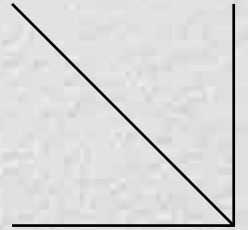




RACHEL HYMAN ACADEMY

future of wig design



THE RACHEL HYMAN ACADEMY
COURSE SYLLABUS

2021

This course will give you a thorough education in the foundations of sheital styling, plus the tools and confidence to start your own business.



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The Rachel Hyman Academy

Thank you for your interest in the Rachel Hyman Academy – the very first school for sheitel machers in Beit Shemesh!

We're sure you're excited about this opportunity to learn the field of wig styling and receive the in-depth training you need to launch your very own sheitel business. We also know that you have lots of questions! Here's all the important information about our upcoming Foundations Course.



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WHAT IS THE RACHEL HYMAN ACADEMY?

A school for aspiring sheitel machers to learn the A-Z of wig styling, from the foundations up. We are currently offering an intensive, year-long foundational course, where you will attain all the skills you need to become a professional sheitel macher while also learning the conceptual underpinnings of the trade - **so that you'll graduate with the knowledge and confidence to start your own business, or to grow the business you already have.**

WHY ARE YOU OPENING THIS ACADEMY?

At the beginning of my career, I was, unfortunately, not given proper training in how to care for wigs – and I learned the hard way how much of a difference getting real, clear foundational instruction early on makes. This is why I'm thrilled to be creating the type of school I wish I'd had then – a school that combines clear and comprehensive instruction with hands-on experience, so that the graduating students will have all the tools and confidence they need to go straight to work.

There's only one other school like this in all of Israel – and it's in Yerushalayim and double the price! I get phone calls all the time from young women who want to learn wig styling. I'm so excited to finally be able to offer these women a local and more affordable option for high-level sheitel training.

WHO IS RACHEL HYMAN?

I'm a sheitel macher with 22 years' experience who has been trained by some of the most respected names in the field, including long-term mentoring and instruction from Devorah Leah Adler, from whom I've earned over 10 master's degrees. I've also trained by Yaffa Wigs, Avi M., Toni&Guy, and Montibello.

In addition to running my own successful sheitel business, I've been teaching students for the past ten years, and have had the privilege to see many of my students go on to build flourishing businesses of their own. Here's what one of my students has to say about the training she received from me:

"I had a dream of becoming a wig stylist, but absolutely no knowledge of the field. After training by Rachel Hyman for 7 months, I felt like I had the fundamental skills and confidence to start working for myself. I can't recommend her highly enough!"

- Rachel Levitan

WHEN AND WHERE WILL THE PROGRAM TAKE PLACE?

The course will open on **Rosh Chodesh Cheshvan (Oct. 7)** and will run throughout the year, until after Shavuot.

There will be three weekly meetings: Mon, Tues and Wed 10:30 – 2:00

(Days and times are subject to change)

Two meetings a week will be instructional, while the third will be a hands-on internship where the students will have the opportunity to observe and work alongside me with actual clients.

The program will be based in RBS-A.

How do I know if I'm a good candidate for this program?

A good candidate for this program is someone who is motivated, willing to work hard, and serious about a career as a sheitel maker. No prior knowledge of sheitels or hair care is necessary! I will teach you all of the techniques and skills you need to know.

Please note that this program will be run in a Bais Yaakov environment, and appropriately modest dress is required.



HOW MUCH DOES IT COST?

Tuition for the entire year-long college-level course, including an internship and ongoing coaching and business-building help is 40,500 NIS.

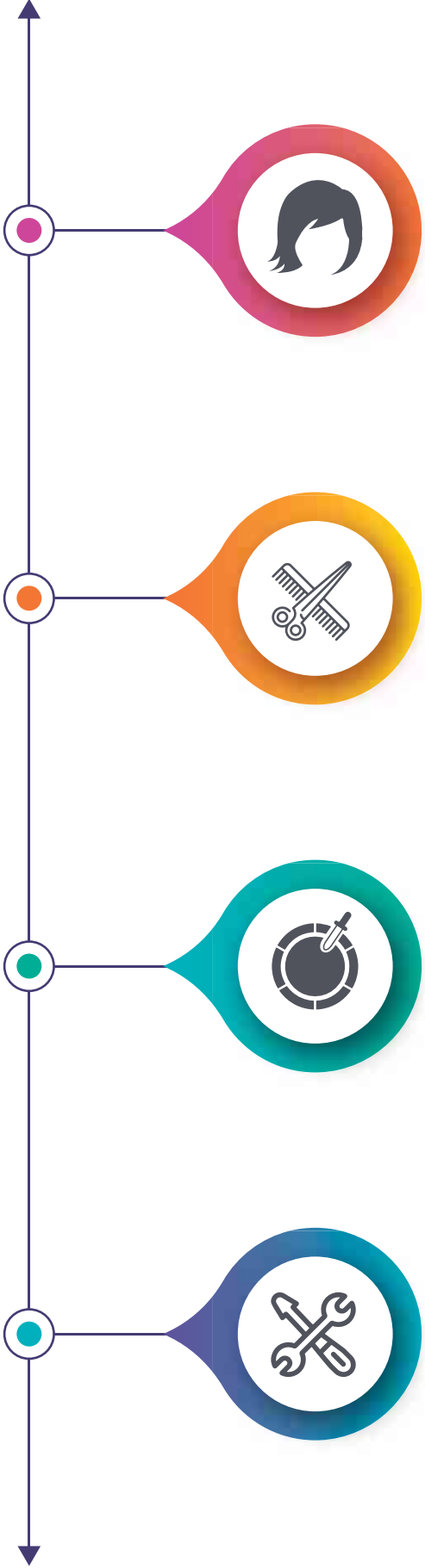
Register soon and get a discount of 13,000 NIS!

Special discount for the first 8 women to register: Only 27,500 NIS!

Can be paid in 9 monthly installments.

WHAT WILL I BE LEARNING?

The comprehensive syllabus includes all of the fundamentals of sheitel care. You will learn the following:

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- Reference points of the shape of the head
 - Partings
 - Washing
 - Blow-drying
 - Wet set
 - Curling with blow dryer
 - Curling with the curling iron
 - Wet set finishing

WHAT GOES INTO CUTTING:

Understanding elevation, finger angle, and over direction

- Cut 1: A one-length cut - Natural fall to over directed, 0° elevation in the comb, texturizing
- Cut 2 - 45 degrees forward graduation, texturizing
- Cut 3 - 45 degrees in elevation, texturizing
- Cut 4 - 90 degrees over directed, texturizing
- Cut 5 - bangs, side bangs 0, 45, 90-degree elevation, texturizing

Precision cutting

- Cut 1 - A box Bob natural fall 0 degrees in the comb, texturizing
- Cut 2 - A graduated Bob T to the parting 45-degree elevation, texturizing

Colors

- What goes into understanding color and the color wheel
- Dyes
- Highlights
- Rooting
- Chemistry, understanding lightening hair
- Highlights
- Weaving
- Balayage

Repairs

- Repairs, understanding how a wig is made
- Making the cap smaller
- Making the cap bigger
- Adding wefts
- Taking out wefts
- Sewing combs and clips

And there's more! ↷

You will receive hands-on training with actual clients throughout the year.

Client Management Training

Aside from the technical training, I will also provide my students with invaluable training on how to run a business and work with clients, such as how to consult effectively with clients and how to discover your client's goals.

Continuous Coaching Even After Graduation

In addition, I will always be there for my students even after they graduate, to coach them as they start their own businesses.



And, finally, coffee!

Lots and lots of coffee. Because what's a super-intensive, super-fun class without unlimited supplies of caffeine?



WILL YOUR ACADEMY BE OFFERING ANY OTHER COURSES?

Yes! For graduates of my Foundational Course (or for women who are already working in the field and want to advance their knowledge), I will in the future be offering an Advanced Course as well, covering topics such as: Advanced cuts and styles, Texturizing techniques, Blow drying and curling techniques, Baby hairs and more.

HOW DO I APPLY?

The registration process is as follows:

1. Fill out and send in the attached registration form.
2. You will receive a phone call to schedule an interview.
3. Following your interview, you will receive an answer within a day whether or not you are accepted.

IMPORTANT DATES

Registration opens: Tuesday, 14 Sivan (May 25)

Registration closes: Friday, 7 Av (July 16)

Course opens: Rosh Chodesh Cheshvan (Oct 7th)

**For any additional questions,
please don't hesitate to call!**

053-414-6338

I can't wait to help you launch your new career!