

“The Secret of Getting ahead is Getting Started” Mark Twain

YOUR STEP-BY STEP GAMEPLAN

to kickstart your career

You're interested in this course because you want to slay as a brow boss, right? This guide is a little somethin' somethin' that no other Academy offers today.

I'm sharing it with love because my mission is to see you succeed, annnd because we are so extra! Please note, this guide is for your eyes only.

STEP: ONE

REGISTER YOUR BUSINESS NAME

DECIDING ON A BUSINESS NAME » This is a huge decision, be careful not to pigeonhole yourself to one technique, who knows what the future holds for you. Social Media is flooded with business names like “Feather brows” “Feather cosmetics” etc etc. Yet most of these Artists have flourished into other areas such as Ombre techniques, lashes, lips, injectables and even teeth whitening.

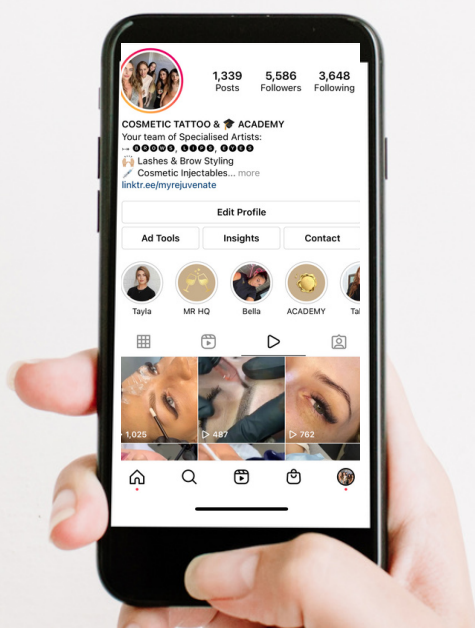
DECIDED ON A BUSINESS NAME » Check the business name is available with ASIC, once ready to commit you can do that here: **ASIC**

Check the Domain name is available and purchase it. I recommend **Netregistry.com.au**

Once you've registered your Domain name you can set up your email address with your business name in it eg. info@businessname.com. G-suite (gmail) is my preferred email provider, and most compatible with Mac's.

You'll be able to claim your training and equipment expenses on tax now that you have a business name. Take your documentation to your bank and open a business account so you can track all your expenses and earnings in one place

STEP: TWO



SET UP YOUR SOCIALS

Facebook TikTok and Instagram are essential starting points.

Other platforms such as Twitter, LinkedIn, Pinterest, Shopify etc are not a priority however I do recommend placing them at the back of your mind for future reference.

HINT: If you don't have any content yet, don't let that deter you from getting started. You don't need to Publish the accounts yet (or make visible). Just make sure they're setup and ready for day-1 of your training so we can tag you, and so you can upload all your awesomeness as you go.

Hootsuite or **Planoly** are great apps to help you with planning your SM content. Instagram is the most important platform for showcasing your work, and attracting customers. Even if you don't have any work to display yet, there's a whole world of Brow Goals you can start talking about to attract interest. **Google +** is an essential platform to register your business however, a location is required so they can put you on the map! If you don't already have a primary location yet, just keep this in mind for once you do.

SIDE NOTE: The longer you delay starting your SM posting, the Newer you will look to the industry. You will attract more clients if you appear more established.



EXISTING LOCATION ➤ ensure the room you're working from is compliant with State regulations. Find out more by Googling your Government State Factsheets, the NSW sheet is attached here: [Skin Penetration NSW](#)

NO CURRENT LOCATION ➤ Explore your options: You could choose to rent or sub-lease a clinical treatment room OR sub-contract to various clinics at various locations. More information below:

RENT A ROOM ➤ If you don't have an existing client base, and you're completely new to the industry, I recommend considering your overheads and feasibility so that you're not under unnecessary financial pressure.

If you're in a good position to rent a clinic room, now is the time to scope local businesses to network with and form Referral partners (local PT's, hairdressers, beauty therapists, laser techs, make-up Artists).

Referrals are the best and cheapest form of advertising.

Ensure the room you're working from is compliant with State regulations. Find out more by Googling your Government State Factsheets, the NSW sheet is attached here: [Skin Penetration NSW](#)

SUB- CONTRACT TO VARIOUS CLINICS » Once you have a portfolio of work to showcase, you can approach clinics and salons about offering your Cosmetic Tattooing / Eyebrow Artistry, at a percentage or commission based arrangement.

This option is ideal for new start-ups. You'll have established business owners and their staff working hard to get you clients and will manage your bookings (Soon we'll talk about the best booking apps)

Ensure the room you're working from is compliant with State regulations. Find out more by Googling your Government State Factsheets, the NSW sheet is attached here: **Skin Penetration NSW**

The commission percentage you negotiate will depend on how high-end the clinic is (if their overheads are high they may request a high-ish percentage).

SIDE NOTE: I would not recommend agreeing to more than 50% to the clinic if you're supplying your own equipment. GST may need to be factored into fee.



MY OWN HUMBLE BEGINNINGS

When I started out, I had 3 main clinics which I sub-contracted to (listed below). Starting a new business from scratch, and emerging from a non-beauty profession; this arrangement worked perfectly to enable me to build up my portfolio, client base, and reputation before setting up my own studio and employing a team. *A reliable income is necessary before taking on high overheads!*

MY CONTRACTS:

1) Cairns Qld (for a week every 6 weeks): This clinic was high-end, so their percentage was 40% to the clinic and 60% to me. The clinic admin managed all the bookings and payments, I invoiced accordingly at the end of the week.

2) Central Coast (at first 1 Monday p/month then every Monday, booked out months in advance): This was a cute little beauty room owned by a local hairdresser who offered discount cuts and had low overheads. Our commission was 10% to the salon and 90% to me. I managed my own payments and we all had access to the booking app which was owned by me. Any hairdresser that booked me a client received the 10% booking commission and I paid a room rent of \$30 to the salon owner.

3) Concord, Sydney (from Tuesday to Saturday weekly): This clinic was high end however my work volume was substantial so our agreement of 20% to the owner and 80% to me was a fair arrangement, since takings were so much higher. We worked equally towards marketing, admin, and growing the business however everything was managed through the clinic.

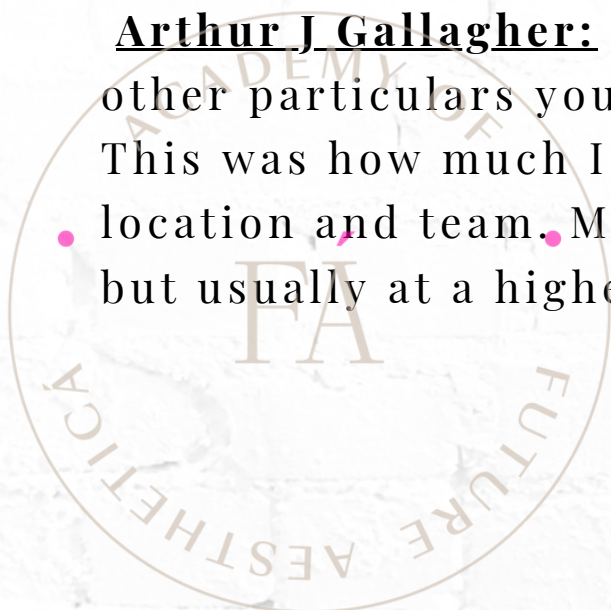
STEP: FOUR

INSURANCE

ALREADY INSURED » Contact your insurance to inform them about your new services and ask if they cover Cosmetic Tattooing. To add this service onto an existing policy should not be expensive. If your insurer does not cover these services then see the below options

NOT CURRENTLY INSURED » It's important to be diligent with any information you provide to an insurance company. Any misinformation may result in a breach to your claim and you can find yourself in hot water. My current insurer, who I recommend is listed below, however I recommend researching others and obtaining quotations:

Arthur J Gallagher: Depending on your services and other particulars you may be quoted from \$800 per year. This was how much I was paying before I scaled my location and team. Monthly payment plans are available but usually at a higher rate than paying annually.



STEP: FIVE

BOOKINGS & ADMINISTRATION

Timely Software is what we currently use and find it unsurpassed with features suited to our services.

It takes online booking deposits and integrates with all your socials. The main thing we love is the Paperless (touch-free) consult forms that you can integrate with your system.

There's a free version for Artist's just starting out. Other systems you could consider are: *Schedulista* and *Cliniko*.



STEP: SIX

MARKETING & SALES

FREE online courses for Instagram and Facebook marketing are available, created by the very people themselves!

You will not find a better online Social Media Course (especially a free one).

You should check this out now before you get busy learning to become a Brow Boss

Facebook & Instagram Marketing -
<https://www.facebook.com/business/learn>



STEP: SEVEN

EQUIPMENT & ROOM SET UP

Everything you need in a treatment room, including your machine, lighting, inks, and equipment is listed on our Inventory. We've sourced the best suppliers in the business and the best pricing available anywhere. We don't get kickbacks for making any recommendations we just like to share good quality where it's due. Scan the QR Code to access our Privée Student Hub with our inventory, forms, and flyers!

MACHINES » I'm very passionate about machines, a good machine will save you time and make you money. A dodgy machine will cost you more in time and reputation. I have a free course on Machines, Equipment and Servicing, available to all my students.

PS Our beginner courses include a free machine kit!



SCAN THE QR CODE TO ACCESS OUR SUPPLIES
INVENTORY