

3 DAY MASTERCLASS

Hosted by CRISP
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'The Framework'



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The Framework is a 3-day mastermind for barbers ready to refine their craft, build their personal brand, and create a career with purpose.

Look & Learn | Hands-On | Mastermind

OLD PORT OF MONTREAL

OVERVIEW

'The Framework' is a 3-day immersive mastermind experience designed for barbers who want more than just better haircuts.

This program combines:

- Technical precision
- Business structure
- Client acquisition systems
- Personal brand development
- Hands-on cutting every day

The goal is simple, To help barbers move:

- from busy to intentional —
- from skilled to structured —
- from cutting hair to building a career.

WHO THIS IS FOR

'The Framework' is built for barbers who:

- Feel stuck at a plateau
- Are booked but unclear on their next level
- Want to refine their craft with structure
- Want to build long-term leverage beyond the chair
- Care about longevity, not hype

This class is open to all experience levels — from newer barbers to those with 10+ years behind the chair — as long as they are open-minded and serious about growth.

This is not for spectators.
It is for participants.

COURSE OBJECTIVES

By the end of the 3 days, students will:

- Understand why they feel stuck and how to break through
- Understand how clients actually choose barbers
- Learn systems for client acquisition and retention
- Develop clearer consultation and trust-building skills
- Master structured cutting foundations
- Refine execution of modern shapes
- Understand personal brand positioning
- Gain clarity on long-term career direction
- Leave with tools they can apply immediately in their shop

This experience is designed to create clarity, not overwhelm.

PROGRAM BREAKDOWN (1)

DAY 1

MINDSET, MARKETING & TECHNICAL FOUNDATIONS

Morning: Mindset & Career Strategy

- Barber vs Career Builder mentality
- Survival mode vs intentional growth
- Perceived value vs actual skill
- How clients actually choose barbers
- Trust-building systems
- Client acquisition frameworks
- Referral systems
- Retention & loyalty strategies

Afternoon: Theory & Precision Structure

- Fundamentals: Line, Graduation, Layers
- Understanding structure before creativity
- Precision shape building
- Merging shapes intentionally
- Long Layered Brushback — Look & Learn
- Hands-On Application
- Live Feedback & refinement

Every student applies technique directly after theory.

DAY 2

ADVANCED TECHNIQUE & INDUSTRY MASTERMIND

Technical Focus

- Mod Cut — Look & Learn + Hands-On
- Blowout Taper — Look & Learn + Hands-On
- Structure, control, repeatability
- Salon efficiency
- Styling refinement

Group Mastermind Discussion

Open conversation on:

- Career struggles
- Burnout & motivation
- Systems & scalability
- Growth paths beyond the chair
- The future of the barbering industry

This discussion is guided but organic.
Vulnerability and honesty are encouraged.

PROGRAM BREAKDOWN (2)

DAY 3

PERSONAL BRAND, POSITIONING & LIVE APPLICATION

Personal Brand & Identity Masterclass

- How the industry has evolved
- What personal brand truly means
- Why visibility matters
- The problem of silence
- Positioning authentically
- Content creation fundamentals
- Building confidence in your work & pricing
- Finding your pillars & voice

Live Model Work

- Salon-friendly precision cutting
- Live model hands-on application
- Styling & finishing
- Real-time correction & coaching

Photoshoot & Content Creation

- Creating portfolio content
- Understanding how to present your work
- Applying brand positioning immediately

Closing Mastermind Dinner

- Final reflections
- Future commitments
- Community building



WHAT MAKES THE FRAMEWORK DIFFERENT

This is not a trend-based haircut class.

It is built around:

- Structure over hype
- Systems over chaos
- Clarity over complexity
- Longevity over quick wins

Small group format ensures:

- Direct feedback
- Real conversations
- Personalized guidance

Every day includes hands-on application. Every concept is grounded in real-world shop experience.

FORMAT DETAILS

- Duration:** 3 Full Days
- Time:** 9:00 AM – 5:00 PM
- Location:** 28 St Paul E
- Limited to 15 Participants**
- Hands-On Every Day**
- Live Models Included**

INVESTMENT

Price: \$1850 CAD + TAXES

Includes:

- 3 full days of education
- Hands-on training
- Workbook & structured materials
- Live model experience
- Professional photoshoot session
- Final mastermind dinner
- Certificate of completion

THE TRANSFORMATION

Before 'The Framework':

- Busy but unclear
- Skilled but inconsistent
- Working hard without structure

After 'The Framework':

- Clear direction
- Stronger client trust
- Structured cutting foundation
- Confident positioning
- Systems that compound

REGISTRATION

Spots are limited.

Registration link is available via @crispmtl (Instagram Bio Link) and our website (crispmtl.com).
Secure your seat early to ensure participation.