

HitByGlam | Buyer Guide

A practical guide for the new owner, covering the product, user workflows, revenue model, launch steps, and handover boundary.

What HitByGlam does

HitByGlam is a visual beauty discovery and lead-management platform for clients, independent professionals, and small studios. Clients discover approved professionals through their real portfolio work, while professionals manage a public storefront and a private lead workflow for inquiries, proposals, messages, and follow-up.

The product is designed for makeup artists, hair stylists, nail artists, bridal teams, editorial professionals, event specialists, and mobile beauty providers.

What the buyer receives

- The HitByGlam.com domain and brand.
- The current website source code and product design.
- Public marketplace pages, client workspaces, professional workspaces, and owner controls.
- This buyer guide and a separate technical handover guide.
- Up to 30 days of reasonable technical handover support from Codeblix.

How clients use HitByGlam

- 1 Browse approved professional profiles and portfolio looks.
- 2 Filter by service, occasion, style, location, service mode, language, group size, availability signal, and indicative budget.
- 3 Save favorite looks and professionals into named inspiration boards.
- 4 Create a reusable Style Brief with the event, date, people, services, location, budget, references, and optional notes.
- 5 Review clear match reasons and invite selected professionals through private inquiry threads.
- 6 Compare structured proposals, revisions, and messages in one place.
- 7 Mark a preferred, booked-off-platform, completed, lost, or expired outcome and leave an eligible review.

How professionals use HitByGlam

- 1 Create a professional profile and submit it for owner approval.
- 2 Publish portfolio work, services, packages, service areas, availability signals, policies, FAQs, and team details.
- 3 Receive qualified inquiries built from complete client Style Briefs.
- 4 Manage leads through a private pipeline with proposals, revisions, notes, saved replies, messages, and follow-up dates.
- 5 Review profile visibility, inquiries, response activity, preferred leads, completed leads, and featured-placement performance.
- 6 Choose a software plan or purchase labelled featured visibility when it fits the business.

Owner controls

- Approve, reject, suspend, or review professional profiles and badges.
- Manage public profiles, looks, services, packages, categories, reviews, and featured placements.
- Control plans, prices, quotas, trials, promotion inventory, and public content.
- Review reports, privacy requests, contact messages, marketplace activity, and operational settings.

Revenue model

HitByGlam is designed to earn from professional software subscriptions and clearly labelled marketplace visibility. Client access is free. The owner can change prices, plan limits, trials, and promotion inventory.

Offer	Default price	Purpose
Glam Starter	Free	Entry profile with starter limits
Glam Pro	\$24/month	Unlimited portfolio and replies plus analytics
Glam Studio	\$59/month	Team seats, multiple locations, and studio tools
Featured Pro	\$18/30 days	Labelled category or occasion visibility

Important: Client appointments, contracts, deposits, and service payments remain directly between clients and professionals. HitByGlam does not process client service payments or guarantee appointments in the current product scope.

First-week launch checklist

- 1 Transfer the domain and prepare buyer-owned hosting and service accounts.
- 2 Replace all shared credentials and connect buyer-owned payment, login, data, email, and storage services.
- 3 Configure the brand, owner contact, pricing, legal pages, safety information, and marketplace categories.
- 4 Test one full client inquiry, professional proposal, private message, and outcome workflow.
- 5 Test one professional subscription and one featured-placement purchase.
- 6 Add and approve an initial group of professionals before public promotion.

Current status and support

HitByGlam is sold as a starter business asset and currently generates \$0 per month. The buyer is responsible for marketing, professional recruitment, legal review, customer support, and ongoing operating costs.

HitByGlam.com was registered in April 2021 and is five years old as of August 2026. Codeblix can provide up to 30 days of reasonable technical handover support for transfer questions and initial setup guidance. Support does not include third-party fees, ongoing marketing, unlimited custom development, legal advice, or guaranteed business results.