SUGAR PIE
LASH ACADEMY

100K Lash Artist

STARTER KIT



Everything you need to build a successful lash business.

PRACTICAL TOOLS | PROVEN STRATEGIES | REAL RESULTS

Welcome, Lash Artist!

Whether you are new to lashing or ready to grow, this mini workbook will help you spot what is holding you back and choose a manageable next step.

The goal is not to promise six figures overnight. It is to build the technical skill, client experience, pricing awareness, and consistency that support a sustainable business.

How to use it: Read one section, complete its mini-action, and check it off. You can finish this over five days.

Your starting point

What is your biggest challenge right now?

☐ I need more confidence in my lash technique.

☐ I struggle to attract or retain clients.

☐ I am busy but not earning enough.

☐ I need better systems and boundaries.

My biggest goal for the next 30 days:

_____

_____

MOVE 1 | Know your numbers

A booked calendar is not the same as a profitable business. Start by understanding what each appointment earns before expenses.

Quick appointment math: Service price − product cost − other direct costs = contribution before overhead, taxes, and your own pay.

Example: $110 service − $8 products − $4 processing/other direct costs = $98 before overhead, taxes, and owner compensation. This is an illustration, not a target.

Fill in one service you offer:

Service: _____ Price: $_____

Products + other direct costs: $_____

Amount remaining before overhead: $_____

Time booked (including cleanup): _____ minutes

Amount remaining per booked hour: $_____

Small action: Calculate this for your three most-booked services.

☐ I know which services contribute the most per hour.

MOVE 2 | Master the consultation

Retention and client satisfaction begin before the first extension is applied. Ask about lifestyle, desired look, previous reactions, and maintenance expectations.

Five questions worth asking:

1. What do you love—or dislike—about your current lashes?

2. Do you prefer subtle definition or a more dramatic look?

3. What is your makeup, cleansing, and activity routine?

4. Have you experienced irritation or a reaction to lash products?

5. How much upkeep feels realistic for you?

Explain what is achievable based on the client’s natural lashes. Follow your training, product directions, and applicable safety requirements; refer concerning reactions for appropriate medical assessment.

Small action: Update your consultation script with two questions you are not asking today.

☐ My consultation sets realistic expectations.

MOVE 3 | Make retention a system

Good retention is not a single adhesive trick. It depends on appropriate application, isolation, lash health, environment, client habits, and consistent aftercare.

Retention check:

☐ I follow adhesive manufacturer instructions and monitor room conditions.

☐ I isolate properly and avoid attaching extensions to multiple natural lashes.

☐ I select lengths and weights appropriate for natural lash health.

☐ I teach clients to cleanse lashes as directed and avoid pulling or picking.

☐ I document recurring retention concerns and troubleshoot patterns.

Small action: Choose ONE recurring retention problem and write down what you will check first.

My retention issue: _____

First variable to check: _____

MOVE 4 | Build a five-star experience

Clients remember how you make them feel. Create a repeatable experience that does not depend on how busy your day gets.

The client journey checklist:

☐ Welcome the client warmly and confirm their service.

☐ Begin with a clean, prepared station and sanitized hands/tools.

☐ Discuss their goals and agree on the lash look.

☐ Protect comfort and privacy during the appointment.

☐ Explain aftercare and when to return.

☐ Make rebooking easy and thank them for visiting.

Small action: Identify one point in your client journey that could feel more polished.

My improvement: _____

I will implement it by: _____

MOVE 5 | Grow with a simple weekly plan

Marketing works better when you consistently show your expertise and invite the right clients to book.

Try this three-post rhythm:

Post 1 — Educate: Answer a question clients ask you all the time.

Post 2 — Show: Share a clear before-and-after with permission.

Post 3 — Invite: Explain who your service is best for and how to book.

Track inquiries, consultations, bookings, rebookings, and revenue—not just views.

My content plan this week:

Education topic: _____

Result to share: _____

Booking invitation: _____

☐ I have three posts planned with a clear purpose.

Your 7-day action plan

Choose one realistic action each day. Keep it small enough to finish.

☐ Day 1: Review your three most-booked services.

☐ Day 2: Improve your consultation questions.

☐ Day 3: Audit one retention issue.

☐ Day 4: Polish one part of the client experience.

☐ Day 5: Plan three helpful posts.

☐ Day 6: Share one post and invite inquiries.

☐ Day 7: Review what worked and pick next week’s focus.

My one priority for next week:

_____

YOU CAN.

Build your skills. Charge your worth. Turn your talent into serious income.

Created by Sugar Pie Lash Academy | 100K Lash Artist
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