



Top 10 **Tips** to **Easily** Market & **Grow** Your Permanent Makeup Business

Successful & Fully Tested
Business & Marketing Strategies
For Your Permanent Makeup Business

By Award Wining Permanent Makeup
Industry Marketing Expert

Paul Bate



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Top 10 Tips to Easily Market & Grow Your Permanent Makeup Business

Successful & Fully Tested Business & Marketing Strategies For
Your Permanent Makeup Business

BY PAUL BATE



Introduction

Congratulations. You have made the first step to improving your permanent makeup business. Anyone who seeks out information to better themselves or their business is the type of person that I like to work with and help.

From over 10 years working as a marketing and business growth consultant specialising in the permanent makeup industry, I know first hand that the first 12 months of your permanent makeup business are the most important. Get the foundations correctly laid out from the beginning and you will ensure your long-term success.

However, if you have been performing permanent makeup for any amount of time the information enclosed will equally apply to you. It's never too late to make minor changes which bring major rewards.

So, whether you have been in the trenches for a while or a complete newbie to running a permanent makeup business, I want to share with you a number of key tips that will help you along your way.

Now this is not meant to be a complete A-Z of growing your business as that would cover much more than the 50 pages of this manual and is covered by the many Permanent Makeup Business & Marketing books, videos and courses, that I have created and run over the years.

This ebook is designed to keep you on track and positively encourage you to grow your business using a few tricks of the trade that I have picked up along the way.

Many people tend to lose focus, get bogged down with the daily grind of real life & forget what they originally set out to achieve.

This ebook is designed to ignite your passion for your permanent makeup business and inspire you to achieve much, much more than you may have achieved so far to-date.

Follow the advice to give yourself the best chance possible to creating a very successful & rewarding permanent makeup business for you and your family for years to come.

To your future success,

Paul Bate.

TOP TIP 1

“Start With the End in Mind”

The famous business author Stephen Covey coined the phrase - “Start with the end in mind” and there is no truer statement than that in business.

So for your permanent makeup business the first thing you need to do is set out a crystal clear set of goals that you want to achieve. That is everything from how much you want to earn per year/month/week/day, to your perfect type of clients you want to work with. Also set personal goals that you would like to achieve for yourself as well as your business, like 3 holidays a year or more time with your family.

Try and be very specific. The more specific you are the better chance you have of obtaining it. So instead of just saying I want 3 holidays a year, list out the locations, the type of accommodation, the activities you would like to do etc. Create your dreams so you can turn them into realities.

Once you get this clear you have an exact target to aim everything else at. So all your marketing activities will be based on helping you achieve your clearly defined goals.

Here are just 6 reasons why its important to set yourself goals:

1. Goals Propel You Forward
2. Goals Transform Insurmountable Mountains Into Walkable Hills
3. Goals Help Us Believe In Ourselves
4. Goals Hold You Accountable For Failure
5. Goals Tell You What You Truly Want
6. Goals Help Us Live Life To The Fullest

In the [Permanent Makeup Business & Marketing Course](#) I cover all this in much more detail and explain how you can do this the right way for your permanent makeup business. You can access the online video recording by [clicking here](#) .

TOP TIP 2

“Know How To Build Trust & Gain Credibility”

“You never get a second chance to make a first impression.” - Eric Ashton

It's a vital part of your success as a technician to know that one persons trust in another is based mainly on 'feeling & gut instinct' & not on anything 'rational' or 'logical'.

Studies have shown that just 15% of a clients trust in the technician comes from the technicians technical competency and 85% from the technicians human qualities – the gut feeling the client picks up from meeting the technician.

However its one thing to know those stats its another to know what you need to do to ensure you build a positive reputation in your local area (or even nationally for that fact), and how you go about winning your clients trust in the very short time you have with them at the first consultation.

What you have to do is first understand how to differentiate yourself from others in the industry. You can do this by creating what is called a USP - Unique selling point, sometimes called a point of difference.

What this will do is help justify why you charge the prices you do, (especially if they are higher than someone else's) and why a client should choose you over going elsewhere.

If you fail to do this and don't differentiate yourself from your local competition then all the potential customer can compare you on is price.

What you also need to understand is the psychology behind why people are more likely to choose you for treatment after the consultation rather than saying that good old phrase that no one likes to here of *“I'll think about it”*.

You can quickly discover how to do both of these as I cover how to identify & create your own USP in depth in module 2 of the [Permanent Makeup Business & Marketing Course](#). You can access the online video recording by [clicking here](#)

You can also get a step by step breakdown on **how to convert 90% of consultations** to paying clients by [clicking here](#).

TOP TIP 3

Create The Right Online Presence

Would you use a local telephone book to find the best permanent makeup artist in your area or flick through the yellow pages? Your answer, is probably no? Why? ...

... Because you Google it, just like 246,000 other people on average every month (that's 3 million people a year!).

Imagine the amount of clients you would get if your website was listed on the 1st page of Google. What makes a good website? Nice colours? Some lovely pictures? A funky name? - No!

It still amazes me that most business entrust their complete online marketing presence to a lowly web designer, who may know how to build a pretty website, but knows or understands very little about their business, or it's customers, or what type of problems those customers are searching for to resolve.

There is an art and a science behind all marketing and you need to understand what tactics and strategies work both online and offline to ensure you are not throwing good money after bad.

My company is the only one of its kind to produce top quality websites exclusively for permanent makeup technicians.



In fact, you can download my **free** report called '[Permanent Makeup Websites That Sell](#)' where you will discover everything that you need to have on your permanent makeup website. You can even ask us to build a website for you!

But, once you have your website in place with all the correct information in place you still need to get it positioned correctly in the search engines. There is no point having a website that is never found.

Now, you can spend money on an expensive search engine optimisation service provider or you can learn a few simple tricks that don't take much to

put in place, but will give your website the position in the search engine it needs.

TOP TIP 4

Know How To Use PR & Offline Marketing

If you think that sending out lots of price lists in your local area is a good idea, then think again. This can be one of the most costly and expensive mistakes you will make & leaving you missing out on one of the biggest business opportunities that you can get.

If you think that it is difficult to get free publicity in your local papers or even in top industry magazines then its really not. Especially if you know how.

If you think your business card just needs your logo, name, address, telephone number and website on it, then you are missing a massive trick.

Most technicians are dubious about the results of traditional marketing, because of the internet age. I beg to differ and know exactly how you can synergise your offline & online marketing strategy, which creates a much more powerful effect.

You don't have to be a marketing genius to use the press to gain massive coverage about your services in your local area. But you do need to know how the media operate and how to send local papers and magazines information they are looking for and laid out in the correct way, for it to have any chance of being selected and published.

It's a great myth that newspapers approach local businesses for stories. The truth is that they start every week with blank sheets of paper that need to be filled with interesting stories and adverts which pay their bills.

So by knowing how to approach your local journalists you are doing them a favour as its one less story they have to try and invent or investigate for the next publication.

You can discover how easy it is to write your own press stories as I cover this and more in module 4 of the [Permanent Makeup Business & Marketing Course](#) and go on to show you how to use your Publicity to further boost your credibility and reputation in your local community which puts you head and shoulders above other technicians!

TOP TIP 5

Build a Huge List of People Interested In Your Permanent Makeup Services

Imagine your worst fear... a quiet week in the diary, or worse still, a quiet month and no potential customer details to follow up on... very worrying for anyone in business.

But what if you had 10 interested ladies to call back? What if you had 100 or even 1000 interested customers to call or email to? Sounds too good to be true? May be you are wondering, how can I get that many clients and how can I deal with getting back to that many people?

Well, the first thing you need to understand is that you need to start collecting full details of any potential client you see. Especially their email address and mobile phone number.

You see once you have these then it's very cheap to re contact them either by text message or by email. The next thing is that you need some way of capturing those details on your website.

Now I'm not just talking about having an opt-in box to request your newsletter! Clients are rarely interested in what your doing, they are more interested in what you can do for them. So you have to come up will an interesting way to get those details.

But given they have been on your website puts them in the category as an interested client. What you need to do is use technology to keep in touch with them. As every touch point builds trust and credibility that bit further.

As I mentioned earlier, a website isn't for looking pretty, it has a real function to perform and along with social media, you need it all to be working as a 24hr per day sales person pulling in new clients.

If you would like to massively simplify your life check out module 5 of [Permanent Makeup Business & Marketing Course](#). I'll show you our system of getting everything done on auto pilot so all you have to do is perform their permanent make up and take payment for it!!!

TOP TIP 6

Learn To Advertise the Right Way!

“Half of my advertising is wasted, and the trouble is, I don’t know which half.”

- William Hesketh Lever

If you are in the privileged position to be able to afford spending money on ‘general’ advertising, then make sure you are not throwing hard earned money down the drain.

If you are buying advertising space in magazines, papers etc. then make sure you get your moneys worth. Remember you will never be able to get all the points across in a single advert, so why even try.

Here are a few key points that you should follow:

- 1) Never put your own business name at the top of an Ad. Use an eye-catching headline that people interested in permanent makeup take notice of. Just consider how newspapers and those glossy mags use headlines to draw you into reading a story. You can use the same technique.
- 2) Never expect someone to respond to something that looks like a traditional advert. You are in total control of the space, so make it look like an editorial. Try and match the same fonts the publication uses to get more people reading your stealth Ad!
- 3) Give clear instructions on what you want the reader to do next. This could be ‘Call Me to book a Free consultation’, or visit the Website to get a Free Report (like this one but for your clients), enter a competition, cut out a coupon, etc etc. You want to get them to take an action that you can measure the response to. This way you will get to know what works and what doesn’t. Then simply repeat what works.

These are just a few basics and you can find out more trade secrets in module 6 of [Permanent Makeup Business & Marketing Course](#) and also in my complete guide on advertising called [17 Common Deadly Marketing Mistakes That Can Cripple Your Permanent Makeup Business..](#)

(click the link to find out more advertising secrets!)

TOP TIP 7

Running Profitable Permanent Makeup Clinics!

You can work on your own as a permanent makeup artist & make a decent income. However, you can multiply your income beyond all expectations by working alongside other like minded businesses if you know how to.

I spent 6 months perfecting a complete process to approach salon and spa owners and entice them to start advertising Permanent Makeup services for free.

What you have to understand is that as your business is not part of their normal business services they have little incentive to train their staff to promote you. So you have to find ways that your services are seen by the salons clients regardless of promotion by the staff.

Here are a few tips that you can implement.

- 1) Have well designed posters to go on the wall of the Salon by the reception so everyone who walks in see's it.
- 2) Have a sticker on the window or door so it is easily seen from outside the salon.
- 3) Have a leaflet on the hair dressing station so its always in front of the client and makes an easy talking point.

Obviously there is more to it as you have to be able to decide if this salon is right for you, as you don't want to diminish your reputation in the local area and you have to find a commission formula that will work for both you, the salon owner and the salon staff.

This method is not just restricted to salons and spa's there are many other similar businesses that you can create partnerships with.

Also, one thing that I know most permanent makeup technicians don't think about when trying to arrange permanent makeup clinics is ... What do you do when a spa/salon owner turns around and says Ok, great, I will promote you to all my clients ...

Now what?

Here are just a few things that you will have to think about:

- ➔ Do you need a contract?
- ➔ How will they promote your services?
- ➔ What commissions should you give them?
- ➔ Who should you pay the commission to - the Salon owner or the hairdresser/beautician who arranged the consultation?
- ➔ Should the commission vary depending on where you do the treatment, (ie should you pay more if you use their premises or less if I take the client to your own premises)?
- ➔ How do you arrange the top up appointment and where?
- ➔ Do you pay the salon owner again if the same client has more than one treatment?
- ➔ Do you have the same prices for treatments and commissions across all the clinics you set up regardless of their type of clients, location etc?

... so now you can see it's not quite as straight forward as you may have first thought!

But don't despair ..

If you would like to discover my exact method that I spent 6 months perfecting and once perfected got over 50 salons to sign up to promote permanent makeup services in just 90 days, including Toni&Guy, then get hold of module 7 of the [Permanent Makeup Business & Marketing Course](#)

This is one module that can really exponentially grow your business and use the resources of others for free. What most permanent makeup technicians end up doing is putting the power and control into the hands of the spa/salon owner and let them dictate the terms of the agreement.

What my marketing course module on setting up permanent makeup clinics does is put the power back in your hands and gives you complete control, turning the situation on its head.

This means Salon owners are applying to you to promote your services - rather than the other way around!

TOP TIP 8

Knowing What Your Clients Really Want To Buy From You!

Now you may be thinking that your clients want to purchase permanent makeup or get their eyebrows, eyeliner or lips done with you. If that's the case then you are wrong.

This may sound strange, but there is so much going on in peoples heads and you need to be able to understand why people buy and why they are happy spending more rather than less on a quality treatment.

Now I'm not looking to go into a long winded explanation of the psychology behind this, but having broken down the advertising, marketing, and consultation in microscopic steps and tested just about everything you can think off, I can tell you there is much more to selling than just setting a price tag, putting up a board, and hoping people will call you.

What you have to understand is that there is subtle difference between price and value. Price is what you pay, value is the results you get and the effect those results have on a persons well being.

There is a big misconception that people simply seek out the cheapest of anything to buy. Just consider all the major purchases in your home. Did you buy the cheapest car, the cheapest TV, the cheapest washing machine, kettle or microwave. Do you go to the cheapest hairdresser. Probably not.

And so you have to understand that setting your price is not about thinking that people won't pay a high price. It's about understanding the customers needs and realising that sometimes they pay any price to resolve their very own personal issues.

This is a very big topic and can be the difference between you working 40 hours a week and charging £100 per treatment or working 6 hours per week and charging £500 per treatment. The choice is yours to make.

I go into this in much more detail in module 8 of the [Permanent Makeup Business & Marketing Course](#). If you want to charge higher prices then you need to get access to this online as soon as you can. I will show you how.

TOP TIP 9

Be Confident In Performing Permanent Makeup on Brows, Eyeliner & Lips

You know it still amazes me the number of students who call the Permanent Makeup Training Academy to say that they trained elsewhere but have no confidence in what they are doing.

Or some will say that they just want to train in eyebrow treatments as they don't want to do eyeliners and lips.

When people say this what they don't realise is that they are cutting off two thirds of their earning potential. It is so easy when you have a client in having their eyebrows done to talk about eyeliner and lip treatments and show them what other customers have had done.

Once a person has experienced the difference of having their eyebrows tattooed it really makes them so much more open to having more treatments. However if you don't offer it to them because you are not confident in performing those treatments then you really are missing out big time!

If you don't know already, Lips and Eyeliners are actually easier to perform than brows. So if you have the skill to do a great set of brows then its just a mental barrier that is stopping you from performing the other two treatments.

The Permanent Makeup Training Academy does offer advanced training days for students who want to further their skills however we have also put together a full manual called the "Top Secrets & Tips To Becoming A Confident & Successful Permanent Makeup Technician In The Next 90 Days".

In that manual you get a complete step by step breakdown of how to confidently perform all the treatments along with a lot more advice besides.

Don't turn clients away! Set a goal to be the best technician in your area and keep increasing your skills and business education until you achieve that goal.

TOP TIP 10

Stop Negative Thoughts From Killing Your Permanent Makeup Business!

Having read the previous 9 top tips your head may be spinning and left you feeling that its just one big massive hill to climb that you will never achieve.

Sometimes being successful at business is a reflection of your own inner thoughts and there is a great saying which says, *“If you think you can’t do something then you won’t and if you think you can do something then you will”*

What this means is that the difference between two technicians both performing the same treatments and one being successful and one struggling along is quite often their mindsets.

So the advice in this top tip is to learn how to control your inner voice, which seems to almost be there just to sabotage our own success. But you have to conquer those negative thoughts if you want to push through to succeed.

It can be a lonely place running your own business with a lot of pressure riding on your shoulders continually finding new clients and always performing the best treatments.

And it doesn’t get any easier when you come across one of those clients that no matter what you do they never seem to be satisfied with the end result! This just drains all of your energy and leaves you feeling very deflated.

But that’s the beauty of running your own business. If you have taken the brave step to throw your hat into the ring to become a successful permanent makeup technician then don’t you owe it to yourself and your loved ones to be the best you can be and do the best you can do.

That is why I created all these products, to share the knowledge and experience that we have gained over the past 10 years running both a very successful permanent makeup business and growing the [Permanent Makeup Training Academy](#).

Prolog

Our aim is to try and provide you with all the information you need to become the best of the best, and know exactly how to setup and run a very successful permanent makeup business. As when you do, you will reap huge rewards.

We recently had one of our students come in that trained with us less than a year ago. She regularly makes £9000 per month working just 3 days per week around looking after her toddler who is still under 2 years old.

Now that sets a good bar and proves that this is a great business to be in, with plenty of demand and high paying clients to go around every permanent makeup technician.

All you need is the confidence and the right information to let you have the work life balance you once dreamed of having.

I wish you all the very best in your permanent makeup business. If I can help you in anyway to improve, then feel free to let me know. Just drop me an email info@permanentsuccess.co.uk

To all your future permanent success.

Paul Bate

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Permanent Makeup Business & Marketing Educational Products

Here is a full set of the products that are now available to you. The majority of which are now available to access online so you don't have to wait for the post, and you can get stuck in straight away.

But before you delve through all that, here is something to consider ...

A quote from Entrepreneur.com July 2015

"It is hard to find a good mentor. But do you know what's even more challenging?..."

...Trying to go it alone with absolutely no mentorship.

Mentors serve to enhance your number one personal asset: your mind.

Mentors build you in all the ways that matter, pushing you further than you thought you could go, and opening up ideas that you never dreamed of.

Without the input of a mentor, you may still grow, but you won't grow as fast. Mentors are the growth-on-steroids route for entrepreneurial success. Once you find your mentor...learn all you can."

Top Tips Content Includes:

- ✓ Introduction to Permanent Eyebrows, Eyeliner and Lips
- ✓ Why Permanent Makeup Clients Will Pay Top Dollar for the Best People
- ✓ How to Look and Act Like a Top Permanent Makeup Technician
- ✓ The Top 16 Reasons Why Clients Choose to Have Permanent Makeup
- ✓ Frequently Asked Questions by Clients & How to Answer Them
- ✓ Consultation Mistakes That Could Cost You Thousands and Cripple Your Permanent Makeup Business!!
- ✓ The Ultimate Consultation Process, using the 'Katy Jobbins Mirror Closing Technique'
- ✓ Converting Inquiries into Paying Clients... Every Time!
- ✓ Treatment Consent, Medical History Forms & Aftercare Sheets, the Non Scary Versions!
- ✓ What Not to Include in Your Picture Portfolio!
- ✓ How to get Excellent Client Testimonials That Sell Your Treatments for You
- ✓ Avoiding Catastrophe!
- ✓ Preparing Treatment Area in Advance, Including Table and Machine Setup
- ✓ Hygiene... A Matter of Trust
- ✓ Drawing on the Perfect Eyebrows, Lips and Eyeliner in Preparation for Treatment
- ✓ Choosing the Correct Pigments for all Your Permanent Makeup Procedures
- ✓ Needle Configuration
- ✓ How do I Know the Right Needles to Use???
- ✓ The 4 Top Needling Techniques Used on Permanent Eyebrows, Permanent Eyeliner & Lip Liner
- ✓ Finding the Correct Needle Depth
- ✓ Step by Step Instructions to Simplify Your Permanent Eyebrow Procedures
- ✓ Step by Step Instructions to Simplify Your Permanent Eyeliner & Lash Enhancement Procedures
- ✓ Step by Step Instructions for a Permanent Lower Eyeliner & Lower Lash Enhancement Procedure
- ✓ Step by Step Instructions to Simplify Permanent Lip Liner

- ✓ Who to get for Models for Permanent Makeup Training Purposes
- ✓ How to Deal with 10 Different, Difficult Permanent Makeup Clients.
- ✓ Overcoming & Solving Their Issues
- ✓ What to Talk About & What Subjects to Avoid with Your Permanent Makeup Clients
- ✓ Iconic Eyebrows: The Top 10 Celebrity Brows that Clients are Constantly Asking for
- ✓ Expert Eyebrow Training Sheets: Enhance Your Drawing and Needling Techniques by Practicing the 7 Most Common Shapes
- ✓ 7 Top Tips to Fabulous Colour Retention
- ✓ Further Ways to Enhance Your Permanent Makeup Skills
- ✓ Giving Your Clients the Best Aftercare and Advice, Re-booking Them for Future Appointments with You for Years to Come
- ✓PLUS...Checklist Tests of Knowledge



You have the option to purchase the printed double manual or the electronic PDF version via our online membership site, so that you can view the manual on your phone, tablet or computer devices instantly.

[Click here for full details and for online purchase](#)

Product 2

“17 Common & Deadly Marketing Mistakes That Are Crippling Your Permanent Makeup Business & How To Avoid Them”



150 + Pages That Will Boost Your Permanent Makeup Business

- Normal RRP £333.00

17 Common & Deadly Marketing Mistakes Content Includes:

- ✓ Ever made a mistake that lost you a client that you know should have used you?
- ✓ Ever wondered why your marketing strategies are simply not bringing in the returns you thought they would?
- ✓ This manual is all about highlighting the most common & deadly, marketing mistakes that permanent makeup technicians are making on a daily basis that are literally crippling their business.
- ✓ If you already have a permanent make up business I can pretty much guarantee you are making some of these absolutely deadly marketing mistakes.
- ✓ If you don't have a permanent make up business but are thinking about starting one then this manual is an absolute must for you.
- ✓ There are 17 common & deadly mistakes that I go through in depth, in this 150 page manual & explain how you can overcome them & turn them to your advantage. For any permanent makeup technician who is serious about growing their business, this book is worth its weight in gold!

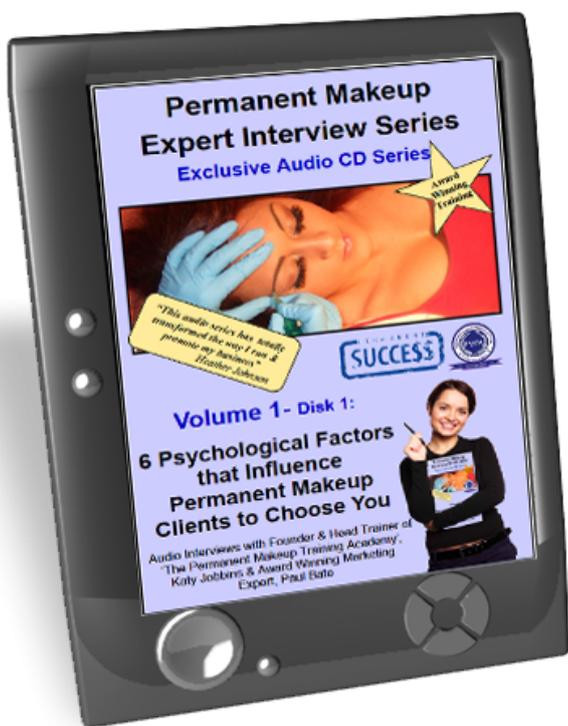


*You can purchase the full printed 150 Page+ manual **or** get access to the electronic PDF version via our online membership site, so that you can also view the manual on your phone, tablet or computer devices instantly.*

[Click here for full details and for online purchase](#)

Product 3

Permanent Makeup Expert Interview Series



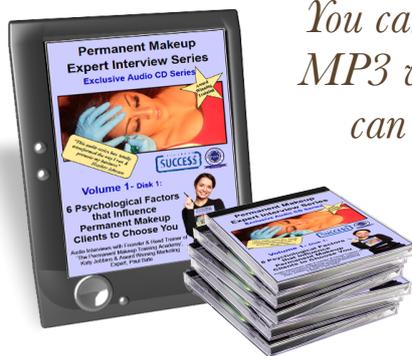
Voted by Industry magazine
Salon Today as a **'Must Have Product of the Year'**

6 Professionally Recorded Expert Interviews. This Series has been digitally remastered, With Top Permanent Makeup Industry Professional Revealing Real Life, Never Before Shared Secrets, On How To Develop A Successful Permanent Makeup Business

Permanent Makeup Expert Interview Series Includes:

3 hours of exclusive, never been heard before interviews with founder of The Permanent Makeup Training Academy, Katy Jobbins, on the *little things* that make a **BIG DIFFERENCE** to your permanent makeup business success!

- ✓ **“6 Psychological Factors that Influence** Permanent Makeup Clients to Choose You.”
- ✓ **“Creating a Powerful USP** to Attract Permanent Makeup Clients.”
- ✓ **“Turning Consultations into Clients... Every Time!”**
- ✓ **“How to Set up Profitable Permanent Makeup Clinics.”**
- ✓ **“Full Step-by-Step Permanent Makeup Consultation Structure.”**
- ✓ **“9 Top Tips to Gain Clients Complete & Utter Confidence in Your Permanent Makeup Services.”**

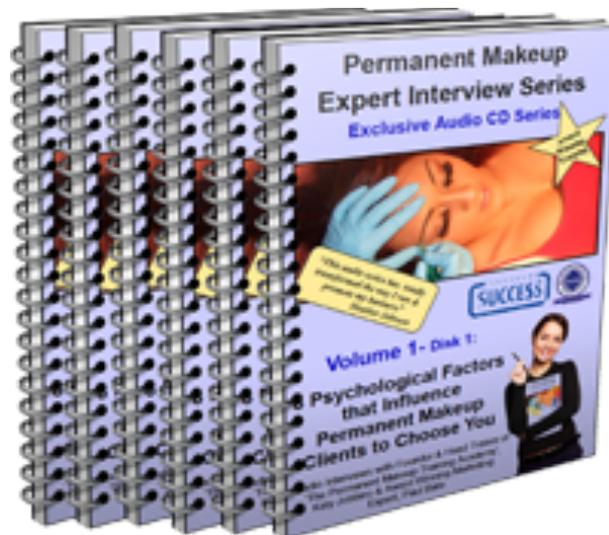


You can purchase the full set of 6 CD's or the electronic MP3 versions via our online membership site so that you can listen to the interviews on your phone, tablet or computer devices instantly.

[Click here for full details and for online purchase](#)

Product 4

Permanent Makeup Expert Interview Series Exclusive Set 6 Of Written Transcripts



**This includes the full written transcripts for the entire 6 disk
cd audio series**

At over 160 pages long, you can choose whether to listen, or read this fantastic series of permanent makeup business expert advice. This is available as a 160 page printed manual or you can access the online PDF version via our membership site.

Product 5

Full Online 3 Day Permanent Makeup Business & Marketing Course



Here is your unique opportunity to significantly catapult your permanent makeup career. This course is 10 years worth of permanent makeup business advice, help, guidance, information & mentoring, packed into 3 inspiring days.

We have broken the course down into 8 of the most essential permanent makeup business and marketing modules. Each Section had been professionally filmed, edited, digitised and includes full videos, trainers notes, sales letter templates to copy and tweak for yourself & full mp3 audio files.

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 2

Building Trust & Gaining Credibility With Your Clients As A Permanent Makeup Artist



It's a vital part of your success as a technician to know that one persons trust in another is based mainly on 'feeling & gut instinct' & not on anything 'rational' or 'logical'. Studies have shown that just 15% of a clients trust in the technician comes from the technicians technical competency & 85% from the technicians human

qualities – the gut feeling the client picks up from meeting the technician.

“You Never Get a Second Chance to Make a First Impression.”

.... Eric Ashton

Amongst other things, in this module you will learn:

- ✓ How to develop and put in place an unbeatable USP (Unique Selling Proposition), that will enable you to command the highest prices for your permanent makeup services
- ✓ How to build trust & gain credibility with your clients as a permanent makeup artist, even if you are new to the industry
- ✓ Top tips on building trust with your permanent makeup clients

- ✓ How to be perceived as the number one permanent makeup expert in your area, no matter how good the competition is
- ✓ The simple way to quickly become the permanent makeup expert in your local area
- ✓ Why it's important to write permanent makeup articles or reports & how to use them to gain a clients trust in your services
- ✓ The 3 step, easy way to write a permanent makeup article/report even if you think you can't write
- ✓ Why permanent makeup businesses struggles to differentiate itself – & how to fix the problem
- ✓ Building credibility in the permanent makeup industry at super speed...The importance of trying to win awards
- ✓ Top secrets to winning awards



Video: Building Trust & Credibility With Your Clients

Run Time:

Part 1 – 59:52 min, Part 2 – 14:47

File Type: MP4

Training Course

Manual : Trainers Copy – Building Trust & Gaining Credibility With Your Clients

Length: 27 pages

File Type: PDF

Audio: Building Trust & Gaining Credibility With Your Clients

Run Time: Part 1 – 59:52 min, Part 2 14:47 min

File Type: MP3

[Click here for full details and for online purchase](#)

- ✓ How to find out what permanent makeup clients are searching for so you come up at the top of the search listings
- ✓ How to successfully use and profit from social media like Twitter & Facebook in your permanent makeup business, even if you don't have a Facebook fan page or any Twitter followers!
- ✓ 10 essential Search Engine Optimisation (SEO) techniques that will quickly put your website in front of clients that are searching for your services
- ✓ Instant ways to boost your website traffic
- ✓ How to use free directories to boost your permanent makeup business
- ✓ How to create amazing 3d graphics for all your reports, articles & special offers etc. to make you look ultra professional – Including a live video demonstration
- ✓ How to build your own YouTube Channel that will quadruple your permanent makeup inquiries!



Video: Building & Improving Your Permanent Makeup Website

Run Time: Part 1 – 57:33 min, Part 2 – 47:20 min, Part 3 58:36

File Type: MP4

Training Course

Manual : Trainers Copy – Building & Improving Your Website

Length: 32 pages

Audio: Building & Improving Your Permanent Makeup Website

Run Time: Part 1 – 57:33 min, Part 2 – 47:20 min, Part 3 58:36

File Type: MP3

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 4

Successful PR & Offline Permanent Make-Up Marketing



Successful PR existed long before the internet. Did you know the pyramids were a PR campaign? Egypt wanted to send a message to other countries that they were a wealthy and powerful nation. And they did it without Twitter! Imagine that.

If you think that sending out lots of price lists in your local area is a good idea, then think again.

This can be one of the most costly and expensive mistakes you will make & leaving you missing out on one of the biggest business opportunities that you can get.

If you think that it is difficult to get free publicity in your local papers or even in top industry magazines then its really not. Especially if you know how.

If you think your business card just needs your logo, name, address, telephone number and website on it, then you are missing a massive trick.

Most technicians are dubious about the results of traditional marketing, because of the internet age. We beg to differ and show you exactly how you can synergise your offline & online marketing strategy, which creates a much more powerful effect.

Amongst other things, in this module you will learn:

- ✓ How to get FREE publicity in your local newspapers & top industry magazines to promote your permanent makeup business & services
- ✓ How to start writing your own press releases that will get you in front of thousands of potential permanent makeup clients for FREE even if you think you can't write
- ✓ The 5 questions you MUST answer, or else your permanent makeup business press release will not get published
- ✓ How to construct your press release for maximum effect
- ✓ How did the Permanent Makeup Training Academy get a double page press release and its founder, Katy Jobbins, a slot on the Expert Advice Panel for a full year for FREE?
- ✓ The 3 biggest PR mistakes made by permanent makeup technicians



Video: Successful PR & Offline Permanent Makeup Marketing

Run Time: 70:35 min

File Type: MP4

Training Course

Manual: Trainers Copy – Successful PR & Offline Permanent Makeup Marketing

Length: 27 pages

File Type: PDF

Audio: Successful PR & Offline Permanent Makeup Marketing

Run Time: 70:35 min

File Type: MP3

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 5

Building a Huge List of Interested Potential Permanent Makeup Clients



Imagine your worst fear... a quiet week in the diary, or worse still, a quiet month and no potential customer details to follow up on... very worrying for anyone in business.

But what if you had 10 interested ladies to call back? What if you had 100 or even 1000 interested customers to call or email to? Sounds too good to be true? May-be you are

wondering, how can I get that many clients and how can I deal with getting back to that many people?

In this module We will massively simplify your life by showing you our system of getting everything done on auto pilot so all you have to do is their permanent make up and take payment for it!!!

“List Building is a Must! The money is in the list. No matter if the list is in the form of leads, referrals, or repeat customers this is a fundamental truth of doing business.”

... Conrad Levinson

Amongst other things, in this module you will learn:

- ✓ Where to find your top permanent makeup clients
- ✓ The easiest way to get potential permanent makeup clients to tell you they are interested in your treatments

- ✓ How to put into place an automated system to generate qualified permanent makeup leads
- ✓ Whether or not you should you put your permanent makeup treatment prices on your website, if you are thinking “of course” why this could be a BIG mistake
- ✓ How to drive significant levels of clients to your permanent makeup website
- ✓ How to get your permanent makeup business working 24/7 for you whilst you sleep
- ✓ A step-by-step guide to setting up an automated email system that will help convert huge numbers of potential permanent makeup clients for you
- ✓ How to have people clamouring over themselves to give you their details to join your interested in permanent makeup treatments list



Video: Building A Huge List of Interested Permanent Makeup Clients

Run Time: Part 1 – 68:14 min, Part 2 – 20:28

Training Course Manual: Trainers Copy – Building A Huge List of Interested Permanent Makeup Clients

Length: 25 pages

Audio: Building A Huge List of Interested Permanent Makeup Clients

Run Time: 88:42 min

File Type: MP3

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 6

Stop Throwing Your Hard Earned
Money Down The Drain By Wasting
Money On Bad Marketing



If you are in the privileged position to be able to afford spending money on 'general' advertising, then make sure you are not throwing hard earned money down the drain.

If you are buying advertising space in magazines, papers etc. then make sure you get your moneys worth. Remember you will never be able to get all the points across in a single

advert, so why even try.

In this module you will learn what to do as well as what critical errors you should never do if you are going to advertise your services in the more traditional way.

“Half of my advertising is wasted, and the trouble is, I don't know which half.”

... William Hesketh Lever

Amongst other things, in this module you will learn:

- ✓ What essential things you must put on your business card as a permanent makeup technician

- ✓ Where most permanent makeup technicians go wrong with their advertising
- ✓ How to avoid costly permanent makeup advertising mistakes
- ✓ How to create instant response special offers to sell you permanent makeup services
- ✓ Pricing your permanent makeup service for full profit potential
- ✓ How to measure the response of all your permanent makeup marketing
- ✓ How to eliminate the bad marketing that could cripple your permanent makeup business
- ✓ What form of 'marketing' works best in the permanent makeup industry including step-by-step guide to how to use it
- ✓ How to develop and improve your permanent makeup price lists



Video: Stop Throwing Your Hard Earned Money Down The Drain On Bad Marketing

Run Time: 43:42 min

File Type: MP4

Training Course

Manual : Trainers

Copy – Stop Throwing Your Hard Earned Money Down The Drain On Bad Marketing

Length: 27 pages

Audio: Stop Throwing Your Hard Earned Money Down The Drain On Bad Marketing

Run Time: 43:42 min

File Type: MP3

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 7

Grow & Expand Your Permanent
Makeup Business The Quick And Easy
Way... By Building Profitable
Permanent Makeup Clinics



You can work on your own as a permanent makeup artist & make a decent income. However, you can multiply your income beyond all expectations by working alongside other like minded businesses if you know how to.

Katy is constantly asked how it was possible for her to run and organise 50 permanent make up clinics

nationwide? In this module you will learn exactly how she did this and what mistakes you need to avoid that could cost you dearly if you do not get them right from the start.

What's even better, is that it's free, simple, & very easy to implement

“Growing a business is never by mere chance; it is the result of forces working together.”

... James Cash Penney

Amongst other things, in this module you will learn:

- ✓ The advantages of setting up permanent makeup clinics & how to do it for FREE

- ✓ The Golden Nuggets of the Industry – Who to do permanent makeup on at reduced prices or for free
- ✓ How to generate countless flows of permanent makeup prospects from multiple sources
- ✓ What not to do when setting up a permanent makeup clinic in someone else's salon
- ✓ How to get the local press to promote your permanent makeup clinics for FREE & even make money if no-one turns up
- ✓ How to measure the response of all your permanent makeup marketing
- ✓ The one negotiating error that can cost you thousands of pounds when setting up permanent makeup clinics if you get it wrong
- ✓ No room, no salon, no clients...no problem. How to get permanent makeup clients for free whether you have a premises or not.
- ✓ How a single Facebook status update can generate thousands of pounds

Also Included In This Module Is...

...Invaluable Bonus Material Worth Over £10,000 +...

You Can Use These Bonuses As Templates, Then Copy,
Alter And Use These To Help Build Your Permanent
Makeup Empire!!!

* * * * *

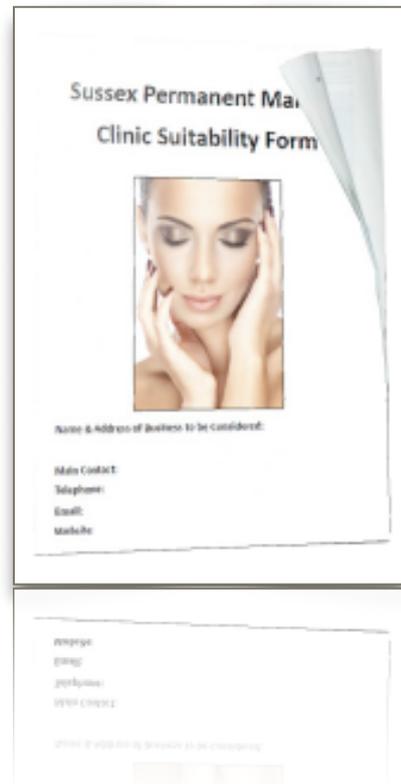


As Part Of This Module We Will Be Giving
You A Full Copy Of The Sales Letter That
Katy Jobbins Used That Helped Her Build 50
Permanent Makeup Clinics In Less Than 3
Months Generating Tens Of Thousands Of
Pounds Of Extra Income.

* * * * *

+ \$\$ Additional Bonus

You will also receive a copy of her 7 page clinic suitability questionnaire, that was developed to analyse the profitability of each potential new clinic that Katy decided to open.



This shows you exactly what questions you need to ask salon/spa owners before you consider setting up a regular permanent makeup clinic in their establishment & how you can utilise all their resources as effectively as possible – even if they are not doing so themselves.

It also goes into detail on how she incentivises each business & its staff to sell her permanent makeup services & even advertise her clinics for FREE!

It puts you in control.



Video: Grow & Expand Your Permanent Makeup Business the Quick and Easy Way ... by Building Profitable Permanent Makeup Clinics

Run Time:

Part 1 – 44:10 min,
Part 2 – 65:50min

File Type: MP4

Training Course Manual : Trainers Copy – Grow & Expand Your Permanent Makeup Business the Quick and Easy Way ... by Building Profitable Permanent Makeup Clinics
Length: 31 pages

Audio: Grow & Expand Your Permanent Makeup Business the Quick and Easy Way ... by Building Profitable Permanent Makeup Clinics

Run Time:

Part 1 – 44:10 min,
Part 2 – 65:50 min

File Type: MP3

[Click here for full details and for online purchase](#)

Permanent Makeup Business & Marketing Course - Module 8

Marketing To Your Permanent Makeup Clients Likes, Wants & Needs



If you think that you are selling permanent makeup services to your clients then, you are very wrong. This is one of the biggest errors in selling permanent makeup services. In this module you will learn exactly what you are selling & more importantly what exactly the clients are wanting to buy from you.

There are so many ways to sell and market permanent makeup services & in this module you will learn the easiest and most successful & effective ones.

“Price is what you pay, value is what you get.”

... Warren Buffett

Amongst other things, in this module you will learn:

- ✓ What permanent makeup clients are they really buying from you.
- ✓ How to use one of the top selling techniques in your permanent makeup business.

PLUS ...

*** EXTRA SPECIAL BONUS ***

At the end of this module we are going to show you exactly how Katy generated 68 new clients &

MADE OVER £20,000 from just one email idea in a single week!

What's Even Better???

We are going to give you full Step-By-Step instructions on how you can repeat what she did & do exactly the same!!!

And you won't believe how simple & easy it is!



Video: Marketing To Your Permanent Makeup Clients Likes, Wants, & Needs

Run Time: 51:59 min

File Type: MP4

Training Course

Manual : Marketing To Your Permanent Makeup Clients Likes, Wants, & Needs **Length:** 41 pages

File Type: PDF

Audio: Marketing To Your Permanent Makeup Clients Likes, Wants, & Needs

Run Time: 51:59 min

File Type: MP3

[Click here for full details and for online purchase](#)

* * * * *

If You Buy The Full Package
Your Also Get A Further 2
Amazing Bonuses For Free ...

* * * * *

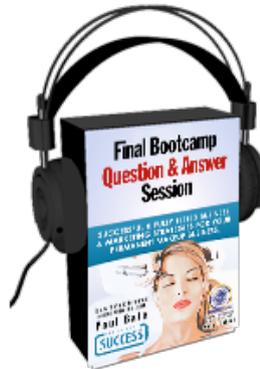
FREE Bonus 1

Final Bootcamp Question & Answer Session



In this module we recap over everything that has been discussed over the last 3 days and have an interesting question and answer session with the attendee's.

You may have the same burning questions to which you can hear the answers and further explanations in this very important bonus module.



**FREE
BONUS 1
Worth £97**

Video: Final Boot Camp Question & Answer Session

Run Time: 48:05 min

File Type: MP4

Audio: Final Boot Camp Question & Answer Session

Run Time: 48:05 min

File Type: MP3

FREE Bonus 2

Module 6 3/4 - How To Write An Effective Sales Letter/Email/Website Page Etc...



At the end of the day, we're all self-motivated. We're all listening to the WIIFM radio station... What's In It For ME You are, I am, the people you walked past on the street on the way to the office this morning are. Once you truly "get" this, you'll write WAY better sales copy. You'll dig deeper. You'll do everything you can to get inside your customers head. Why? Because the more you can give her what she wants, the more likely you'll get what YOU want. Most people don't do this with their ads! Find out how in this special module.



FREE
BONUS 2
Worth
£197

Audio: How to write an effective sales letter/ email/website page etc...

Run Time: 55:49 min

File Type: MP3

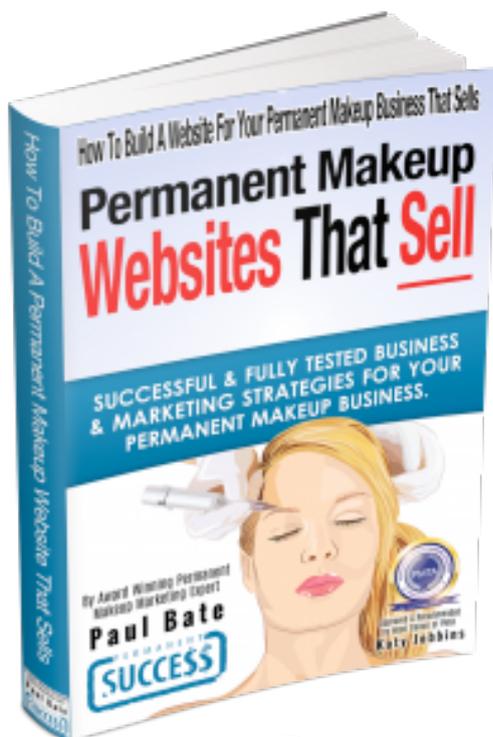
[Click here for full details and for online purchase](#)

Product 6



Permanent Makeup Websites That Sell.

Get Your Free Guide Today!



It's one thing to know what to do, yet its another to get it all done. That is why we can offer you tailored services all around the online marketing of your permanent makeup business.

We've been there, done it, discovered what works and what doesn't. So to short cut implementing many of the methods and techniques and let someone else do all the hard work ...

... Download our complete guide to website success... or simply ask us to build your website for you!

[Click here for full details & Free Download](#)