

TRAINING ACADEMY

WELCOME PACK

HELPING YOU TRANSFORM LIVES
AND YOUR CAREER



SHARNI KNIGHTON
— A C A D E M Y —

www.sharniknightonacademy.com



WELCOME

Hi lovely,
I'm Sharni, and I'm so happy you've found your way here.

At Sharni Knighton Academy, we help hairstylists and salon owners gain the knowledge, confidence, and ethical skills to support clients experiencing hair loss.

Our training space was purposefully designed to feel calm, personal, and inspiring, just like the experience we want to create for our hair loss clients. Nestled in a beautifully restored flower mill with exposed brick, original wooden beams, and large windows overlooking the river, the academy offers an intimate setting for meaningful learning. With small group classes (max 3 students) and private training available, this is education with heart, in a space that reflects everything we stand for.

MEET YOUR EDUCATOR

I'm Sharni, and I'm so honoured you're here. I've spent over 25 years specialising in hair and hair extensions, and for the last 7 years, I have become a hairloss expert. I have built my career around helping women reclaim their confidence through ethical, expert-led solutions.

My approach to education is grounded in compassion, real world experience, and the belief that business should support your life, not consume it. I created the Sharni Knighton Academy to offer stylists like you a safe space to grow your skills, align with your values, and build a career that feels as good as it looks on paper.

As a business owner, educator, and podcast host, I've had the privilege of working with hundreds of stylists across the UK and beyond. I genuinely believe that when women are empowered with the right tools, support, and mindset, they can change lives, starting with their own.



WHAT HAPPENS IN OUR TRAINING SPACE

Private Training

Our one-to-one training days are designed to give you the space, attention, and support you need to grow with confidence. Whether you're just starting your hair loss journey or looking to refine your technique, private sessions allow us to tailor the education entirely to you. You'll leave not only with new skills, but with clarity and direction.

Group Training

We keep our group training intentionally small—no more than three stylists at a time—so every student gets hands-on support in a calm, welcoming environment. These sessions are perfect for learning alongside like-minded professionals, sharing ideas, and building connections in an intimate setting that encourages collaboration and growth.

Podcasts & Pop-Ups

Our academy isn't just for training—it's a creative hub for community, too. We record episodes of the Tell Her podcast here, creating space for real, powerful conversations. We also host pop-up events, meet-ups, and brand experiences in the studio, bringing together hair professionals and clients in ways that educate, inspire, and connect.



WHAT TO BRING WITH YOU

Everything you need to complete your training will be provided at the academy, including your whole kit and dolly head to take home. You'll also receive a notepad and pens to make notes during your session.

That said, we know most hairstylists have their favourite tools, so feel free to bring any combs, scissors, or other essentials you can't live without.

Before attending, please ensure that you've completed your online pre-training and reviewed your workbook. Arriving prepared means we can spend our time together focused on developing your hands-on skills and building confidence in your techniques.

WHAT TO EXPECT ON THE DAY

Training begins promptly at 9:00 AM and finishes around 5:00 PM. We typically take a 30–45 minute break at lunchtime, allowing you time to enjoy your food, get some fresh air, or visit a nearby café.

We'll begin the day with a warm welcome and a relaxed chat about your goals, expectations, and any questions you may have before we start. I'll also take a few moments to introduce myself and share a bit about what matters to me as an educator, along with a loose outline of the day.

We'll then move into our practical training using dolly heads. This is intentional I choose doll heads because it removes pressure from the student and gives us freedom to try, pause, problem-solve, and reset without hesitation. It allows us to explore different approaches and build confidence through experimentation.

After lunch, we'll pick up where we left off, but first I'll check in with you to see if anything's come up during the break. Often, having a moment to reflect helps questions bubble to the surface.

Once you've developed and refined your practical skills, we'll wrap up the day by presenting your CPD-certified certificate. If you're comfortable, we'll take a few pictures and even create a short piece of content together so I can introduce you to my audience. I have clients across the UK and beyond looking for stylists just like you, and I love supporting connections that help you grow.

AFTERCARE & ONGOING SUPPORT

Your training day might end at 5 PM, but your journey with us continues.

You'll have lifetime access to the online training platform that supports your learning, as well as continued access to our private Instagram group where students connect, ask questions, and support one another.

You're also invited to join our WhatsApp support group a safe, friendly space where you can reach out anytime for guidance, feedback, or community support.

I usually reply to messages in the evenings, so you won't have to wait long for an answer.

My goal is to help you become a confident and successful hair loss specialist, attracting clients with whom you genuinely align and building an ethical, profitable business that provides both purpose and balance.

You're never on this journey alone, and I'm so glad you're here.

TRAVEL

 Getting Here: Studio 6, 54 Bridge Street,
Gainsborough DN21 2AQ

By Train

Two nearby stations will serve you:

- Gainsborough Central – Local service from Sheffield; step-free access and a small car park.
- Gainsborough Lea Road – Served by East Midlands Railway; more frequent trains; small pay car park.

Both are a short walk or quick taxi ride from the academy.

By Car & Parking

Street parking is available near Bridge Street. For longer stays, there is a nearby RingGo pay-and-display car park a few minutes' walk away. Download the RingGo app in advance for convenience.



EV CHARGING NEARBY

⚡ EV Charging Nearby

1. InstaVolt at Marshalls Yard

Dransfield Retail Park, Beaumont Street, DN21 2NA – Rapid chargers (50 kW CCS + CHAdeMO)

2. Roseway Car Park

DN21 2HP – Fast Type 2 chargers via Fuuse network

3. Lincolnshire Otter

Somerby Way, DN21 1QT – Up to 75 kW chargers via Osprey network

4. Shell Recharge (Ubitricity)

34 East Dale Drive, DN21 4ED – Slower charging, ideal for longer visits



OVERNIGHT STAY

Overnight Options for Your Visit

Travelodge Gainsborough

1A North Street, Gainsborough, DN21 2HP

Just around the corner from the academy, clean and affordable with easy walking access.

Hickman Hill Hotel

Cox's Hill, Gainsborough, DN21 1HH

A boutique-style hotel with landscaped gardens and on-site restaurant, approx. 5 mins by car.

Brampton Dales Farm B&B

Blyton Road, Brampton, Gainsborough, DN21 3DY

Countryside B&B with top reviews, home-cooked breakfasts, and a peaceful setting (approx. 15 mins drive).

PLAN YOUR VISIT

- Book your session: www.Sharniknightonacademy.com
- Download the RingGo app: <https://myringgo.co.uk>
- Check EV availability on ZapMap: <https://www.zap-map.com>
- View <https://www.travelodge.co.uk/hotels/644/Gainsborough-hotel>
- View <https://www.travelodge.co.uk/hotels/644/Gainsborough-hotel>
- View <https://www.hickmanhill.co.uk/>
 - Have a question? We can chat on whats app +447876313311

We can't wait to welcome you to the academy!

FOOD & LUNCH OPTIONS

You're welcome to bring your own lunch and enjoy it in the academy's calm and comfortable space. Many visitors also like to stretch their legs and get some fresh air—especially lovely on a riverside walk.

Bridge Street Café (in our building)

Located in the same building, 54 Bridge Street, Gainsborough DN21 2AQ, this charming riverside café offers a range of freshly prepared meals with a view:

- Hot drinks: freshly ground coffee, loose-leaf teas, hot chocolate with flavoured syrups available.
- Full English Breakfast: including Redhill Farm sausages, bacon, eggs, beans, mushrooms, hash browns, and toast.
- Lunch options: sandwiches, toasted sandwiches, paninis, jacket potatoes, homemade pies, lasagne, and chilli.
- Light bites & sweet treats: breakfast baps, egg benedict, teacakes, scones, tray bakes, and freshly made cakes.
- Vegan & vegetarian choices are available.
- Open Monday–Saturday 8:30 am–3 pm, Sunday 9 am–3 pm.
Lunch orders stop ~45 minutes before closing.

CONTACT & EMERGENCY INFO

If you need help on the day or are running late, please call/text me (Sharni) on 07876313311, and I will do my best to assist you.

What to do if you arrive early

- If you text me to let me know you have arrived, I will let you know as soon as I am set up. Until then, please feel free to wait in the café or just outside.

Nearby taxi numbers - Diamond Cabs Ltd

- 10+ years in business • Unit 6A Corringham Road Industrial Estate, Corringham Road 01427 679020

ACCESSIBILITY & SPECIAL REQUESTS

If you have any accessibility needs, dietary restrictions, or learning styles you prefer, or anything you'd like us to be aware of before your session, just let us know. We'll always do our best to support you.

I want to inform you that the academy is located on the second floor of our building. Unfortunately, we don't have a lift. If you're ok with stairs but can become unsteady, please let me know so I can meet you at the front of the building and use our internal stairs



**“YOU WON’T JUST
CHANGE HAIR. YOU
CHANGE LIVES STARTING
WITH YOUR OWN.”**



READY TO BEGIN?

If you're ready to grow into a confident, ethical hair loss specialist, here's what to do next:

✓ Visit

www.sharniknightonacademy.com

✓ Browse our courses & masterclasses

✓ Book your place or arrange a discovery call

Follow me for daily inspiration & tips:

📷 Instagram: [@sharniknightonacademy](https://www.instagram.com/sharniknightonacademy)

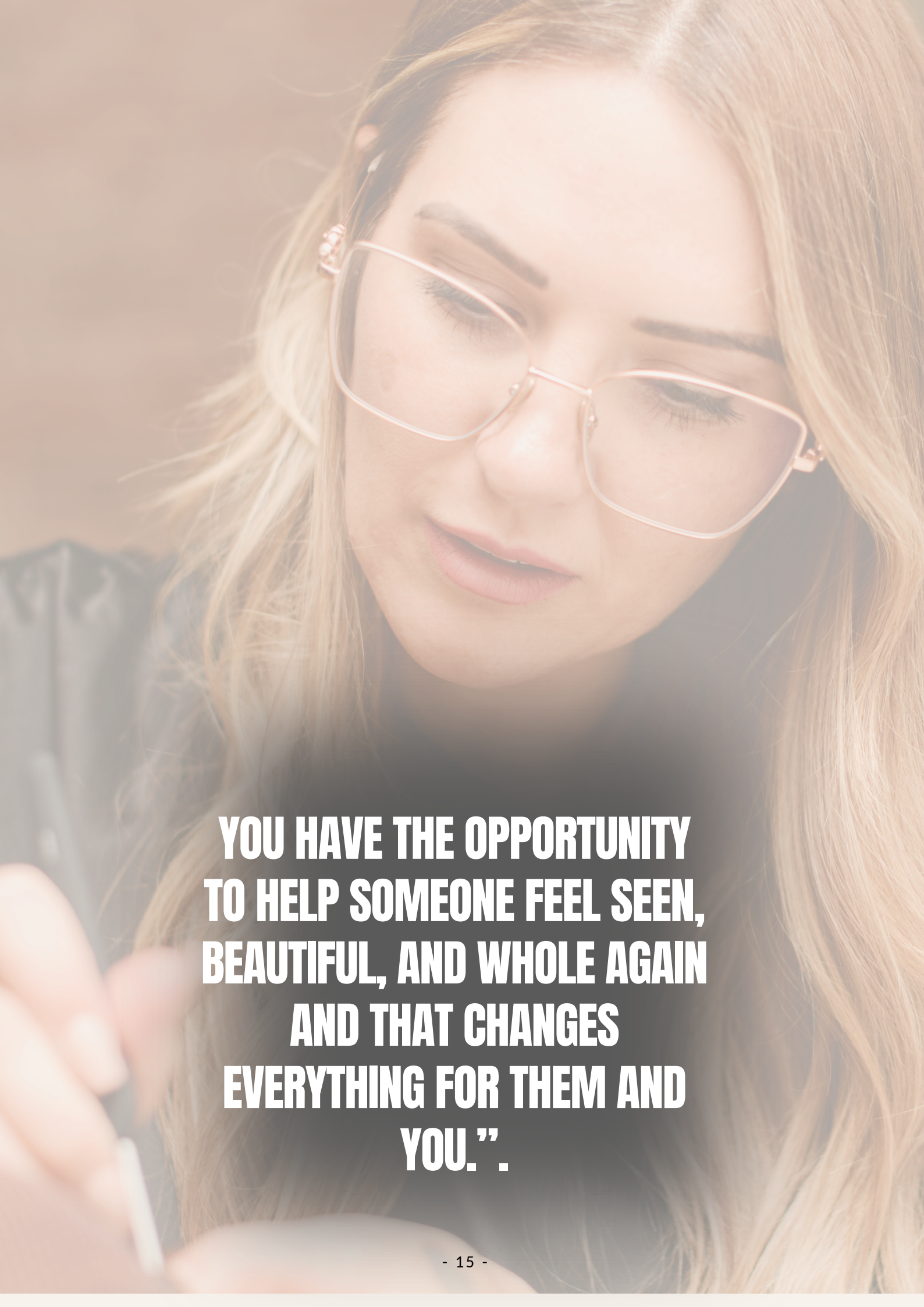
You already care about your clients you wouldn't be here if you didn't.

Now it's time to build the skills, confidence, and business to match.

I can't wait to help you take the next step.

With love,

Sharni x



**YOU HAVE THE OPPORTUNITY
TO HELP SOMEONE FEEL SEEN,
BEAUTIFUL, AND WHOLE AGAIN
AND THAT CHANGES
EVERYTHING FOR THEM AND
YOU.”.**