



RACHEL WALL Success Story, Do Good Beauty, Nov. 2022

By Lorrie DeFrank

Rachel Wall quips that she took a wrong turn and ended up in beauty school. It turns out she liked it and was good at it. Years later, she owns a successful hair and women's clothing and accessories business and shares her profits with people in need, which was her original intention.

Wall is co-owner, CEO, and master stylist of a trendy boutique and full-service hair salon named Do Good Beauty because of her passion for bringing awareness to the needs of the area nonprofits that receive 20 percent of its profits from products and services.

Located in Jacksonville's Murray Hill neighborhood, plans are underway for the business and ministry to go mobile soon.

Wall and her best friend, photographer Moriah McNutt, co-founded the business in their small hometown in northcentral Indiana. When her husband, Jason Wall, received a job offer in Jacksonville, the women envisioned how the larger and warmer market could enhance their business, and they re-established it here.

But first, Wall sought the expertise of the JAX Chamber's Jacksonville Women's Business Center (JWBC) mentoring programs that were unavailable back in Indiana.

"Rachel Wall has completed the JWBC Entrepreneur Certificate Program, JAX Bridges, and JWBC Pitch Factory, and she has completely emerged in the resources, programs, and networking we offer," said Jackie Perrault, JWBC director. Wall took all certificate programs: Venture Leadership, Customer Development, Financial, Marketing, and Legal Matters.

"It's important to surround yourself with people who did what you are doing. You need people at all stages of your business," said Wall. "It's nice to have that network of support."

Previously in a ministry with her husband, Wall never intended to be styling when she started hair school. Instead, she saw a need to provide hygiene and beauty services to those in need. "I fell in love with the industry," she said. "We are doing good for the community. And we do really good hair! I am proud of what comes out of our salon."

Wall said the business opened in Jacksonville early this year and financially supports local nonprofits that help stamp out hunger and provide services to displaced people because of human trafficking, domestic violence, and other reasons. The business itself helps to improve customers' self-esteem by offering affordable and stylish apparel for women of all sizes.

"We're proud that we have managed to be cash-positive, debt-free, and earning revenue," she said. "Now we are changing our business model to be fully mobile."

The partners are converting a school bus into a mobile salon. The bus will pull a trailer to businesses, events, and places like Sulzbacher Center for the Homeless and City Rescue Mission. "Wherever displaced people are, we will do free hair services for those folks," Wall said.

And there's more.

The family purchased a dog ice cream business that they operate out of a custom-built retro tricycle. Wall's four children and two stepchildren, ages 13 to 2, help make the ice cream transported on their PupCycle to markets and events around Northeast Florida. A portion of the sales goes to dogs in need, Wall said.

Wall is enrolled in Fall 2022 Cohort 17 of the JAX Bridges entrepreneurial growth program specifically to get tips on running the ice cream business. She completed Cohort 16 to focus on her salon business. She praised JAX Bridges and the JWBC Pitch Factory and said they go hand-in-hand. Although JAX Bridges is more comprehensive in time and content, the Pitch Factory—an entrepreneurial development program to refine the pitch needed to promote a business—provided an effective platform to promote her business. "It really did open doors for me," Wall said.

Wall said she appreciated being able to pitch with a deck (slide presentation.) "So much of our brand is visual. Moriah and I worked very hard to create a visually appealing brand. Being able to tell our story with graphics makes all the difference in the world. Our brand and culture come through," said Wall of Do Good Beauty, where haircuts come with a slice of pie, iced tea, and paraffin hand dip.

She said the JAX Chamber JWBC programs were invaluable in helping them craft the language of their capability statement to attract potential investors. The programs have boosted their confidence so much that Wall and McNutt have started working on branding and development for other businesses. Their salon business has two other employees.

"The people in JWBC and additional Chamber services are really good people, and their intentions are pure and genuine," said Wall. "Their support system is a huge thing for our community. They did not have that where I came from."

She would advise anyone starting a business to use the low-cost resources of JAX Chamber not only to build a network of support but also to save thousands of dollars compared to using private coaches and other programs.

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