

How did I become a Mum of Two & still build a successful business?

**WANT TO
LEARN HOW
TO BECOME
A BROW
BOSS?...**

Let me
tell you...



by Sarah Book

The Beginning...

by Sarah Boak



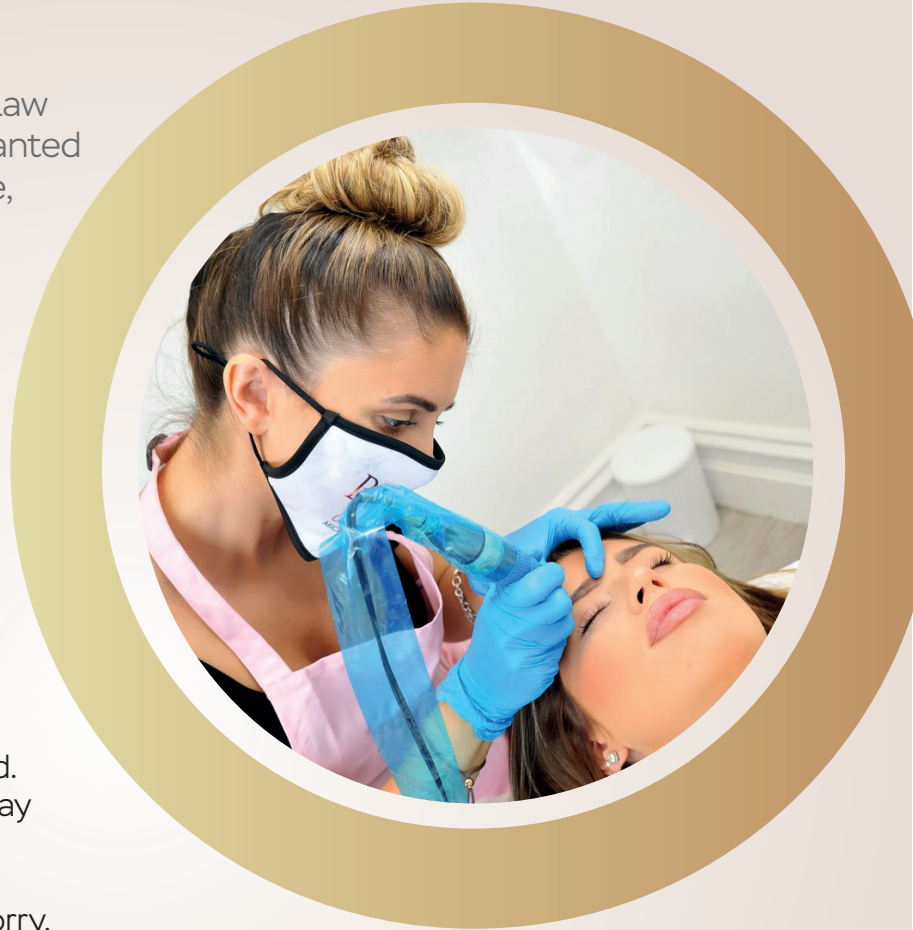
My life hasn't always been within the beauty industry - I have a degree in Law & worked in offices for years, but I wanted more for myself & to work around me, for me.

I imagine you are reading this as you want to start a career for yourself creating semi permanent brows?

In 2016 I was lost and wasn't sure what I wanted to do, I had come back from travelling, I knew I was unhappy in my job but didn't want to not have the security a salaried job brings not to mention the lack of holiday pay and sick pay that comes with being self employed. However, I was unhappy and every Sunday would dread a Monday!

If this sounds like you... please do not worry, my **'8 Steps to Success'** is designed to help you break through the fear and guide you to becoming a brow boss that works less hours and earns more than ever before!

I wasn't guided when I began my semi-permanent makeup career and there were no easy answers, all the things I am about to tell you are the things I have done myself which have got me to where I am now and there is nothing stopping you from doing the same. I am sharing my secrets with you!



Microblading & Machine Method Brows *by Sarah Book*



In 2016 my sister had her eyebrows microbladed and I was fascinated with the results & this is when I booked onto my first eyebrow course as a complete industry beginner. I knew nothing about eyebrows! I am now 30 years old and couldn't be more grateful that I took that course 5 years ago, it has changed my life completely. I've since gone on to learn machine method brows and also open a training academy.

I have learned so much over the years through making many mistakes, which I do not want you to make.

Following my **'8 Steps to Success'** really will put you ahead of everybody else and you can create a life you love and enjoy, just like I have.

I make at least 5x more money per month than I did working in a solicitors firm and would you believe... I have NEVER worked full time in the last 5 years! My brow treatments and training have given me the opportunity to work part-time for 5 years, have 2 beautiful children and still earn more money than ever.

My secret **8 Steps to Success** are revealed for you to do the same...



WORK less & EARN more

by Sarah Book



Step 1. TRAINING

Do your research! Please invest in high quality, thorough training which provides life-time support. Do not base your decision on cost. Low cost usually means low quality products & training. You are tattooing someone's face, cost should not be a factor!

Step 2. BRANDING

Create a branding you love straight away, this will help to gel together your social media pages, add logos to your work and create a sense of trust for your clients. Branding doesn't need to be expensive, but will allow you to be remembered!

Step 3. WEBSITE

Websites attract many customers and look way more professional. They do not need to cost the earth and be super fancy. I created my website myself and I love that I've done it all on my own & can edit it at any time. They are cheap and easy to do & not all your competitors have one!

Step 4. INVEST

Never see spending money on your business as an expense, see it only as an investment. Constantly invest in the best materials and products, don't be afraid to purchase apps or pay for content creation. Always invest in further training, it will only allow you to get better and better!

Step 5. ONLINE BOOKING

Make your life and your clients lives easier by investing in an online booking system. This saves time and will also allow you to send online consultation forms (again, much more professional) and you can have all your booking policy and information there to read.

Step 6. PRACTICE

Never stop practicing. You are only as good as your last set of brows. Practicing on latex and learning new brow patterns will ensure your work is always improving. Don't assume you know everything simply because you're brows are good, becoming complacent will stop the clients coming your way!

Step 7. REVIEWS

Set yourself up on Google as this will verify your business and instantly create a sense of trust for your customers. Having honest reviews will attract more customers. Also set Facebook up to allow reviews too as these can all be linked to your website. Again, setting you apart from the rest!



Step 8. FOCUS ON YOU

Do not compare yourself to others! Stay in your own lane, there is enough room for us all. People may start to copy your ideas (this has happened to me) but like they say, imitation is the greatest form of flattery! Focus on you, what you do best and I promise, good things will come your way!

Be a Goal Digger

by Sarah Book



Congratulations
Well done on
reading this far.
You really do want
to change
your life!

My secret **8 Steps to Success** are revealed for you to earn more, whilst working less! But you need to do just one last thing in order for all of this to work...

Set GOALS!

Make daily, weekly, monthly & yearly goals to keep you on track. It can be hard to see how far you've come without tracking your progress and it is just as easy to lose sight of where you are going if you have no aim. So make a plan, set a goal and push towards your target to become the best brow boss you can be!

What's next?...



Next steps to success

by Sarah Boak



You are now ready and feeling driven to succeed, which is amazing!!

If you need more of a clear plan of action as to your next steps, Sarah is offering a **FREE 15 minute telephone consultation** where she will gain an understanding of where you are currently at, where you want to be & can tell you the steps you need to take in order to get there!

Sounds good, right?

To schedule in a FREE 'Become a Brow Boss' call, please [click here](#)

Can't wait to help you succeed!

*Speak to you soon,
Love Sarah x*

