

NICOLE WALTERS

**1K1DAY**

# How \$1K1Day Helped Hair of Nature Get Shelf-Ready for Growth

CASE STUDY



“I feel like I am right where I’m supposed to be, and all that I learned from \$1K1Day helped me meet my Black Friday goal!”



**Danyelle Templeton,**  
Founder, Hair of Nature



# The Client

Hair Of Nature



**INDUSTRY**  
Haircare



**LOCATION**  
USA (Global)

## 315%

sales increase during  
Black Friday promo

## 60%

increase in overall  
monthly sales

## 48%

increase in web  
visitors reaching  
checkout

Danyelle Templeton began losing her hair during a high-risk pregnancy. Since she could not use the traditionally prescribed steroids, she instead developed her own natural products to restore her hair. A few months later, when her infant daughter suffered from thinning hair, Danyelle created a soothing, therapeutic hair butter gentle enough for a baby. Friends began using the products, and Hair of Nature was born.

## The Challenge

Transforming a hobby into a steady business

Between her busy life as a flight attendant and single mom, Danyelle slowly began to build Hair of Nature into a side-business. She created a website and labeling but was making inconsistent revenue — not enough to live on.

When her daughter's caretaker began preparing to move to another city, Danyelle knew she had to act. She would no longer receive free childcare, and could not afford to pay while she was away for work.

Danyelle decided it was finally time to invest in her business — and herself. After years of treating her business like a hobby, she was ready to learn how to build a solid foundation for her future, increase her confidence, and grow her revenue so she could quit her flight attendant's job and stay home with her daughter.

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“I never looked at my business as a business. It was just a hobby. I wanted to get disciplined, learn new tricks and tools on how to properly launch and place a product, and how to reach people.”

## The Solution

### A step-by-step program to build a business

Danyelle joined \$1K1Day to start professionalizing her business. Through the step-by-step program and the support of fellow \$1K1Day entrepreneurs, she began to think differently about her products and customers.

\$1K1Day taught Danyelle how to let go of her own preconceptions and start viewing her products as a customer would. She learned how to prioritize investments in her brand, including a more user-friendly website, a new logo, refreshed packaging, and a more concerted marketing effort. As she began to take action, even small adjustments made a big difference.

\$1K1Day walked Danyelle through exercises to explore who her brand was actually for, leading her to shift her focus from natural hair care for African Americans to plant-based, “healthy hair care” that suits all hair types and ethnic backgrounds.

\$1K1Day also helped Danyelle identify additional income streams to expand her business — and revenue. For example, she added a line of combs that instantly sold out.

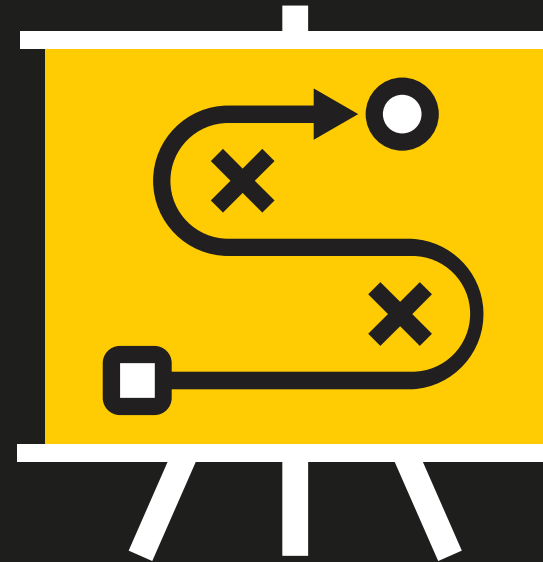
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“It took a couple of days until the pieces started connecting. But the small adjustments made a big difference in how I talk to my customers and how I present my products. I’ve invested in my brand and my brain.”

# The Result

## A new focus leads to increased sales

Danyelle funneled her \$1K1Day lessons into a major Black Friday promotion that saw sales increase by 315% in a single month. Sales now average 60% higher than before she found \$1K1Day, and 48% more web visitors make it to checkout — proving that Danyelle is better targeting her customers.



In fact, Hair of Nature has become a global brand, with a growing following in India, the United Kingdom, Canada, and Australia. Hair of Nature even sells wholesale to an Indian partner to serve an especially lucrative market with few other plant-based products.

But most importantly, \$1K1Day taught Danyelle how to see her products as her customers do. She invested in rebranding, new packaging, and better photography, while also creating a new line geared towards hair professionals. Today, Hair of Nature is shelf-ready for retailers as demand continues to grow.

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“I keep going back to \$1K1Day because I know its value. I learned how to reach and who I need to reach versus trying to be everything for everybody. Now I know who I need to market my product to. My new appearance has brought value and trust to my brand — and it’s a win because it is (now) shelf-ready!”

# **Get a step-by-step, actionable plan to make your business thrive.**

Learn how to build your business from the ground up with the support of \$1K1Day.

**Get started →**