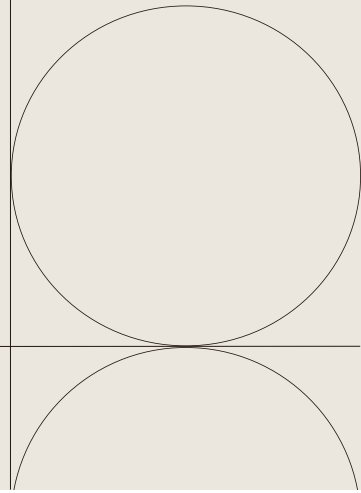


# Roadmap to becoming a fully booked Lash Technician



Achieving a thriving lash business requires planning, skills, and consistent effort. Here's a step-by-step guide to help you build and sustain a fully booked lash business.

## 1. Master Your Craft

**Take Accredited Training Courses:** Invest in high-quality lash courses (classic, volume, hybrid, etc.) to learn proper techniques and stay updated on trends.

- **Practice Regularly:** Hone your skills on friends, family, or mannequin heads to build confidence and precision.
- **Get Certified:** Obtain accreditation and public liability insurance to demonstrate professionalism and in still trust in clients.

## 2. Build Your Brand

**Define Your Target Market:** Know your ideal client (e.g., working professionals, students, brides).

- **Create a Memorable Business Name:** Choose a name that reflects your niche and style.
- **Develop a Strong Online Presence:**
  - Set up an Instagram and Facebook business page.
  - Post high-quality photos of your work and client transformations.
  - Use hashtags to increase visibility (e.g., #LashTech, #ClassicLashes).

## 3. Set Up Your Business

**Legalise Your Business:** Register your business with HMRC, Keep up to date of your book keeping, and get insured.

- **Create a Comfortable Lash Space:** Design a clean, welcoming environment, whether at home, a salon, or mobile.
- **Invest in Quality Products:** Use professional-grade products for long-lasting, safe results.

**Create a online booking platform**

## 4. Attract Clients

**Offer Launch Promotions:** Discount services for your first clients to build your portfolio and collect testimonials.

- **Run Referral Programs:** Reward clients who refer others with discounts or free services.
- Mail and text message marketing for your availability and offers.
- Share before-and-after photos.
- Post client testimonials and reviews.
- **Collaborate Locally:** Partner with other beauty businesses or influencers to reach more people.

## 5. Deliver Exceptional Service

**Consultation Matters:** Listen to your client's preferences and educate them about lash options giving clients a bespoke service. Remember one style does NOT fit all.

- **Prioritise Hygiene and Comfort:** Maintain high standards of cleanliness and create a relaxing experience for your client, heated blanket, throws, cushions and relaxing music.
- **Consistency is Key:** Deliver flawless results every time to encourage repeat bookings.

## 6. Retain Clients

**Rebooking Strategy:** Encourage clients to book their next appointment before leaving.

- **Send Appointment Reminders:** Use automated tools to remind clients of upcoming bookings.
- **Loyalty Programs:** Reward frequent clients with discounts or exclusive perks.

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## 7. Grow Your Business

**Upsell Add-Ons:** Offer brow shaping and tinting, or retail lash after care products.

- **Expand Your Skills:** Add new techniques like mega volume or colored lashes to your menu.
- **Increase Your Prices Gradually:** As demand grows, adjust pricing to reflect your value and expertise.

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## 8. Stay Fully Booked

**Market Consistently:** Post regularly on social media, run seasonal promotions, and engage with your audience. Post regularly on your local Facebook groups.

- **Track Your Metrics:** Monitor your booking rates, revenue, and client retention to identify growth opportunities.
  - **Keep Learning:** Attend advanced training to stay ahead of trends and keep clients excited about your services.
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## End Goal: A Thriving Lash Business

With dedication, you can transition into a fully booked lash technician, enjoying the freedom and income of being your own boss while delivering stunning results for your clients and doing a job your absolutely LOVE.

BEAUTY BY *Sophie*  
TRAINING ACADEMY