

# 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.

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# 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](http://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...**