



FREE- GUIDE

How to Start Your

BEAUTY BUSINESS

- A BEGINNER'S GUIDE

BIULD YOUR BEAUTY BUSINESS

AND GROW YOUR BRAND

THE BEAUTY BUSINESS INSTITUTE

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INTRODUCTION

HI,

I'm Scarlett

THE FOUNDER OF THE BEAUTY BUSINESS
INSTITUTE

AND I'M HERE TO HELP YOU TURN YOUR
PASSION FOR BEAUTY INTO A THRIVING
CAREER.



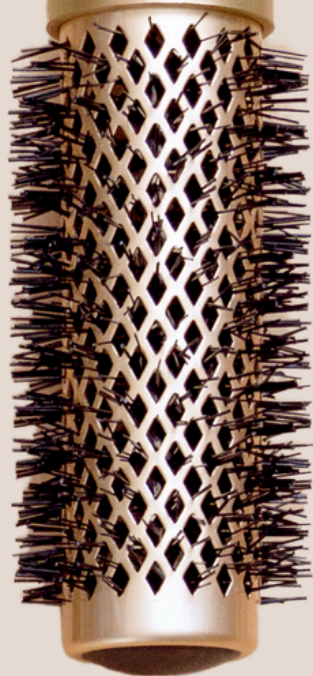


FROM BEAUTY SCHOOL TO BEAUTY BOSS

Starting a beauty business can feel overwhelming—I know because I’ve been there. But with the right training and strategy, you can skip the trial and error and build a profitable, sustainable career doing what you love.

I went from solo artist to running a six-figure beauty business, and now I help aspiring professionals do the same. This guide will give you the exact steps to launch and grow your beauty business with confidence—so you can attract the right clients, increase your income, and create real financial freedom.

Let’s get started!



Step 1:

CHOOSE YOUR BEAUTY NICHE

Before you start, decide what beauty service you want to offer. Consider your interests, local demand, and profitability.

POPULAR BEAUTY SERVICES INCLUDE:



LASH EXTENSIONS

Welcome to the exciting world of content creation! In this chapter, we'll embark on a journey to uncover the power and impact of being a content creator.



BROW LAMINATIONS

In this chapter, we'll guide you through the process of identifying your passions, interests, and areas of expertise.



MICROBLADING & PMU

Content is the lifeblood of any successful content creator. In this chapter, we'll dive into the art of crafting compelling content that grabs attention and leaves a lasting impact.



HAIR EXTENSIONS & MAKEUP

In this chapter, we'll guide you through the process of defining your personal brand and creating a cohesive brand identity.



NAILS & GEL X

Congratulations on completing this journey towards becoming a successful content creator!



Step 2:

GET THE RIGHT TRAINING & CERTIFICATION

- ✓ Invest in a high-quality, in-person training program with hands-on practice.
- ✓ Choose small-group training for personalized mentorship.
- ✓ Get certified to build credibility and attract clients.



Step 3:
**SET UP YOUR
BUSINESS
LEGALLY**



- ✓ Choose a business name and register it (LLC, sole proprietorship, etc.).
- ✓ Get any required state licensing or permits.
- ✓ Purchase business insurance to protect yourself and your clients.
- ✓ Open a business bank account for better financial management.

CREATE YOUR BRAND &
ONLINE PRESENCE



CREATE YOUR *Brand* & ONLINE PRESENCE

INSPIRATION

Developing **A STRONG BRAND**

01

DESIGN A LOGO

✓ Design a professional logo and branding materials (using Canvas)

02

BUILD A WEBSITE

✓ Build a simple website (Wix or Squarespace)

03

SET UP A BOOKING SITE

✓ Create a booking site using square appointments or acuity.

04

SET UP YOUR SOCIAL MEDIA

✓ Set up social media accounts (Instagram, TikTok, Facebook) to showcase your work

05

BOOK A BRANDING SHOOT

✓ Use professional headshots and branding photos to attract clients.

Step 5:



PRICING & BUSINESS ESSENTIALS

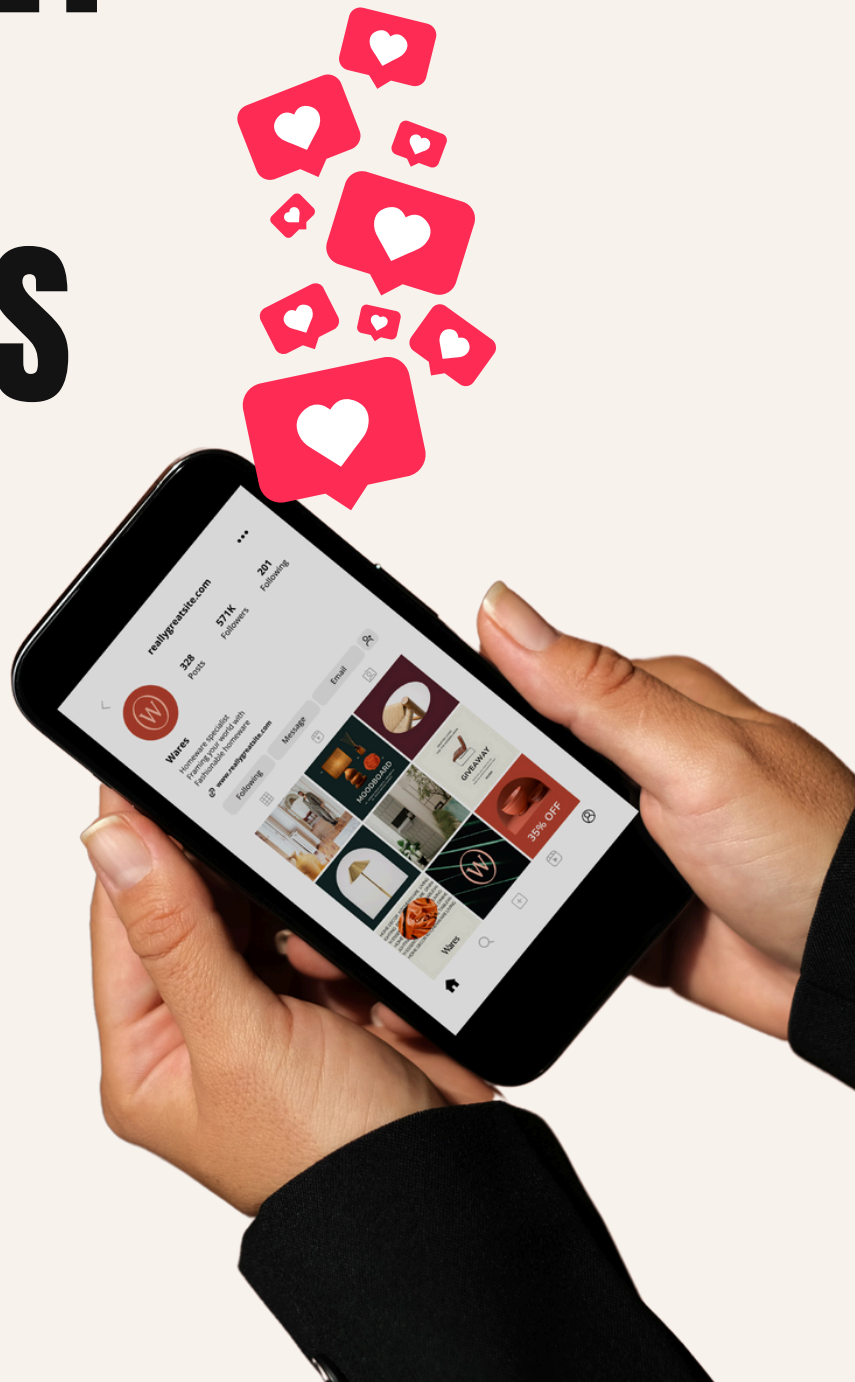
PRICING & BUSINESS ESSENTIALS

- ✓ Research competitors and set your pricing accordingly.
- ✓ Offer introductory promotions to attract your first clients.
- ✓ Choose a booking & payment system (Square, GlossGenius, Vagaro, etc.).
- ✓ Keep track of expenses and set aside money for taxes.



Step 6:

BUILD A CLIENT BASE & MARKET YOUR BUSINESS





BUILD A CLIENT BASE & MARKET YOUR BUSINESS

- ✓ Use social media to showcase before-and-after results.
- ✓ Offer referral discounts to encourage word-of-mouth marketing.
- ✓ Partner with local businesses to cross-promote services.
- ✓ Create engaging content to educate and attract potential clients.

KEEP GROWING

Step 7:

**KEEP GROWING &
EXPANDING**



& EXPANDING

Keep

GROWING & EXPANDING



✓ Continue improving your skills with advanced training.



✓ Learn business strategies to scale and increase revenue.



✓ Consider renting a salon suite or opening your own studio.



✓ Build long-term client relationships with excellent customer service.

Want more guidance?

**SPECIAL
ENROLL IN
OUR BEAUTY
BUSINESS
ESSENTIALS
COURSE!**

ENROLL NOW