



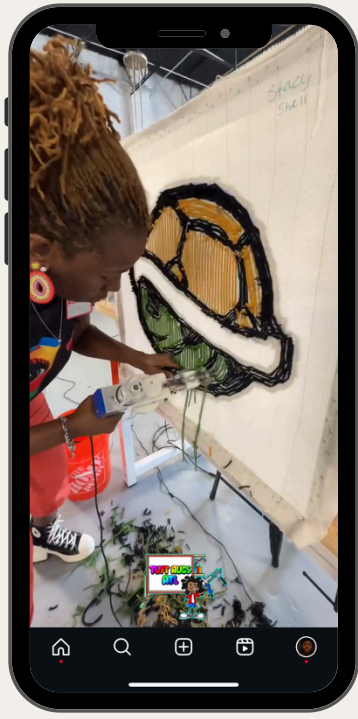
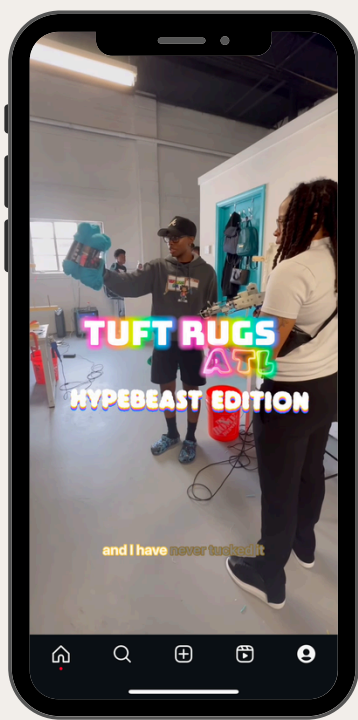
Tuft Rugs ATL: Rug-Making Studio Mentorship Program

@TUFTRUGSATL

ABOUT US

Tuft Rugs ATL started out creating custom-designed rugs for small businesses, corporations, and brand promotions. With a commitment to quality, creativity, and craftsmanship, we not only create custom rugs but also offer both beginner and master classes to students interested in the craft.

Tuft Rugs ATL is passionate about sharing the tools, knowledge, and resources needed to inspire others to thrive in the growing rug-making industry. Through our mentorship program, we provide hands-on training, expert guidance, and proven strategies to help others build and scale successful rug-making studios.



MENTORSHIP PROGRAM OVERVIEW

Our mentorship program is designed to guide clients step-by-step through the process of starting and running their own rug-making studio. It will be important to understand the art of, "Tufting," as well as understanding how to operate a class format workshop. Whether you're just exploring the idea or ready to launch your business, we have tailored packages to meet your needs.

WHY CHOOSE TUFT RUGS ATL MENTORSHIP?

Proven Success: Our strategies are backed by real results and experience in the rug-making industry.

Comprehensive Support: From hands-on training to marketing strategies, we cover every aspect of building your studio.

Customizable Options: Choose the package that best fits your goals, and add on services as needed.

Ongoing Mentorship: We're here to support you even after your business is launched.



Client Success Framework

Revenue Milestones

Tuft Rugs ATL achieved a little over \$100k in its first year of starting rug-making classes, with custom rug sales and collaborations contributing to our rapid growth. Our proven methods are designed to replicate this success for your business.

Accomplishments and Milestones

We are proud to have achieved:

- Creating custom rugs and decor for brand campaigns and film sets like as Burger King, Remy Martin, Disney, and more.
- Growing our Instagram Page from 1k to 25k within 2024 based on organic posts/ collaborations.
- Scaling basic Tufting Classes into hosting Master Classes and Private Tufting Workshops.



31.6K
FOLLOWERS



6.4K
FOLLOWERS

AUDIENCE



20 - 45
AGE RANGE

78%
UNITED STATES

73%
FEMALE

KEY STATS



10K
AVG. VIDEO
VIEWS

88K
AVG. IG
REACH

4.2%
IG ENGAGEMENT
RATE

Pricing Tiers for Mentorship

1. Foundation Package

Price: \$2,500

Who It's For: Entrepreneurs who are on a budget but need guidance on launching their business.

What's Included:

- 7 hours of one-on-one mentorship (virtual or in-person).
- Hands-on or Digital Master Class training in rug-making techniques and troubleshooting. (Kit included)
- Market Research & Business Planning (Target Audience, Niche Focus, Competitor Analysis, and Industry Opportunities)
- Financial Management (Startup Costs, Pricing Strategy Guide, and Funding Options)
- Supplier list for tools, equipment, and materials.
- Custom marketing plan and creating a "Buzz" (Promos, Discounts, and Collaborations)

2. Launch Package

Price: \$6,500

Who It's For: Entrepreneurs who want hands-on support and in-depth training for their business launch.

What's Included:

- 15 hours of one-on-one mentorship (virtual or in-person).
- Market Research & Business Planning (Target Audience, Niche Focus, Competitor Analysis, and Industry Opportunities)
- Supplier list for tools, equipment, and materials.
- Financial Management (Startup Costs, Pricing Strategy Guide, and Funding Options)
- Hands-on or Digital Master Class training in rug-making techniques and troubleshooting. (Kit included)
- Complete business plan tailored to your goals and market.
- Website/ Social Media design and development set up.
- Custom marketing plan and creating a "Buzz" (Promos, Discounts, and Collaborations)
- Assistance with studio layout planning and setup.
- Post-launch support: 3 follow-up sessions to ensure success during the first 4 months.

3. Comprehensive Studio Launch

Price: \$9,850

Who It's For: Entrepreneurs who want end-to-end support, from concept to launch, with ongoing guidance.

What's Included:

- 25 hours of one-on-one mentorship (virtual and in-person).
- Market Research & Business Planning (Target Audience, Niche Focus, Competitor Analysis, and Industry Opportunities)
- Supplier list for tools, equipment, and materials.
- Financial Management (Startup Costs, Pricing Strategy Guide, and Funding Options)
- Hands-on or Digital Master Class training in rug-making techniques and troubleshooting. (Kit included)
- Complete business plan tailored to your goals and market.
- Website/ Social Media design and development set up.
- Custom marketing plan and creating a "Buzz" (Promos, Discounts, and Collaborations)
- Checklist for Grand Opening Success
- Full studio setup assistance (floor plan, workflow, and supplier/ material sourcing).
- Ongoing support for 8 months post-launch to refine operations and scale your business.
- In-person management and studio operations during the launch from the founder, Nia.

Add-On Options

- Master Class Course (\$550): This one-on-one class will teach you the entire process for rug making from beginning to end. Includes starter kit with essential tools to jumpstart your studio. [each tier comes with this; this is for an extra person]
- Marketing Boost (\$1,000): Customized social media graphics, Social media campaign templates, and a 3-month promotional calendar.
- Extended Mentorship (\$500/month): Ongoing one-on-one guidance and support after your mentorship package is complete.

Hourly Rate for One-on-One Mentorship

For clients who prefer flexibility or need targeted advice, we offer hourly sessions at \$100/hour. This option is ideal for those who have specific questions or want guidance on particular aspects of their business, (Minimum 2 hours)

Get Started Today!

Take the first step toward building your rug-making studio business. Contact Tuft Rugs ATL today to learn more about our mentorship program and start your journey toward creative entrepreneurship.

