



**SO YOU WANT TO START
A LASH BUSINESS?**

HERE ARE SOME OF MY TIPS



DO YOUR RESEARCH

Learn as much as you can about the lash industry, including current trends, training courses, products, techniques, and potential clients! Look for resources online, attend local industry events, meet-and-greets, and don't be afraid to reach out to other lash artists to gain insights. Social media is such a helpful tool for networking and getting ideas.



GET LICENSED & CERTIFIED



Enroll in a reputable lash training program to learn the skills and techniques necessary to provide quality lash services. Continuous learning and improvement will help you stand out in the industry. I highly recommend hands on / in person training versus an online training, especially for beginner lash artists. **Lash Basics: Classic and Volume Course** is coming soon and it's the perfect opportunity for beginners who want to start their journey as professional, successful lash artists!

OBTAIN NECESSARY LICENSES AND PERMITS

Check with your local government to see what licenses and permits are required to operate a lash business in your area. In Arizona, you need a cosmetology or esthetician license to perform lash services.



DEVELOPE A BUSINESS PLAN

Create a detailed business plan that includes your vision, goals, target market, marketing strategy, and financial projections. Stay organized and manage finances. Keep track of expenses, appointments, and client records. Once Implement a reliable appointment scheduling system and maintain proper bookkeeping practices to ensure smooth operations. This will help you stay focused and organized as you start your business!

SET UP YOUR WORK SPACE

Set up your workspace: You'll need a CLEAN and COMFORTABLE workspace to provide lash services. Building clientele and a steady income will take some time, so consider renting a space if you are financially capable of the commitment. Start up a home studio as long as it is State Board approved and follows regulations.

Determine where you want to operate your business and find a suitable location. Consider factors such as foot traffic, accessibility, and rent costs.





PURCHASE EQUIPMENT & SUPPLIES

Invest in high-quality equipment and supplies, including lash extensions, adhesives, tweezers, and other materials. Disposables can be ordered in bulk on Amazon. Make sure to keep an inventory and budget accordingly.



MARKET YOUR BUSINESS

Build an online presence and **CONSISTENTLY** promote your lash business! Potential clients tend to watch you for a while before trusting you and booking with you. Create a professional website and maintain active social media profiles. Share before-and-after photos, client testimonials, and educational content to showcase your expertise and attract potential clients.

Network and collaborate! Connect with other beauty professionals, such as hairstylists or makeup artists, to form partnerships and cross-promote each other's services.

PRACTICE PRACTICE PRACTICE



Start small, grow gradually: Begin by offering services to friends, family, and acquaintances. This allows you to gain experience, build your portfolio, and receive feedback while refining your techniques.

Repeated practice builds muscle memory and hand-eye coordination. The more you practice, the more confident you become in your abilities. Confidence is key when working with clients, as it helps establish trust and creates a positive experience for both you and your clients!

You'll develop consistency in your work. You'll learn to explore different lash styles, adapt to different client preferences, and expand your skill set.

Remember, as a beginner lash artist, patience and perseverance are key. Embrace the learning process, DEDICATE time to really practice, and seek opportunities to continually improve your techniques.



DON'T GIVE UP



Believe in yourself! Trust your skills and abilities. Starting a business requires courage, but with determination and self-belief, you can make your lash business a success.

Focus on quality. Always prioritize quality over quantity. Provide excellent customer service, use high-quality lash products, and pay attention to detail. Happy clients will become your biggest advocates.

Embrace feedback and adapt. Welcome constructive criticism as an opportunity for growth. Listen to your clients' needs, adapt your services accordingly, and consistently seek ways to enhance your artistry.

Stay motivated and persevere. Remember that building a successful lash business takes time and effort. Stay motivated during challenging times, celebrate small wins, and remain focused on your long-term goals.

YOU GOT THIS!

xoxo,

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