

3 STEPS

From ZERO to BOOKED!

1

Models

2

Instagram

3

Pitch



From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

1

Models



IF YOU HAVE NOT TAKEN THE COURSE YET BUT ARE ABOUT TO...DO THIS

POST TO YOUR SOCIAL MEDIA:



TIP 1:

INDIVIDUALIZE TO YOUR REASONS SPECIFICALLY AND BE TRANSPARENT AND HONEST. USE YOUR WORDS AND PERSONALITY AND SPEAK HOW YOU WOULD NORMALLY SPEAK

TIP 2:

MAKE IT HEARTFELT. BE OPEN WITH YOUR STRUGGLES THAT LED YOU TO THIS DECISION. LET THEM KNOW WHY YOU DECIDED TO MAKE A CHANGE AND WHAT YOU WANT OUT OF IT. BE CLEAR WITH YOUR INTENTIONS.

TIP 3:

BE EXCITED BUT HUMBLE. LET THEM KNOW YOU'RE TERRIFIED BUT NOT FEARFUL. UNCERTAIN OF THE FUTURE BUT EXCITED ABOUT CHANGE.

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

social media scripts

IF YOU HAVE NOT TAKEN THE COURSE YET BUT ARE ABOUT TO...DO THIS



POST TO YOUR SOCIAL MEDIA:

EXAMPLE:

HEY GUYS. SO I AM ABOUT TO DO A THING...I'M ABOUT TO START MY OWN BUSINESS AND I'M SCARED TO DEATH BUT SO EXCITED AT THE SAME TIME. I FEEL LIKE STANDING IN LINE ABOUT TO GET ON A ROLLERCOASTER THAT I DON'T KNOW EXACTLY WHAT IT'S GOING TO BE LIKE LOL.

I'VE BEEN STRUGGLING WITH MY JOB THAT DEMANDS MORE AND MORE OF ME ESPECIALLY AFTER COVID AND FINDING A BALANCE BETWEEN KIDS & FAMILY. NOT HAVING TIME TO TAKE OFF WHEN I NEED TO AND HAVING THE ABILITY TO WORK WHEN IT WORKS FOR ME AND MY SCHEDULE. I DON'T WANT TO BURN MYSELF OUT SO I'M ACTIVATING PLAN B.

I KNOW IT WON'T BE EASY TO START AND RUN A SMALL BUSINESS BUT I'M READY TO TAKE THE LEAP. I'VE DONE MY RESEARCH AND WITH MY PASSION FOR MAKEUP AND MAKING WOMEN FEEL BEAUTIFUL. I SETTLED ON PERMANENT EYEBROWS. MICROBLADING. POWDERBROWS ETC...

IT REALLY BRINGS OUT MY CREATIVE SIDE AND I HAVE ENROLLED IN A COURSE THAT IS COMING UP MY GOAL IS TO HAVE MORE TIME AND BE ABLE TO SUPPORT MY FAMILY AT THE SAME TIME.

I WILL BE BUILDING MY PORTFOLIO AND DO BROWS FOR FREE AT FIRST. IF I SHARE MY WORK AND SHOW YOU THAT I'M CAPABLE AND ABLE. WILL YOU BE PART OF MY FREEBIE BROWS?

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

social media scripts

IF YOU **HAVE** TAKEN THE COURSE BUT HAVEN'T BUILT A PORTFOLIO..DO THIS



POST TO YOUR SOCIAL MEDIA:

EXAMPLE:

HEY GUYS. SO I JUST DID A THING...I OFFICIALLY STARTED MY OWN BUSINESS AND I'M SCARED TO DEATH BUT SO EXCITED AT THE SAME TIME. I FEEL LIKE STANDING IN LINE ABOUT TO GET ON A ROLLERCOASTER THAT I DON'T KNOW EXACTLY WHAT IT'S GOING TO BE LIKE LOL.

I'VE BEEN STRUGGLING WITH MY JOB THAT DEMANDS MORE AND MORE OF ME ESPECIALLY AFTER COVID AND FINDING A BALANCE BETWEEN KIDS & FAMILY. NOT HAVING TIME TO TAKE OFF WHEN I NEED TO AND HAVING THE ABILITY TO WORK WHEN IT WORKS FOR ME AND MY SCHEDULE. I DON'T WANT TO BURN MYSELF OUT SO I'M ACTIVATING PLAN B.

I KNOW IT WON'T BE EASY TO START AND RUN A SMALL BUSINESS BUT I TOOK THE LEAP. I'VE DONE MY RESEARCH AND WITH MY PASSION FOR MAKEUP AND MAKING WOMEN FEEL BEAUTIFUL. I SETTLED ON PERMANENT EYEBROWS. MICROBLADING. POWDERBROWS ETC...

IT REALLY BRINGS OUT MY CREATIVE SIDE AND I HAVE JUST FINISHED MY CERTIFICATION AND OBTAINED MY LICENSE. MY GOAL IS TO HAVE MORE TIME AND BE ABLE TO SUPPORT MY FAMILY AT THE SAME TIME.

I AM NOW BUILDING MY PORTFOLIO AND DO BROWS FOR FREE AT FIRST. IF I SHARE MY WORK AND SHOW YOU THAT I'M CAPABLE AND ABLE. WILL YOU BE PART OF MY FREEBIE BROWS?

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!



The Strategy

YOUR FIRST ASSIGNMENT IS TO COMPLETE 12 MODELS. WHETHER YOU CHARGE A SMALL FEE TO COVER YOUR PRODUCTS OR NOT **IS ENTIRELY UP TO YOU.**

I KNOW YOU MAY FEEL THAT IS A LOT FOR LITTLE TO NO MONEY BUT YOU HAVE TO LOOK AT THIS AS **YOUR INVESTMENT IN YOUR FUTURE.** THE PRODUCTS YOU USE ON YOUR CLIENTS ARE FAIRLY INEXPENSIVE SO THE **MOST EXPENSIVE PART YOU'RE GIVING IS YOUR TIME.**

IF YOU KNEW THAT THIS HAS THE POTENTIAL TO LAY THE FOUNDATION TO A **MASSIVE** BOOK FULL OF CLIENTS. WOULD YOU LOOK AT IT DIFFERENTLY?

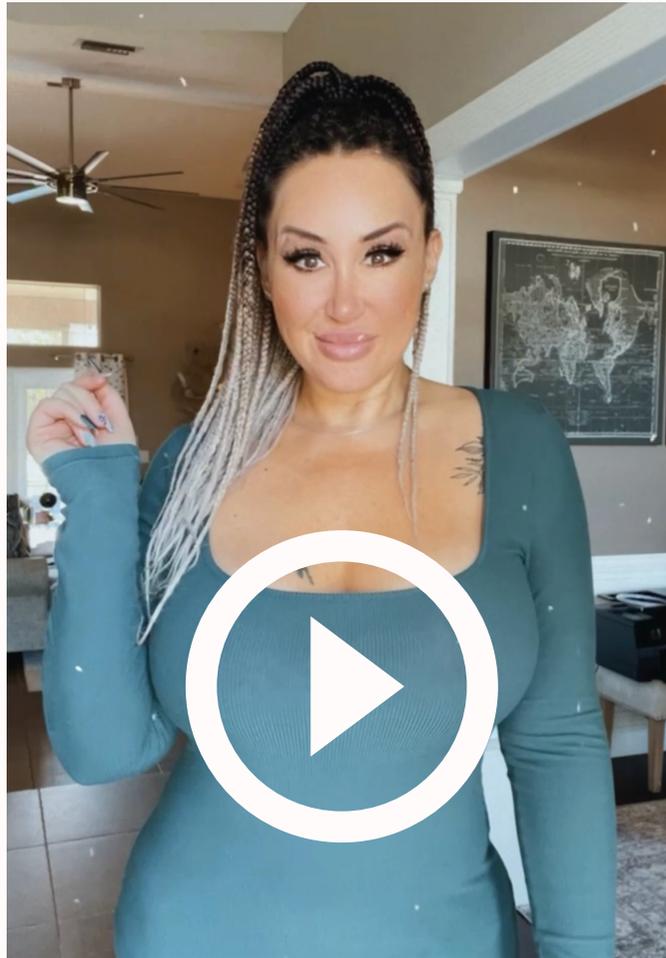
THIS IS PART ONE AND CRUCIAL TO YOUR STRATEGY.



From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

LET'S TALK ABOUT INTEGRITY FOR A SECOND!



From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

2

Instagram

AS MUCH AS YOU MAY WANT TO, BUT YOU CANNOT SKIP THIS STEP. INSTAGRAM IS GOING TO BE **THE DOOR THAT ALL YOUR FUTURE CLIENTS ARE GOING TO WALK THROUGH** SO WE ARE GOING TO NOW CREATE A PORTFOLIO THAT YOU CAN **SHOW OFF WITH PRIDE AND CONFIDENCE.**

YOUR TIMELINE WILL REPRESENT SOMEONE COMING INTO YOUR HOUSE FOR **THE FIRST TIME**. ARE THEY GOING TO BE IMPRESSED WITH THE CLEANLINESS, CRISPNESS, CLUTTER- FREE HOUSE OR IS IT DARK, DREARY AND STUFF EVERYWHERE?

IF YOU ARE CONVERTING YOUR PERSONAL IG AND HAVE CONTENT THAT SHOWS THAT, MAKE SURE YOU CLEAN IT UP PROPERLY TO REFLECT THAT YOU HAVE A **PROFESSIONAL AND RESPECTABLE BUSINESS.**

MAKE SURE YOU HAVE A GREAT HEADSHOT OF YOURSELF THAT IS **BRIGHT & CLEAR**. THE NEXT THING YOU WANT TO MAKE SURE IS THAT THE **PRIVACY IS SET TO PUBLIC** AND **YOUR BIO DESCRIBES EXACTLY** WHAT YOU'RE OFFERING. DO NOT SKIP ON THIS. THIS IS YOUR ADDRESS TO YOUR HOUSE. LETTING PEOPLE KNOW THEY'RE IN THE RIGHT PLACE AND **ARE WELCOME** TO COME INSIDE.

MOM & DOG LOVER AS YOUR BIO WILL **NOT** WORK. BE SPECIFIC. PEOPLE ARE ABOUT TO SPEND A LOT OF MONEY WITH YOU AND **THEY WILL SEND ALL THEIR FRIENDS AND FAMILY TO YOU.**

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

FOLLOW THESE STEPS TO CREATE A ROBUST LOOKING IG PAGE EVEN IF YOU'RE BRAND NEW.

1. YOUR PICTURES HAVE TO BE LIT...LITERALLY! HERE IS WHERE YOU WILL SPEND MOST OF YOUR TIME FOR YOUR IG CONTENT BECAUSE THOSE PICTURES DETERMINE WHETHER A CUSTOMER BOOKS WITH YOU OR NOT.
2. USE THE FREE EDITING TUTORIAL '[3 BEAUTY PHOTO EDITING HACKS YOU CAN DO IN UNDER A MINUTE](#)' BY @BEAUTYBOSSTEMPLATES
3. POST ALL 15 PICTURES TO YOUR IG WITH A GRAPHIC SLIDE IN BETWEEN TO CREATE THE APPEARANCE OF MORE VOLUME
4. NOT SURE WHAT GRAPHIC SLIDES TO USE? YOU CAN CREATE ANYTHING IN CANVA THAT REPRESENT QUOTES TO EDUCATIONAL TIPS FOR YOUR CLIENTS. IF YOU ARE NOT VERY SAVVY I HAVE A [FREE SET OF TEMPLATES](#) THAT YOU CAN USE. CHANGE THE COLORS AND THE WORDING ON. IF YOU'D LIKE.



3 BEAUTY PHOTO EDITING HACKS YOU CAN DO IN UNDER A MINUTE.

GETTING GORGEOUS BEFORE AND AFTER PHOTOS OF YOUR CLIENTS DOESN'T HAVE TO TAKE HOURS!



From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

3

Pitch



NOW THAT YOU'RE PROPERLY PREPARED. IT'S **TIME TO PITCH SURROUNDING BUSINESSES WHO ALREADY HAVE YOUR IDEAL CLIENT**. INSTEAD OF YOU TRYING TO PICK ONE CLIENT UP AT A TIME. UTILIZE SOMEONE ELSE'S CLIENTELE THAT ALREADY EXISTS AND CREATE A PARTNERSHIP.

EVEN THOUGH I DON'T BELIEVE IN COLD MESSAGING OR CALLING BUT THIS IS DIFFERENT. INSTEAD OF YOU COMING FROM THE OLD APPROACH OF 'UHMMM. I JUST WANTED TO SEE...IF YOU...MAYBE WE COULD....

No! ...No. NO. NO. NOOOOO!

YOU ARE GOING TO SHIFT BECAUSE **YOU HAVE A POT OF GOLD FOR THEM...** YOU HAVE SOMETHING THAT MAKES THEM (AND ESSENTIALLY YOU) MONEY.....

SO BEFORE I GO INTO THE SCRIPT....GET THOSE 'SCARY CAT' THOUGHTS OUT OF YOUR HEAD. WE ARE ABOUT TO CHANGE THE GAME!

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!



FIRST THINGS FIRST. DON'T JUST DROP THE DM...WARM UP WITH TAKING A FEW MINUTES TO BECOME FAMILIAR WITH THEIR BUSINESS AND WHAT THEY DO TODAY.

'I WAS LOOKING OVER YOUR WEBSITE AND I NOTICED THAT YOU OFFER <MENTION SOME BEAUTY ENHANCING SERVICES> LIKE INJECTABLES AND FACIAL SERVICES. I DON'T SEE THAT YOU OFFER ANY <YOUR SERVICE> .

FULL DISCLOSURE...I'M NEW BUT I DO GOOD WORK AND IF YOU'RE OPEN TO IT. I'D LOVE TO WORK WITH YOU BY SERVICING YOUR CLIENTS AT YOUR <SPA/OFFICE/ETC...>

I HAVE MY OWN INSURANCE AND PAY FOR ALL MY PRODUCTS. You provide a small room for me to work in and I provide a new revenue source for your business.

You have no additional cost...ONLY ADDITIONAL INCOME....CHECK OUT MY WORK AND IF YOU'RE INTERESTED I'D LOVE TO STOP BY AND MEET YOU IN PERSON SO WE CAN WORK OUT THE DETAILS.

From **ZERO to BOOKED!**

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!

Great Places

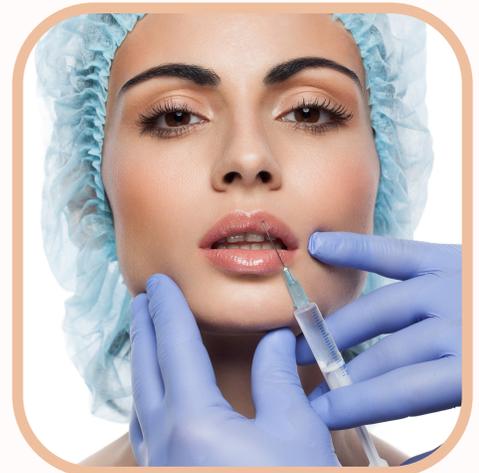
...TO CONTACT!



PLASTIC SURGEON



DERMATOLOGY



MEDSPAS

**IF YOU DON'T GET A RESPONSE, DON'T GET DISCOURAGED.
STOP BY WITH A CREATIVE AND COLORFUL PORTFOLIO TO
LEAVE WITH PICS OF WHO YOU ARE AND WHAT YOU DO.**

FOLLOW UP! FOLLOW UP! FOLLOW UP!

From ZERO to BOOKED!

HOW TO BUILD A BEAUTY CLIENTELE CRAZY FAST!



GOOD LUCK AND IF YOU HAVE ANY
QUESTIONS DM ME ON @WEDOBROWS.

XOXO, Bianca