

ALEXIS GWYN

— speaking **topics**



SIGNATURE TALK

CUT IT!: THE POWER OF NICHING DOWN IN BUSINESS

In a world where knowledge is infinite, the desire to know and do it all can feel within reach. But this only leads to burnout and mediocrity. Alexis teaches the freedom, clarity, and power that come when you Cut IT. The distractions, the pressure to be everything to everyone, and the fear of missing out. This talk introduces her signature C.U.T. I.T. framework, helping service-based professionals, creatives, and entrepreneurs identify their niche, own their genius, and confidently position themselves as the go-to expert in a crowded market. With a bold, emotional live experience that includes audience participation and even hair being cut on stage, this is not just a talk. It's a moment of release and realignment. If you've ever struggled to clarify your brand, attract the right clients, or stop overextending yourself in business, this talk will shift your mindset and set you free.

Key Takeaways:

- Cut the noise and gain clarity. Alexis helps attendees silence distractions, get honest about where they are, and focus on what actually drives results in their brand and business.
- Understand your lane and own your genius. Through the Cut I.T. framework, participants learn how to identify their unique voice, zone of excellence, and ideal audience—so they can finally stop blending in and start standing out.
- Release what's holding you back. Whether it's people-pleasing, perfectionism, or comparison, Alexis guides attendees through a mindset shift that frees them to grow with confidence and authority.
- Turn alignment into income. This talk doesn't just inspire—it activates. Attendees leave with the clarity and strategy to position themselves as the go-to expert, attract the right clients, and make bold moves with purpose.



If you are interested in custom keynote speeches, a series, or a tour focused on personal branding, confidence, entrepreneurship, or elevating the beauty and service-based industries, please email us at alexis@thephairmacysalon.com.

ADDITIONAL TALKS

MILLION DOLLAR CHAIR: HOW TO BUILD A PREMIUM BUSINESS TO ATTRACT HIGH-VALUE CLIENTS

This is a powerful, visually engaging talk designed for beauty, creative, and service-based entrepreneurs who are ready to elevate their brand and stop underselling their value. Through a live demonstration comparing a cheap chair to a luxury one, attendees experience the impact of branding, presentation, and perception in real time. This session challenges business owners to align their pricing with the quality of their services by upgrading their client experience, refining their positioning, and letting go of anything that cheapens their brand. It's not just about charging more—it's about becoming the premium version of yourself that high-value clients are drawn to.

Key takeaways:

- Understand how perception shapes profit. Attendees will learn how branding, environment, and presentation influence what clients are willing to pay.
- Discover what it really takes to attract high-value clients. This talk equips entrepreneurs to position themselves as premium service providers through intentional upgrades to their experience and messaging.
- Learn to stop playing small and start pricing with confidence. Alexis helps business owners break free from undercharging and step into the elevated version of their brand and business.

STILL HERE: SAVED FROM SHAME, PRESERVED FOR PURPOSE

In this raw, heartfelt, and transformational talk, Alexis Gwyn takes the audience on a journey through survival, surrender, and supernatural grace. With transparency and power, she shares how hair became her sanctuary, how motherhood shifted her identity, and how she navigated the hidden battles of addiction, depression, and divorce—all while building a life of purpose.

Key Takeaways:

- The S.A.V.E.D. Framework: a five-step process (Surrender, Awareness, Voice, Exchange, Destiny) that walks people from survival to transformation.
- Real-life clarity on the difference between condemnation and conviction—and recognizing which voice shapes your thoughts and decisions.
- A relatable invitation for self-reflection through the question: "What's your alcohol?"—an open space to identify what you've been using to numb, avoid, or escape.
- A live release experience through the Confetti Moment, where attendees write down what they've been carrying and symbolically let it go—turning pain into celebration.
- This is an encouragement to stop disqualifying yourself based on your past and start owning the fact that if you're still here, it means you're still called.
- A signature closing moment designed to create profound emotional impact, audience engagement, and a lasting personal shift.