A GUIDE TO HELP YOU GO FROM A FEW CLIENTS A WEEK TO BOOKED WEEKS IN ADVANCE

BOOKED & BUSY

estélle
beauty



CONTENTS

1

INTRODUCTION

2

THE BEGINNING

3

INSTAGRAM PROFILE

4

SOCIAL MEDIA

5-6

PROMOTIONAL TACTICS

7

BOOKINGS

8

CUSTOMER SERVICE

9

CONTINUOUS EDUCATION

10

CONTACT ME & FOLLOW

HELLO & WELCOME



My name is Danielle, and I'm a certified YUMI Lash and Brow artist. I started my business almost 5 years ago right after finishing up aesthetician school. Building a new business is not easy, especially when you just start performing lashes and brows, and you need to put yourself out there.

With no existing clientele, I knew I had to work extra hard to make that happen. Despite my challenges, my hard work and determination has allowed me to build the clientele that I've wanted and wished for over the last few years.

Here, I will share with you the journey and the strategy i've built over the years, that turned my business from struggling to thriving.

Danielle xoxo

THE BEGINNING

"The beginning is the most important part of the work."

I wish I had this guide when I started!

As you begin your journey as an entrepreneur, it's common to have no clients. This is 100% normal! However, ALWAYS remember that all successful businesses started from nothing.

So my **first tip in this beautiful and amazing guide is to have a great coach.** Someone you can text while troubleshooting or any advice that you feel that you need to work on in your business.

Self-belief is so crucial in this journey and having someone there to tell you, "you're amazing, keep going!" is a huge bonus. That's honestly why I started this digital marketing course to help other entrepreneurs like me, especially women in the beauty industry, to elevate their business and be there to tell you, "you are amazing and you will kill it."

THE BEGINNING

THINGS TO REMEMBER

INSTAGRAM PROFILE APPEARANCE

Whether you're updating your current account or creating a new one, it is crucial to optimize it so people immediately understand what you offer as a last artist and how you can help them. Small things that will lead to big changes

01

BIO

Think of your bio as a search engine. It should be clean, aesthetic and easy for whoever is reading it to understand the following: what you do, where you are located, what you offer (services, courses, tips on keeping their lashes healthy, etc). Whatever you specialize in, make sure it's obvious in your bio so clients and other lash artists instantly see how you can benefit them.

02

PROFILE PICTURE

What a good reason to have a photoshoot! Your profile picture should NOT be your logo. Mama it should be a beautiful, close-up picture of yourself. Showing yourself helps build trust with potential clients as they feel more connected when they can see the person behind the business. A professional and an approachable profile picture can make all the difference in attracting new clients to your lash business.

03

PAGE AESTHETICS

Every post on your account should flow together to reflect your branding. Choosing a filter, 2 or 3 emojis and reel covers. Stick with them as this helps with the trust factor and will help clients become familiar with you more quickly. (Less is more, always have that in the back of your head when posting)

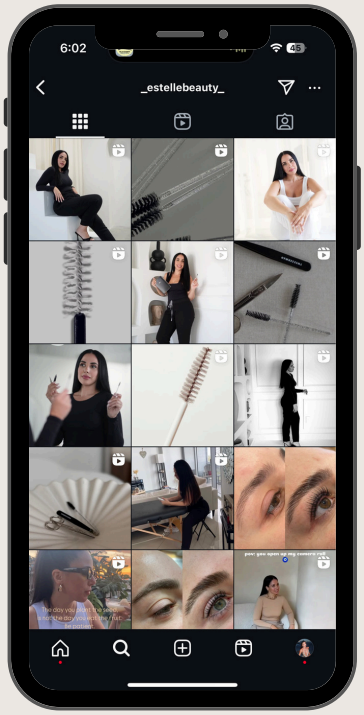
04

HIGHLIGHTS

Your instagram page is your first impression! Overall, highlights are an essential tool for branding on Instagram. You can use highlights to feature important information such as products, before and after pictures, pricing and storytelling in an organized matter.

THINGS TO REMEMBER

SOCIAL MEDIA



In today's world, social media is a powerful tool for artists and creators to share their work with other people around the world. Platforms like Instagram help you show off your talent and connect with others who share the same interest as you.

It is also important to engage with your followers, reply to comments and messages and share behind-the-scenes content in stories to build a strong connection with your audience. This interaction helps create a supportive community that is genuinely interested in your work.

- ✓ *Be consistent in your posting*
- ✓ *Mix in educational, behind the scenes glimpses and personal stories to connect with your audience.*
- ✓ *Find a way to make it happen, people want to see you and hear you. Go on your story and TALK!*

Remember, social media is more than just promoting yourself. It's also about connecting, inspiring and collaborating with others. Using these tools effectively can help you grow your business and build a strong online presence.

THINGS TO REMEMBER

PROMOTIONAL TACTICS

Whether you just started with your lash business or you've been in this industry for a while now. You are here to build your clientele. So always start with the basics; discounts, giveaways and special deals. ANYTHING that will attract new clients.

01

BUSINESS CARDS

I personally love them and bring them to every networking event.
These little buddies are small but are filled with so much.
(I personally also have a digital business card to send on social media)

02

GIFT CARDS & LOYALTY CARDS

Great way to attract new clients and reward loyal ones.
be creative, collaborate with other businesses and keep it interesting.

Some examples are a referral program; a great way to attract new clients. a discount to both existing and new clients. First time clients; make the discount offer visible and simple. This is a great chance to turn a new client into a returning loyal client.

03

RUNNING ADS

Advertising on social media platforms like Instagram and Facebook can be a great way to attract new customers to your beauty business. Here's how it works and how you can make the most out of it:

- Reach more people: Ads help you connect with a wider audience beyond your current followers. You can also target specific audiences based on their demographics and interests.
- Control your budget: think that ONE customer can pay off for your 7 day ad.
- Choose what you want to advertise: it can either be a good reel, post or even a story with a bunch of good information.

THINGS TO REMEMBER

PROMOTIONAL TACTICS

04

GIVEAWAYS

OMG, if you really want to create a buzz on your page, Giveaways are the real thing! They work like magic and get people excited and talking about your brand.

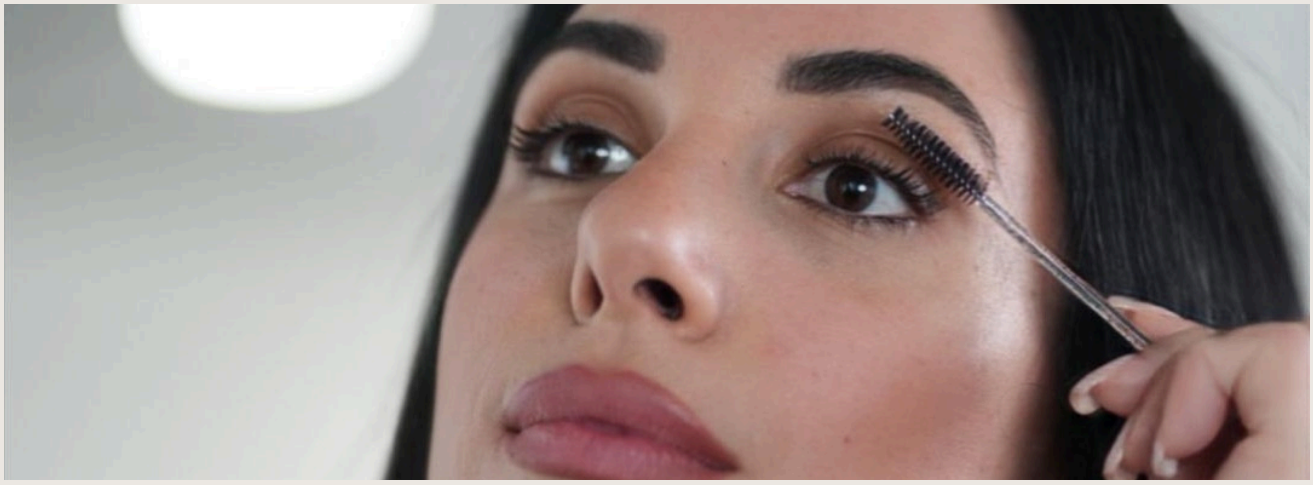
When you host a giveaway, you don't just give out prizes. You actually make your audience participate and give them a chance to win something amazing. By offering a great prize and making it easy to enter by doing simple things like liking, commenting and sharing your post. You'll see more people getting involved and this will create traffic on your page.

05

NETWORKING AND COLLABS

Building relationships with other local businesses and professionals can open up a world of opportunities for partnership, knowledge-sharing, and mutual support. Attending networking events and industry conferences is another powerful way to expand your network, giving you opportunities to connect with industry experts, potential clients, and collaborators.

EMBRACE THE POWER OF NETWORKING AND COLLABORATION AND WATCH YOUR BUSINESS BEGIN TO THRIVE.



THINGS TO REMEMBER

BOOKINGS

Once you start getting more clients, and interest in your business, the booking stage is one of the easiest but yet most important parts to keep your books full.

First thing is first, ALWAYS pre-book your client. This means, once she is done with her treatment you encourage her to prebook her next appointment. This will create a consistent flow of bookings that helps both your schedule and their beauty routine. Pre Booking not only secures your income, but also provides clients with the assurance that they'll get their preferred time slots.

When in the beauty industry, it is important to keep them committed to their appointments and beauty goals. Pre-booking makes it easier for both artist and client to reach that goal.

Weather you have a booking website, or you're old schooled like me 💁🏻‍♀️ make it easy for your clients to book an appointment with you. Always have reminders, and provide all the information they need to know before and after their appointment.

Making pre-booking a usual in your clients routine, helps create a seamless experience. reducing the chances of clients forgetting to schedule their next visit. It's a simple yet effective way to boost retention, build strong client relationships, and ensure a steady stream of booking for your business.

FUN FACT 😌

When clients know your schedule fills up quickly, they're more likely to secure their spot in advance.

THINGS TO REMEMBER

CUSTOMER SERVICE

It doesn't matter if you are THE best in town and you are number one in the industry, If you don't have AMAZING customer service, you can lose a lot of customers along the way.

Maintaining your clientele is not less important.

I'm sharing with you ladies so many things that cost me so much time and money along the way. This is why I'm here, because I've discovered while teaching my 1:1 and group classes that I love helping other women grow and succeed.

Rules I go by to make sure my clients are happy:

- Be the best in the industry and stay consistent.
- Have a calm and comfortable environment.
- Be gentle, your client trusts you with their beauty. Make it a pleasant experience.
- Always listen to your clients needs.
- If your client isn't happy with the results, try to figure a way to fix it. (With that being said, make sure she followed the right aftercare, try to understand what happened, what she needs? A fix or a refund?) Some clients will take advantage of you if you're too nice, so make sure the client is not taking advantage of you while staying professional.
- Be a good friend while staying professional. A lot of your clients will feel so comfortable to share personal information with you. Be a great listener and know who and how to speak with each client.
- Be available for any questions, pre- and post-treatment.
- Clients' comfort and satisfaction go hand in hand. When a client feels pampered and respected, they leave not just looking beautiful but feeling great as well. That positive experience is what will bring them back again and again. Keeping your books full ✨

THINGS TO REMEMBER

CONTINUOUS EDUCATION



In the beauty industry it is important to stay up to date in your field.
Staying informed about the latest trends and techniques and enhancing your expertise. Keeping you ahead of the game, ALWAYS.

TIPS:

- Follow successful artists from your field.
- Use the best products.
- Learn from the best, there is no price tag on your education. That money will come back to you x10.
- Fostering a growth mindset, pave the way for ongoing improvement.
- Book a 1:1 call with me.

READY TO GET STARTED?

Thank you for taking the time to read through this ebook. I hope you found this helpful and that the tips and strategies provided will benefit your efforts to grow your business and build your clientele.

Your dedication to learning and wanting to succeed in your business. Putting your time and effort to thrive. Choosing THIS over trash TV or a night out with friends. With no doubt you'll achieve remarkable success!!!

I truly wish you the most success in your beauty business,
I believe in you, you got this ✨



CONTACT BY PHONE
954-881-6039

SEND ME AN EMAIL
bramidanielle@gmail.com

ON SOCIAL MEDIA
@_estellebeauty_