

TOP SECRETS

& Tips to Becoming an Expert Permanent Makeup Technician

160

**Page Manual
of Must Have
Permanent
Makeup
Secrets**

"It takes years to build a good reputation and five minutes to ruin it. If you think about that, you'll do things differently. This is a must have manual for anyone in the permanent makeup industry."



**Co-Written by
Katy Jobbins
& Paul Bate**

Includes:

Step-by-Step Permanent Makeup Procedures

FAQ's by Clients & How to Answer Them

Consultation Mistakes That Cost You Thousands

The Ultimate Consultation Process

Converting Inquiries into Paying Clients...Every Time!

Choosing Correct Pigments & Needles

Treatment & Medical Consent Forms & Aftercare Sheets

Expert Eyebrow Training Sheets

Dealing with Difficult Clients

Who to get for Training Models

+ Much More!

**Double Award Winning Spa Owner,
Head Permanent Makeup Trainer & Artist
+ Award Winning Marketing Expert**

About The Authors:



Katy Jobbins,
Head Permanent Makeup
Trainer, Artist, Author &
Award Winning Spa
Owner

Katy Jobbins, owner of the award winning Stanford Spa, in West Sussex, founder of 'Sussex Permanent Makeup' & head trainer of 'Permanent Makeup Training UK', is now officially one of **the most widely recognised Permanent Makeup artists in the UK.**

Having the Cancer trust ask her to train their very own permanent makeup artists in eyebrows & eyeliner, having clients travel literally the length of the country to come and use her, and being one of only a handful of Permanent Makeup Artists, who is also a real artist, makes her one of the **most in-demand permanent makeup artists in the UK.**

In 2010 Katy was honoured with an award for '**Outstanding Achievement**' at the 2010 Crème de la Crème Business Awards. Previous winners also included Sir Richard Branson. This added to her already impressive '**Best Customer Focus**' Award in 2009 at the Best Business Awards.

She now focuses most of her attention on training new and experienced permanent makeup artists in developing & enhancing their skills in becoming the best permanent makeup technicians they can be.

The remainder of her time is spent writing books, reports & fulfilling the demand of her many clinics held in top salons across the UK.



'Bare Beauty', Painted by
Katy Jobbins



'mmm,mm',
Painted by Katy
Jobbins



'Inner Beauty',
Painted by Katy
Jobbins



Co-Author Paul Bate,
Award Winning
Permanent Makeup
Marketing Expert

Paul spent the first 4 years of his working life as the top sales executive & client retention manager in a UK wide sales & marketing company. This was then followed by a further 10 years in helping over 500 businesses develop new and innovative ideas & systems to increase client numbers, whilst reducing costs.

Paul now exclusively spends his time in the spa and permanent makeup industry, showing permanent makeup technicians exactly how to sell their services, become an expert in their field, whilst being able to confidently charge the top prices that they deserve.

This has led him to pick up the 2009 '**Best Marketing**' Award at the 'Best Business Awards & become a leader in marketing & innovation in the permanent makeup industry.

Contents Page

Introduction

Chapter 1 - Introduction to Permanent Eyebrows, Eyeliner and Lips

Chapter 2 - Why Permanent Makeup Clients Will Pay Top Dollar for the Best People

Chapter 3 - How to Look and Act Like a Top Permanent Makeup Technician

Chapter 4 - The Top 16 Reasons Why Clients Choose to Have Permanent Makeup

Chapter 5 - Frequently Asked Questions by Clients & How to Answer Them

Chapter 6 - Consultation Mistakes That Could Cost You Thousands and Cripple Your Permanent Makeup Business!!

----- **Checklist Test of Knowledge** -----

Chapter 7 - The Ultimate Consultation Process, using the '*Katy Jobbins Mirror Closing Technique*'

Chapter 8 - Converting Inquiries into Paying Clients...
...Every Time!

Chapter 9 - Treatment Consent, Medical History Forms & Aftercare Sheets, the Non-Scary Versions!

Chapter 10 - What Not to Include in Your Picture Portfolio

Chapter 11 - How to get Excellent Client Testimonials That Sell Your Treatments for You

Chapter 12 - Avoiding Catastrophe! - Preparing Treatment Area in Advance, Including Table and Machine Setup

----- **Checklist Test of Knowledge** -----

Chapter 13 – Hygiene... A Matter of Trust

Chapter 14 - Drawing on the Perfect Eyebrows, Lips and Eyeliner in Preparation for Treatment

Chapter 15 - Choosing the Correct Pigments for all Your Permanent Makeup Procedures

Chapter 16 - Needle Configuration – How do I Know the Right Needles to Use???

Chapter 17 - The 4 Top Needling Techniques Used on Permanent Eyebrows, Permanent Eyeliner & Lip Liner

Chapter 18 - Finding the Correct Needle Depth

----- **Checklist Test of Knowledge** -----

Chapter 19 - Step-by-Step Instructions to Simplify Your Permanent Eyebrow Procedures

Chapter 20 - Step-by-Step Instructions to Simplify Your Permanent Eyeliner & Lash Enhancement Procedures

Chapter 21 - Step-by-Step Instructions for a Permanent Lower Eyeliner & Lower Lash Enhancement Procedure

Chapter 22 - Step-by-Step Instructions to Simplify Permanent Lip Liner

Chapter 23 - Who to get for Models for Permanent Makeup Training Purposes

Chapter 24 - How to Deal with 10 Different, Difficult Permanent Makeup Clients. - Overcoming & Solving Their Issues

----- **Checklist Test of Knowledge** -----

Chapter 25 - What to Talk About & What Subjects to Avoid with Your Permanent Makeup Clients

Chapter 26 - Iconic Eyebrows: The Top 10 Celebrity Brows that Clients are Constantly Asking for

Chapter 27 - Expert Eyebrow Training Sheets: Enhance Your Drawing and Needling Techniques by Practicing the 7 Most Common Shapes

Chapter 28 - 7 Top Tips to Fabulous Colour Retention

Chapter 29 - Further Ways to Enhance Your Permanent Makeup Skills

Chapter 30 - Giving Your Clients the Best Aftercare and Advice, Rebooking Them for Future Appointments with You for Years to Come

----- **Checklist Test of Knowledge** -----

Chapter 31 – What Else I Can Help You With...- Further Permanent Makeup Training Tools.

Introduction

*“Luck is what happens when preparation meets
opportunity.”*

Seneca, Roman dramatist, philosopher, & politician (5 BC - 65 AD)

Everyone has a turning point in their career; when the penny finally drops you know what it was that you were born to do.

Mine came to me a few years ago when I had a lady approached me for a permanent make up consultation. She was not a regular every day client shall we say, she was very, very high up in the UK Cosmetic Surgery Industry. Everyone in London Harley Street either works with her or for her. She has the authority to shut down any practice should she feel it unsuitable.

Although I am unable to name names if I said her name you would know her instantly.

When she called my salon and booked a consultation with me, my heart nearly missed a beat!!!

I knew what I was doing as a permanent makeup technician, but there is a point in everyone's career when something extremely challenging faces you, and even the best of the best begin to doubt themselves.

"Why me?"

"Why me?"

"Does she know who I am?"

"I'm not a famous technician, I'm not an expert and I'm not from Harley street - has she called the wrong technician by accident???"

I was absolutely overcome by fear. Luckily she had booked in for about 1 hour's time, so that gave me very little time to panic.

I thought to myself, At the end of the day, I can only do my very best. I will treat her as if she was just anybody else.

1 hour later, she arrives, dead on time.

I get her to sit down with cup of tea and she tells me:

“I’ve been having my permanent makeup done for over 20 years; I usually retain about 70% of pigment. I have a top up every 12 – 14 months I have used ‘xyz’ celebrity permanent makeup technicians and really haven’t been that impressed by their work!!!!”

OMG!!!

The pressure nearly killed me, we were talking the best of the best technicians on the planet and she wasn’t impressed!!!

After completing my consultation, she said that she’d take the appointment.

These were her demands.

“I want you to do me a brand new set of eyebrows, get rid of the old colour and do a completely new one. A new shape altogether. In fact, I’d like those simulated natural hair strokes that you claim to be so good at on your website!”

After completing a patch test, I booked her in for 1pm the following day. I normally take a deposit to book treatments, but for some random reason (a sign I hoped) our card machine’s battery had died that morning, so I couldn’t take a deposit.

The following day I was praying she wouldn't show up.

1pm. She showed up.

I drew the brows on, applied the anaesthetic and told her to keep her eyes closed for the entire procedure (purely so she couldn't see me shaking). I was so nervous that I did what every technician should not do... half way through the procedure when I had completed just one eyebrow; I decided to show her what I had done to seek her approval to continue.

After analysing the one eyebrow for what seemed like an eternity, she took a very deep breath and then shouted...

...*"KATY!"*

There was what seemed like another 20 minutes silence before she let out the words in slow motion :

"I AM THRILLED!!

BEST SHAPE I HAVE EVER HAD. YOU'VE GOT A CUSTOMER FOR LIFE!"

I can honestly say I have never been so relieved or so happy in my life.

I knew then I was good, but it was only at that moment, after those comments when the penny had finally dropped.

I don't know whether she has been spreading the word, but since then I have had people come from everywhere to use me (including one lady who called me to come to her in New York, agreeing to pay for flights, accommodation & expenses just to tattoo her eyebrows!).

I released a short 4 minute tutorial video on U TUBE which over 40,000 technicians worldwide, within the first year of release have watched.

I have had top paramedical tattooists train one on one with me to create the most natural looking simulated hair stroke eyebrows and eyelash enhancements for their cancer patients.

I am now being constantly approached by aesthetic groups, surgical enhancement teams and permanent makeup training companies to speak at their events and represent their companies. On top of that, I regularly get asked to appear in fashion features and 'Ask the Expert' panels in papers and magazines & always try my best to provide the best advice and information I can.

I have trained with many, many, permanent make up training companies both throughout the UK and US, some of which have been amazing and some have been borderline illegal!

Through my training & personally running & developing permanent makeup training courses, I have learnt that many permanent make up technicians have been on training courses and are still unconfident, worried about things going wrong, getting sued etc...

So I am now over the moon to be able to share with other technicians around the world (via online videos, tutorials, books, e-books, audio interviews and monthly webinars) how to get the best results for your client and structure your business around your life (and not the other way around, which most people tend to do!) whilst charging the money you deserve.

One thing I have learnt along the way is that people will pay top dollar to use the best technicians they can find – so if you are going to be doing this job, you owe it to yourself to become one of those “expert technicians”, and be rewarded for that accordingly.

I am the director and head trainer for Permanent make up training UK

www.permanentmakeuptraining.co.uk which is now one of the only independent training companies in the UK (not exclusive to 1 manufacturer & able to source the best products from all over the world).

My training is nearly always on a bespoke 1 to 1 basis, to exactly match the requirements of the technician being trained, with constant back up and support.

Overall, permanent makeup has been the most fun, emotional, and rewarding as well as challenging career I could possibly imagine & I still feel as though I have only just begun.

So with that, I would like to take the opportunity to wish you all the success in your career and if I could only leave you with one bit of advice, it would be to say:

NEVER STOP LEARNING...