmetology. Dominique teaches beauty professionals how to create a profitable business by mastering client retention, branding, social media marketing, and financial management.



"The School of Success: How to Excel in Cosmetology School and Beyond"

This motivational talk equips students with the tools to excel in cosmetology school, stand out during their training, and prepare for the challenges of entering the workforce. Dominique emphasizes mindset, time management, and building a strong professional network.

FOR BOOKINGS:

Speaker Fees Range from \$500-\$1,500

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