

Free Bonus Information Guide



This Bonus Information Guide is designed to assist in your research on becoming a Lash Artist.

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The Beauty Bar by

*Eyelash
Queen*

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Hi, I'm Kawana!

I'm so excited to share my knowledge with you! As a licensed Instructor, Esthetician, and Master Lash Artist, I am dedicated to providing clients with top-notch quality service, products, and educational training. I started this business so I could help meet the need of lash artists with a focus on empowering others to discover their true purpose and passion.



As you search for a new career path this quick bonus guide will give you basic information about becoming a Lash Artist.

Information Guide

The most popular question I often get asked is “How much money can I make doing eyelash extensions”?

The short answer is you can make a lot of money as a Lash Artist with research, planning, and knowledge. I'll explain how!

66 *How Much Money Can I Make Doing Eyelash Extensions?*

Let us look at the earning potential of a Lash Artist from the example earnings chart below:

Clients Per Day	Daily Revenue	Weekly Revenue	Monthly Revenue
1	\$90 - \$125	\$450 - \$625	\$1,800 - \$2,500
2	\$180 - \$250	\$900 - \$1,250	\$3,600 - \$5,000
3	\$270 - \$375	\$1,350 - \$1,875	\$5,400 - \$7,500
4	\$360 - \$500	\$1,800 - \$2,500	\$7,200 - \$10,000
5	\$450 - \$625	\$2,250 - \$3,125	\$9,000 - \$12,500
6	\$540 - \$750	\$2,700 - \$3,750	\$10,800 - \$15,000

*Revenue based on Lash Artist skill level, marketing, and location

For Example:

If you charge \$90 for a set of Classic Eyelash Extensions and service 6 Clients 5 days per week you will earn \$2,700 per week.

(\$90 x 6 = \$540 per day) for 5 Days (\$540 x 5 = \$2,700 per week).

That equals about **\$10,800 per month**. However, there are various variables to profit earnings. According to research, the average Lash Artist (part-time and full-time) earns a salary of over **\$46,000 per year**. Full-time Lash Artists have the potential to make much more.

How Much Money Can I Make Doing Eyelash Extensions?

Pros & Cons

Let's look at the pros and cons of this:

Con: Starting out you may not make a lot of money; you may ask for free models or tips as you improve your skill level.

Con: Your revenue will depend on your skill level, marketing techniques, and location.

Con: You may work long hours. The average time it takes for lash extensions is 2 hrs.

Con: The lash industry is competitive.

Con: You must be licensed in most states to provide the service. Check your local and state laws.

How Much Money Can I Make Doing Eyelash Extensions?

Pros & Cons

Pro: According to verified market research. The lash industry is a \$1.3 billion industry and is forecasted to reach \$2.3 billion by 2028.

Pro: You have the potential to be successful and make a lot of money once your skills grow.

Pro: Word of mouth and social media are great marketing tools to reach clients.

Pro: You will positively impact the lives of your clients.

Pro: You will have more flexibility in your schedule.

Pro: As a Lash Artist you can become your own Boss!

How Long Did It Take Me To Become A Lash Artist?

How long did it take me to become a Lash Artist?

I took my very first eyelash extensions course in 2017 while I was attending beauty school. That course was a 6–8-hour training course and we practiced on a mannequin head.

I continued practicing my craft, taking models and earning tips until I felt confident in my skills to charge clients. In 2018, I became a licensed Esthetician and took a few more classic and volume lash courses to hone my skills as I realized the first course I took was not adequate for me to elevate my skills in the lash industry. There were a lot of things I did wrong and was learning by error. I had no mentor to offer me guidance along the way.

However, with diligence, I saw drastic changes in my work from 2017-2018. My eyelash extension placement was significantly better, I wasn't using too much glue, and my speed increased tremendously along with my confidence.

I acquired this confidence by being consistent with practicing my skills daily and seeking advanced educational training.

Why Is Training Important?

Why is Training Important?

Training will provide you with the fundamental foundation to advance your skills to the next level over time with patience and diligence.

One of the reasons I wanted to teach the art of eyelash extensions is not only because I love styling lashes and being creative, but let's keep it real you can't be successful unless you are trained properly.

As with any business, there are health, safety, and liability risks. The importance of taking this training relies heavily on the principle of learning key information that will teach you the comprehensive and practical skill of lash artistry as well as teach you how to protect and keep your integrity in the process.

Not only will training equip you with knowledge and understanding, but training will also help build your confidence in knowing what you're doing. With adequate training, your business and its stellar reputation are maintained when proper protocols and processes are taken and followed carefully.

How Do You Become A Licensed Cosmetologist Or Esthetician?

How do you become a licensed Cosmetologist or Esthetician?

In many states, you will need to enroll in a cosmetology school or state-licensed-approved apprenticeship program where you will earn hundreds of hours of theoretical and practical knowledge in preparation for state boards to become licensed.

On average, it takes 2 years to complete a cosmetology program and less than a year to complete an esthetics program or an esthetics apprenticeship program. However, licensing and training requirements vary from state to state.

How Soon Can You Get Started?

How soon can you get started?

After becoming a certified Lash Artist, you can begin practicing your skills.

However, some states require you to become a licensed Cosmetologist or a licensed Esthetician to practice the service and/or offer eyelash extension services to clients.

In the state of Michigan, you must be a licensed Esthetician to perform eyelash extension services.

Every state is different therefore, you must check with your state and/or county licensing board.

How Much Do Supplies Cost Per Client?

How much do supplies cost per client?

Let's do the math based on 100 clients/per month
(*doesn't include rent, insurance, table, or lamp):

2 sets of Tweezers for \$80

4 rolls of Medical Tape for \$25

Pk of 300 Mascara Wands for \$10

Pk of Makeup Remover Wipes for \$20

Lash Glue for \$30

Pk of 100 Glue Rings for \$5

Disinfectant and Cleaning products for \$20

(5) 15-line Lash Trays for \$100

The total worth of monthly supplies equals \$290 divided by
100 clients equals a cost of **\$2.90 per client**

*Booth rent can range from \$125 per week to \$1,500 per month.

*I pay \$259 per year for a \$6 million liability insurance policy.

*You can find an inexpensive portable massage table or lamp for \$100-\$200 or less

How Much Are The Expenses To Perform This Service?

How much are the expenses to perform this service?

As a Lash Artist, you must consider all expenses when running a lash business. Cost can range from monthly booth rental fees, and utilities, annual licensing fees, and liability insurance, one-time equipment fees (i.e., lash/massage table, pillow, chair, lamp, trolley), monthly booking system fees, and supplies can range anywhere from \$500 to \$1,200 per month.

You may be thinking "where can I cut the cost to perform this service?" the truth of the matter is the cost of supplies, equipment, and service delivery is relatively low. In the breakdown from the previous page, we saw "the total worth of monthly supplies cost \$2.90 per client". In this example let's see how high your profit margins would be if you were lashing 100 clients per month, with supply costs of \$2.90 per client ($100 \times \$2.90 = \290 monthly cost of supplies) and you charge \$50 per client ($\$50 \times 100 = \$5,000$ revenue per month). Now let's find your profit margin of $\$5,000 - \$290 = \$4,710$ profit with a profit margin of 94% ($\$4,710/\$5,000 \times 100 = 94\%$).

How Much Are The Expenses To Perform This Service?

How much are the expenses to perform this service?

Now that you know the investment and profitability rate of a lash artist let's be frank, there are some lash artists who cut costs by learning from Youtube and working from home or are able to pay a lower booth rental fee because they're just starting out or haven't obtained legal qualifications to perform eyelash extension services. You may even know someone who is working outside the qualifications of a lash artist. In this training, I'm going to teach you from a legal and professional point of view how to become a successful Lash Artist!

An in-depth training course can range anywhere from an \$800 to a \$2,000 investment.

Perhaps you're thinking, "whoa that's a lot of money!" Well, let's take a look at another example on the next page and see if the investment is worth it.

How Much Are The Expenses To Perform This Service?

How much are the expenses to perform this service?

Example 1:

Let's consider you are a new Lash Tech who invested \$1,500 on training and you're now ready to begin working on clients, you start out charging \$50/per client and it takes you 3 hours to perform the service. Realistically, you may start with one or two clients per day and then increase as you improve your speed. So, let's do the math; If you saw 1 client per day for 30 days and charged \$50 per client you will see a return on your investment after 30 days ($\$50 \text{ per client/per day} \times 30 \text{ days} = \$1,500$).

Example 2:

If you saw 2 clients per day for 15 days and charged \$50 per client you will see a return on your investment even sooner ($\$100 \text{ per 2 clients/day} \times 15 \text{ days} = \$1,500$).

Now imagine increasing your speed to 2 hours and now you're lashing 4 clients per day at \$100 per client. In a week you could make \$2,000 ($\$100 \times 4 \text{ clients} = \$400 \times 5 \text{ days} = \$2,000$) This is a huge profit and I say it's worth the investment!

How Often Should You Fill Your Eyelash Extension Supplies?

How often should you fill your eyelash extension supplies?

Refilling your lash supplies will depend on the volume of clients you service day to day and the type of lash style you're providing.

The rule of thumb is the number of lines in a tray of lash extensions can service up to that number of clients.

For example, a 12-line tray of traditional classic lash extensions can service up to 12 clients. Depending on how many clients you service weekly will depend on how many lash trays you should refill monthly or quarterly.

Ideally, you will want to change your lash glue every 4 months. Be sure not to buy your lash glues in bulk quantities due to their short shelf life. All your other lash supplies like lash wands, tape, and makeup wipes can last up to months depending on your spending power.

What Should I Look For When Selecting A Training Program Or Mentor?

What should I look for when selecting a training program or mentor?

When selecting a training program or mentor it's important to consider your compatibility with the trainer and their program objectives. You first want to identify your personal and/or career goals then conduct your research to determine if you share the same objectives and values as the trainer, as this is the foundation for building a strong mentoring relationship. You want to match up with a mentor who has successfully achieved what you're seeking to achieve in a specific industry or field of work.

What Should I Look For When Selecting A Training Program Or Mentor?

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Consider researching their educational, professional, and social networks. Also, consider researching if the mentor is of good moral character, and if they are a reputable and respected influencer in their industry. In addition, you should also research how accessible the mentor will be to you and how committed they will be to help steer you in the direction of achieving your goals. The bottom line is you want to know how invested will they be on your road to success. Some training programs offer zero mentoring support, some offer limited-time mentoring support, and there are programs like mine that offer lifetime mentoring support because it's important for me to see every student who trains with me become successful!

Here's Your Special Invitation To Train With Me!

I want to teach you my business strategy on how you can earn at least \$2K-\$5K per month by providing Eyelash Extensions services.



**Gain All the
Knowledge You
Need To Begin
Your Career as a
Lash Artist!**

Hurry! Spaces are limited!

LEARN MORE!



Thank You!

Follow me on social media and watch for emails from me with exclusive access to free resources and educational tips to help you on your journey to success!

As you read through this guide and you have questions or feedback, please send an email to **kawana@eyelashkween.com**

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