

the complete guide

TO STARTING YOUR SUCCESSFUL

LASH BUSINESS



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WWW.LASHESEDU.COM

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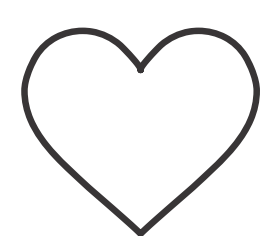
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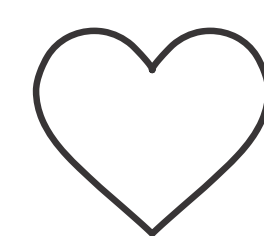
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READY, SET, LASH!



IT'S NICE TO MEET YOU!



Hello! My name is Rachel LaRochelle, and I'm so happy that you're interested in starting your own lash business and joining the lashing sisterhood!

I have been lashing for 4 years, and it has truly been the best thing I've ever learned to do. I am a 3x Certified Lash Artist, Certified Lash Educator, owner of Aloha Artistry: lash studio & professional lash product line, and creator of the world's first ever fully online, accredited, Lash Artist Certification Course: [LASHES EDU](#). I hope you find value in this informational e-Book that I created just for you!

why

YOU SHOULD DO LASHES

lash artist

POTENTIAL INCOME

Full Set Price	Clients Per Day	Hours Worked	Weekly Income	Monthly Income
\$150	1	1.5	\$1,050	\$4,200
\$150	3	4.5	\$3,150	\$12,600
\$150	5	7.5	\$5,250	\$21,000
\$150	7	10.5	\$7,350	\$29,000

Results shown are not typical or guaranteed. Some Lash Artists make may more, some may make less. These are simply examples of how much you could make by charging \$150 per set with x amount of clients, taking 1.5 hours per set. Your results may vary.

- Makes a great side hustle or a fun, new career path
- Rewarding (Our clients love us!)
- Work from home or your own private studio
- Potential to grow as much as you'd like (become a certified trainer, open a studio, sell lash products, and much more!)
- Take back control of your own life! Create your own schedule



tools

THE MUST-HAVES

ISOLATION TWEEZERS



Isolation tweezers come in the shape of a crane. They help to isolate a single natural lash from its surrounding lashes so that you can apply the eyelash extension at a 1:1 ratio. In the lashing world, the term "isolation" refers to the separation of lashes. Isolation is how you ensure 1 eyelash extension is applied to 1 natural lash. Isolation tweezers are held in your non-dominant hand.

APPLICATION TWEEZERS



Application tweezers are straight tweezers with a very pointy tip. The straight, pointed tip allows you to easily grab one extension from your lash strip, dip it into glue, and apply it to the isolated natural lash. Application tweezers are held in your dominant hand. We will perfect your tweezer-holding in the Application Module of LASHES EDU.

LASH PADS



Lash pads are used to isolate the top lashes. They are placed over the lower lashes to ensure we don't get any glue on, or accidentally lash, the bottom lashes. Lash pads also help to give a barrier between our tweezers and the delicate under eye skin. Lash pads are always white to help the lashes stand out.

Pro Tip: If your client has blonde lashes, use a sharpie to draw a black line under where the lashes would lay to help the lashes stand out!

You can also draw on lash pads for lash mapping, which we will learn about and practice in the application module of LASHES EDU.

ADHESIVE



Lash adhesive is used to attach the individual eyelash extensions to the natural lashes. It's important to understand how adhesive works to be able to use it properly, because it can be quite temperamental. Lash adhesives are very strong, in fact, they are medical-grade, which is why they can have retention times up to 8 weeks (depending on the brand). Adhesives not only have strong holds, but strong fumes as well, which is why you'll need to use it with caution. If the client is allergic to cyanoacrylate (the main ingredient is lash adhesive), they could develop an allergic reaction. The majority of your clients will not have issues with lash adhesive but allergies to it do exist, so you need to be aware of that. A full lesson on allergic reactions can be found in [LASHES EDU](#).

ADHESIVE (CONT...)

Adhesives have varying curing times. There are fast, medium, and slow curing adhesives.

The curing time of an adhesive refers to the time it takes for the adhesive to crystalize and form a dried outer layer. Lash veterans work quickly, most use a 0.5 second curing time adhesive. If a veteran were to use a slow drying adhesive such a 5-seconds, not only would it would drastically slow her down, but trying to move any faster without the adhesive properly curing, would cause stickies, which are dangerous to the health of natural lashes. On the contrary, if a lash artist can apply a lash in 3 seconds and she used a 0.5 second curing time adhesive, the adhesive will begin to crystalize before she can apply the lash. Because the adhesive is already semi-dry, the lash won't adhere properly, resulting in poor retention.

Most of my beginners can apply a lash in 3 seconds, which is why I chose for you for you our 5 ml Aloha beginner's adhesive. It has a 3 second drying time, so that the adhesive doesn't dry up on you before you get to apply the extension. It also has a retention time of 6-8 weeks! Yes, thats right, if applied correctly your sets could last up to 8 weeks! Get ready for some very happy clients!

Storing Directions: Adhesive starts to crystallize (dry up) as soon as the bottle is opened, so its recommended to replace the bottle every month. To make it last as long as possible, store it upright in an airtight container, out of heat, moisture, and sunlight.

DISPOSABLE MASK



A mask helps protect you from breathing in the adhesive fumes, prevents you from breathing on your client, and can also help protect you and your client from a possible contagious illness.

EYELASH EXTENSIONS



We all know what these are! Eyelash extensions are the star of the show! And for good reason. Eyelash extensions can be longer, thicker, and curlier than the client's natural lash. 90% of client's will have lashes that can hold a C curl with a diameter of 0.15 and lengths ranging from 7mm-14mm. In LASHES EDU you'll learn all about all the different curls, lengths, and diameters and how to choose the right extensions for your client.

GLUE RING



I cannot say enough good things about the glue ring! Once I started using the glue ring I shaved 20 minutes off my sets! The glue ring simply slips over your finger and gives you quick & easy access to your glue while lashing. If your glue starts to dry out on you (becomes stringy or tacky), simply toss the old ring, get a new one and place a fresh glue dot in it. The reason you cannot put a new dot of glue over old glue is because the old glue will tarnish the new glue. Glue rings are one-time use and must be disposed of after each use.

LIPGLOSS APPLICATORS



Lipgloss applicators are useful for prepping your clients lashes and also for assisting with the removal of lashes. Lipgloss applicators are one-time use products and should be disposed of after each use.

CREAM REMOVER



Cream remover is something that you never want to be caught without, trust me on this! You never know when you may need it. A client could develop an allergic reaction and you will need to remove the lashes ASAP. Or perhaps a client comes to you with a bad lash job from an untrained artist and they're causing her pain, you'll need to help her remove them. For any reason a client may need or want her lashes removed, you need to have cream remover on you. In LASHES EDU you will learn how to properly & comfortably remove lashes without causing damage to your client's natural lashes.

MICROPORE TAPE



Don't underestimate the power of this little tool. As a lash artist, micropore tape is your secret weapon! This tape helps to hold and manipulate the client's eyelid so that you can reach those hard to reach lashes. You will practice different taping techniques in the Application Module of LASHES EDU.

MASCARA WANDS



Mascara wands are used to brush the lashes and keep them neat & uniform. Mascara wands are one-time use products and should either be given to the client (so she may use) or disposed of, after use.

AIR PUMP



An air pump is needed to assist with drying the adhesive and for relieving any discomfort should the client get any fumes in her eye.

GET EVERY TOOL YOU NEED TO START
YOUR OWN LASH BUSINESS

- for free -

WHEN YOU ENROLL IN LASHES EDU



kit includes

ISOLATION TWEEZERS
APPLICATION TWEEZERS
LASH PADS
ADHESIVE
ADHESIVE REMOVER
GLUE RINGS
EYELASH EXTENSIONS (2 TRAYS)
MICROPORE TAPE
MASCARA WANDS
LIP GLOSS APPLICATORS
AIR PUMP
FACE MASK

LEARN MORE

www.lashesedu.com

HOW TO BECOME A

lash artist

You might be wondering by now, "who can do lashes?". The answer?

... ANYONE !!!

You can start with ZERO experience, just like I did 4 years ago. LASHES EDU will teach you, train you, and certify you in Eyelash Extensions. LASHES EDU will teach you *everything* you need to know to become a successful lash artist!

WHO SHOULD BECOME A

lash artist:

- Anyone who desires to create their own schedule and become their own boss
- Anyone who desires to make \$65-\$350 an hour as a side hustle or career (income depends on the artist's skill level, clientele, and other factors)
- Anyone who has the drive to master the skill of lashing
- Anyone who wants to try a fun, creative, ever expanding career in the lashing and beauty industry

In some states, Lash Artists are required to carry an esthetician's or cosmetology license. Always check with your state board of cosmetology to ensure you are in compliance. *Note: They DO NOT teach eyelash extensions in esthe/cosmo school, you must take a separate eyelash extension certification course.

HOW TO BECOME A *lash artist:*

1. Take a course such as **LASHES EDU** to learn how to apply eyelash extensions and get Certified. Practice, practice, practice!
2. Check with your state board of cosmetology to see if you'll need to obtain an esthetician or cosmetology license. Get licensed if needed.
3. Set up your business (name, location, social media accounts, bank accounts) and take your first paying client!

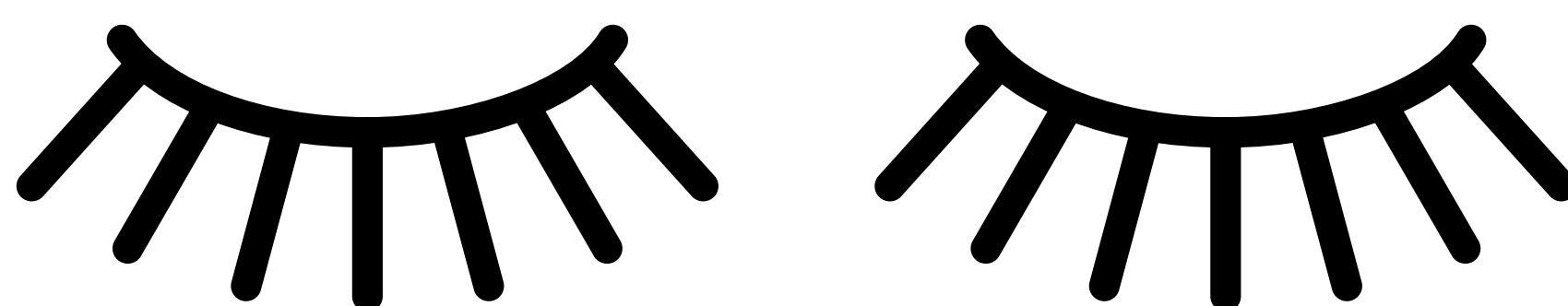
where

TO DO LASHES

GOOD: Many lash artists start out doing lashes at home. Always check with your state board of cosmetology to ensure that you are in compliance with the requirements to operate a business from home. (While you are still learning and practicing applying lashes, you can do them at home.)

BETTER: Rent out a room at an Esthetician's office, Med-Spa, Massage Parlor, Tanning Salon, or Hair Salon. It feels more professional and comfortable for clients to get a beauty service done at an establishment.

BEST: Rent out your own studio space. Check craigslist, local listings, or use a real estate agent to help you find your perfect studio within your ideal location and budget.



Whether you start lashing in a room in your home, a private room in a salon, or you have your own studio, LASHES EDU has an entire lesson dedicated to helping you create a beautiful, relaxing, ambient space for you and your clients.

Here at Aloha Artistry, we have a theory that when you love what you do, it's reflected in your work and your work space. And when your clients walk into your space, they can actually *FEEL* that! . . . which makes them love coming in to get their lashes done.



HOW TO

get clients

IN YOUR DOOR

THE #1 WAY TO GET CLIENTS IN YOUR DOOR

...will always be through built *trust*. Trust is not always built through a direct interaction, it can easily be built indirectly too.

The first way to gain prospective clients' trust is by obtaining the *necessary accolades*. In lashings, that would mean that you are properly trained and certified to do lashes. Always have your certificates on display for your clients to see.

Next, trust is largely built through *reviews*. Reviews can come in different forms; they could come from "word of mouth" from a friend, a social media influencer, or just plain ol' online reviews.

Trust, in the beauty industry, is also built through your *portfolio*. Clients will book with you for the sole purpose of making them look even more beautiful, so you need to be able to show them all that your work can do!

THE #1 WAY TO GET CLIENTS IN YOUR DOOR

After getting certified, the next thing on your list should be to build your portfolio. You need to take on as many clients as possible at first and take a lot of pictures! You can and should do heavily discounted sets (since you're still a beginner), perhaps even some free ones.

After every client you should kindly ask for a review and be sure to express how big of a difference it makes for you as a new business owner. Most people are happy to help.

After you have built a small portfolio and have a few great review, you're ready for business! Now it's time to advertise your butt off!

ADVERTISE, ADVERTISE, ADVERTISE!

GROUPON

Pros: Gets clients in your door, really helps to build your portfolio, clients from Groupon may recommend you to their friends, gets your name out there.

Cons: Clients tend to be flakey, only looking for a deal, may not return, Groupon takes 50% commission.

INSTAGRAM

Instagram is great for allowing clients to find you. To help clients find you, always use appropriate hashtags and geotag your location. You can also use the geotag feature to find prospective clients in your area and get their attention by liking their photos, following them, or even by sending them a Direct Message offering your services.

DIRECT MESSAGE EXAMPLE

"Hi Monica, my name is Rachel. I found your profile by using the Geotag locator for Atlanta, Georgia. I'm a lash artist and I just opened my studio in the area. I'd like to offer you \$50 off of a full set of lashes if you'd like to come in this week. Have you ever tried eyelash extensions? Feel free to check out my work and ask me any questions that you may have!"

OMG
YES!

Sometimes, putting yourself out there and trying to sell someone on your services can feel a bit uncomfortable at first. But know that *every business that ever existed* started with a **brave** and **determined** business owner! Advertising yourself is a public display of having **pride** in what you do! You don't have to be annoying about it, just talk about it. Everyone that knows you should know that you do lashes. As the old saying goes, "Closed mouths don't get fed".

ADVERTISE, ADVERTISE, ADVERTISE!

INSTAGRAM (CONT...)

Other than posting your work and DM-ing, Instagram is also great for getting clients in your door through their paid advertisement services. Through their ad services, you can even set a target audience such as age, location, pages they follow, hashtags they search for, etc. *Just be careful to not be too specific otherwise you may rule out many potential clients. You may want to try out many different audiences to see which one responds best. Instagram is also a great place to tell your followers about promotional offers. More on promos in the Client Retention section.

FACEBOOK

Every business should have a Facebook page. Facebook pages help prospective clients learn about your business, see it's location, see pics, read reviews, and view your hours of operation. Facebook also has paid advertisement services that you may want to utilize.

ADVERTISE, ADVERTISE, ADVERTISE!

FLYERS?

Flyers are typically not worth the expense and amount of time it takes to pass them out. Flyers usually have a response rate of 1-3%. If you are going to do flyers, you can pass them out at other beauty salons, tanning salons, gyms, and anywhere else that you think your ideal client might be. Be courteous and always ask for permission to advertise in the establishments, and also offer to display their business cards and flyers in your salon.

ADVERTISE, ADVERTISE, ADVERTISE!

CONSISTENCY

If there was ever a secret to success it would be *consistency*.

Do not have unrealistic expectations for your business. You should not expect a get-rich-quick scheme, as they aren't real and don't work. Setting up a Lash Business takes real work and will not happen over night.

You should, however, expect to get out *exactly* what you put in. Advertise and promote your business every day, reach out to potential clients, make your brand known! In the marketing world, there is a theory referred to as "The Seven Times Factor", which says, as a general rule, that potential customers must see an ad **seven times** before they decide to purchase. Sometimes a client has been thinking about getting lashes for a while and your ad finally made them book, or maybe they end up following you and after seeing you post beautiful lashes consistently, they finally book. You must be **patient** and **persistent** for anything you that wish to be long lasting.

ADVERTISE, ADVERTISE, ADVERTISE!

CONSISTENCY

Success in this industry is absolutely, 100% possible. In fact, many Lash Artists are women like you and me who just wanted more from their life and their work. They wanted to take back control of their own lives, leave their soul-sucking 9-5's, create their own lovely work spaces, make others feel beautiful, and make prosperous, consistent incomes. Every single one had the desire and the drive to be the hardworking, happy, life-loving business owner so that they may have the life they have now.

As part of the LASHES EDU enrollment, you will be invited to our Lash Artist facebook group where you will not only get 3 months of ongoing support from me, your instructor, but you will also share ideas, get motivated, and share your wins with other lash artists!

Client Retention

ENSURE CLIENTS RETURN

REBOOK, REBOOK, REBOOK!

REBOOKING

The BEST way to ensure that clients return for their fill is to get them to rebook on the spot! While you have your clients attention, and while she's loving her new lashes is when you have the best chance of getting her to commit to come in again.

I normally rebook while I'm taking payment. You can also offer an incentive such as \$10 off their fill if they rebook at your spa versus waiting for them to call for another appointment.

Rebooking is beneficial for your client as well because they can plan around it their schedule and don't risk all your appointments filling up.

PROMOS

Promotions are another great way to not only earn the loyalty of current clients, but also gain some new ones! Below are some examples of promotions that are proven to work!

Refer a Friend: Offer \$5 OFF their fill when their friend books a full set. This encourages them to tell all their friends about you.

Loyalty Punch Cards: Clients love these! They are a fun and tangible way for them to earn a prize. You can offer any prize, service, or discount of your choice.

PROMOS

Story Promo: If you can get a post on their profile, even better, but even just a simple FB or IG Story shout out with a smiling selfie showing off their lashes can capture the attention of their friends and followers. You can offer a set discount for story shout outs.

Google/Yelp/Facebook Reviews: Always, always ask your clients for a review! Many will happily agree to do it out of the kindness of their own hearts, but sometimes people forget and a "review promo" could be a great reminder to do so. A discount of \$5 is sufficient in exchange for a review.

PROMOS

Raffles: Host a raffle with the prize being a free fill. The "price" to enter is a IG/FB Story shoutout for your business. Host an IG/FB Live video where you will do a draw and announce the winner.

Charitable Donations: For one month, donate 10% of your proceeds to a charity that you believe in. Get your clients and followers involved by talking about the charity and encouraging them to donate as well. At the end of the month, announce the amount you were able to donate with the help of your clients. You get to donate to a good cause, build loyalty and trust with your clients, and give people an opportunity to give back to their community, which they really enjoy.

Ready, Set, Lash!

NOW ENROLLING

LASHES EDU IS NOW OPEN FOR ENROLLMENT!

CURRENTLY OFFERING AT AN **80% DISCOUNT**

PLUS OVER \$2,000 OF BONUSES -INCLUDING FREE KIT!

(CANNOT GUARANTEE THIS LOW OF A PRICE EVER AGAIN)

OFFER EXPIRES IN 5 DAYS! YOU DON'T WANT TO MISS THIS!

LEARN MORE