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Congratulations To All Students That Recently Completed Their 1 to 1 Training with Katy Here At The Permanent Makeup Training Academy ...

(Here are just a few we trained over the last few months)



A Great Start to 2016 as The Permanent Makeup Training Academy Wins Another Prestigious Award



The Permanent Makeup Training Academy Ltd has been named as:

'Best Specialist Business & Marketing Trainer - UK 2016'

At the recent 2016 Business Excellence Awards we took away the title of 'Best Specialist Business & Marketing Trainer in the UK'.

This was great news for the our training academy to be recognised for the 2 Year Business & Marketing Mentoring Service we offer to all our students who complete our permanent makeup training course. It recognises the amount of effort that we go into to help students, not just gain a new skill in permanent makeup, but the endeavours we go to in order to ensure their business success too.

Towards the End of 2015 Our Permanent Makeup Business & Marketing Student Mentor, Paul Bate, Was Named 'Business Personality of the Year'

Around 300 guests attended the 2015 Sussex Business Matters Awards glittering ceremony at the London Hilton Gatwick Hotel, which was hosted by BBC One Show & Channel 5's TV Presenter Nick Wallis.

In Paul's fiercely competitive category he was up against many other high profile business personalities across the Sussex Region, including the manager of the London Hilton Hotel, where the actual awards were being held on the night.

Around 10pm that night Paul was announced the overall winner of the 'Business Personality of the Year' Award, with the judges coming to a unanimous decision.



Above & Below:
Paul collecting his award and press photoshoot afterwards.

Paul takes the top spot for his business personality

A FORMER Budehaven School pupil has been named as the Business Personality of the Year at a recent awards ceremony.

The Paul previously reported that Paul Bate, 36, was shortlisted in the Sussex Business Matters Awards.

Paul grew up in Wick St Mary, and attended Budehaven Community School completing his GCSEs and A-levels there.

He now lives in Sussex with his wife and two children, where he runs his own marketing firm specialising in helping people in the beauty industry grow their own businesses and become experts in their respective niches.

On July 3, he was crowned Business Personality of the Year at the Hilton London Gatwick Hotel.

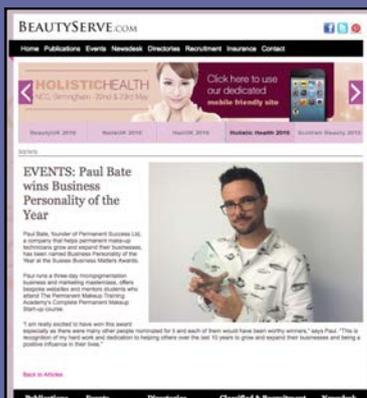


Paul Bate with his 'Business Personality of the Year' award

Channel 5 presenter Nick Wallis. In Paul's fiercely competitive category he was up against many other high profile business personalities across the Sussex region, including the manager of the London Hilton Hotel, where the actual awards were being held on the night.

The judges coming to a unanimous decision, stating: "Paul's uniqueness and business personality shone through. Showing clear entrepreneurial talent from the age of 10 when he began selling homemade at the local village green leading to him being able to purchase his first car at the age of 17 at the expense of a packet of crisps and a can of coke."

"His out of the box marketing ideas and inventiveness coupled with his success in helping others grow and expand their own businesses and careers in many other people's lives."



Left:
Pauls Award win is featured in many industry magazines, newspapers and website articles.



Two Other Major Awards For The Permanent Makeup Training Academy in 2015



Winner 'Outstanding Educational Service'

The Global Business Excellence Awards are one of the world's highest profile awards. Due to their high profile, the Awards attract a wide range of entries from across the world.

Commenting on The Permanent Makeup Training Academy Ltd, the winner in the Outstanding Education Service category, the chairman of the judges said:

"It is brilliant to see a company take the lead in beauty training in the UK. By giving each student one-to-one training in the art of applying permanent makeup, The Permanent Makeup Training Academy is ensuring that professional standards are set in the industry and that women can feel confident about the procedure. By receiving such brilliant training, many of the students have gone on to set up highly successful permanent makeup businesses. Top marks all round for the academy!"

'Health & Beauty Training Programme of the Year'

AI Business Excellence Awards Winner 2015

The Permanent Makeup Training Academy's, 'Complete Permanent Makeup Start-up Training Course', is voted UK's **'Health And Beauty Programme of the Year'** at the 2015 International 'Business Excellence Awards.'

The Business Excellence Awards honour those professionals working tirelessly to raise the bar, accepting nothing but the best when it comes to their firms and wider industries. All of the award winners, without exception, are united by the stellar standards they set themselves and the outstanding results they achieve.

The 2015 Business Excellence Awards are based purely on merit, going only to the firms and individuals who have pulled out all the stops and done truly amazing things over the past 12 months.

On winning this award, Katy says:

"I am very pleased and honoured to have the permanent makeup start-up course that I have developed over the years, voted as the 'UK's Health & Beauty Training Programme of the Year.' I am excited to constantly be at the forefront of this great industry, striving to provide new and innovative ways to train both new and advanced technicians.

Seeing my students from all different backgrounds go on to achieve so much as permanent makeup artists means the world to me, as their success reflects my own."

Right:

The Permanent Makeup Training Academy's Award Win Makes Front Page News Across Sussex.



Close but no Cigar... Despite only being 31, in 2015 Katy was also Shortlisted for a

'Lifetime Achievement' Award at the 2015 etc. Magazine's Hair & Beauty Awards & Named as a Finalist for the 'Woman in Education' Award at the 2015 Sussex Woman in Business Awards.

Websites Specifically for Permanent Makeup Technicians



Have you thought about a website for your permanent makeup business yet? If not then we have two things that you can get right now. The first is our complete website guide called **Permanent Makeup Websites That Sell** - You can download your free copy from the permanentsuccess.co.uk website. Secondly, if you don't have someone in mind to build your website, then we are the only company in the world that offers high quality websites which are exclusively purpose built for your permanent makeup business. There are 3 options to choose from, so check out the website for more details and prices.

Here are a few examples of websites that we have already provided for other students:



ExeterPermanentMakeup.co.uk

ProfessionalPermanentMakeup.co.uk



AntonyTurnerPermanentMakeup.co.uk

LeedsPermanentMakeup.co.uk



All of our websites follow a set format to include everything you need as a permanent makeup technician. However as you can see by choosing your own colour schemes and images each website is personalised just for you and to your permanent makeup business.

The domain names and hosting is fully inclusive so you don't have to worry about any of those things and each site is optimised around at least one core keyword for you in your area. We even have 10 different screencast videos showing you step by step how you can add more testimonials, portfolio images and blog posts. So you can become completely self sufficient in adding more content as you progress. All our websites can also be linked to your social media accounts such as Facebook, Twitter, LinkedIn etc.

If you don't fancy adding your own content then we have an ad-hoc service to help you do that too. So you have no excuse now not to have a great looking website that projects your professional image and services to all those looking for permanent makeup in your area. Contact us if you would like to know more about getting a website for your permanent makeup business.



Student “Spot Light” Case Studies



Courtney Stevens

Introducing Courtney Stevens. Courtney had a background in beauty and decided to expand her skills into permanent makeup just around 18 months ago.

We caught up with Courtney after her initial 12 months as she came back to complete her 5th day training. It's not that it took her that long to get all her case studies done, far from it. Courtney had been a super busy lady.

Here is what she said ... “I'm absolutely loving it, it's the best thing I have ever done. I'm now looking to break the £10,000 mark for a month. I regularly do between £8,000 and £9,000 per month and now I'm only working 3 days per week so I get to spend lots of time with my little one”.

Courtney is now so popular in her small corner of Devon that she is often booked up two months in advance.

It's always wonderful to here about one of our students doing so remarkably well in just a short space of time. You can see Courtney's work on her website exeterpermanentmakeup.co.uk and on Facebook page.

We congratulate Courtney on her amazing success in such a short period of time.

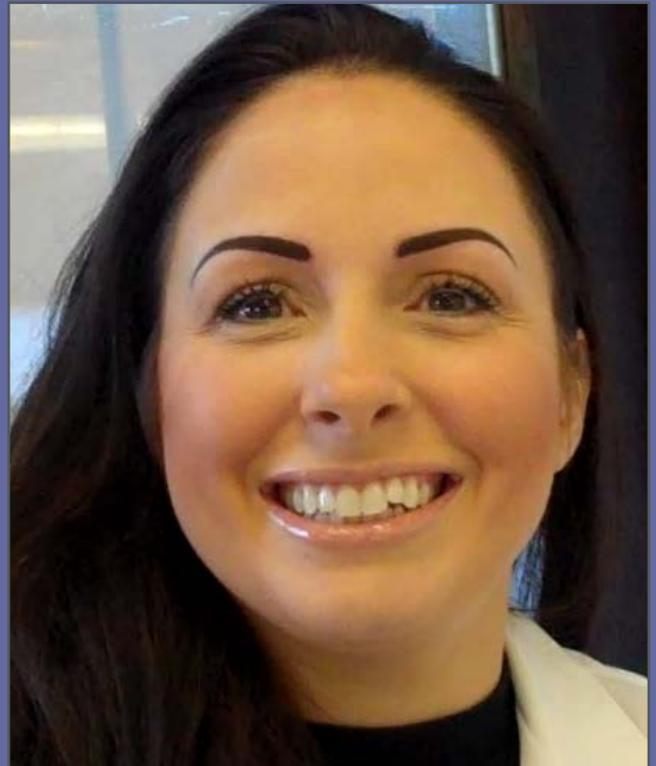
Meet Emma. Emma trained with Katy over 3 years ago and has been back each year to give us regular updates on her progress, as well as having treatments done with Katy.

Emma returned recently to have her Eyebrows topped up which was a great chance for us to catch up on her progress.

Emma had spent 18 years in the beauty industry before training in Permanent Makeup. Her aim was to work herself out of her existing job so that she could become her own boss and take more control of her life.

She used a weeks holiday to do the initial course. Her permanent makeup business took off and it over took her other beauty work, well within her first year. She decided it was time to take the leap of faith and leave her beauty job.

Emma has since had a second child, and she now has a great family life and a great permanent makeup career. She says she had a tick list to motivate her to make it work and she's now happy that she can afford for her daughter to go to private school, she's had a new car, and says she now just being able to enjoy the things in life that make her really happy.



Emma Cleeve

Business & Marketing Mentoring Program Results...

We are now proud show some of the results our students are having as a result of joining our Complete Permanent Makeup Business & Marketing Mentoring Package.

Our mentoring scheme which means you can now get access to all the great Business & Marketing advice to make your permanent makeup business soar over and beyond your greatest expectations.

Access to all the products is via our online members area where you have your own personal login and access to all current products and new products to come. Only students that have trained at the Permanent Makeup Training Academy with Katy are offered this mentoring service.

Training less than 3 years ago with Katy and both going through our 2 year Business & Mentoring Programme, Industry Magazine Spa Elemental, features a full page article on 2 of our students who, they quote as potentially:

*'The Busiest Semi-Permanent Makeup Technicians in the UK...
With a 3-6 Month Waiting List of Clients.'*



Just Some of What's Included ...

Online Access to:



The Complete 3 Day Permanent Makeup Business & Marketing Course



Top Secrets & Tips To Becoming A Confident & Successful Permanent Makeup Technician In The Next 90 Days



17 Common & Deadly Marketing Mistakes That Are Crippling Your Permanent Makeup Business & How To Avoid Them



6 Disk: Permanent Makeup Expert Interview Series With Katy Jobbins

Access to Treatment Procedure Videos



How to Perform the Ultimate Permanent Eyebrow Procedure" + Bonus Disks of Full Procedures



How to Perform the Ultimate Permanent Eyeliner & Lash Enhancement" + Bonus Disk



How to Perform the Ultimate Permanent Lip Enhancement + Bonus Disks



Colour Theory, Skin Undertones & Drawing Techniques For Permanent Makeup Technicians

PLUS Help With...

- Creating Your Clinic Sales Letter service
- Website Critique & Analysis with Improvement Report
- Professional Logo Design Service
- Professional Formatting & Creation of your Press Release Service
- Awards Submission & Critique Service

Student Wins Prestigious Award



Starting Her Permanent Makeup Career With Us A little Over 2 Years Ago, Amy Wins Aesthetic Therapist/Clinic of the Year

It's hard to believe that Amy only trained with us, here at the Permanent Makeup Training Academy less than 3 years ago, and yet we predicted at the time that she was a star in the making.

This isn't the first time Amy has had award success. Only 8 months after her initial training with us, she was shortlisted for 'Best Startup Business' at the 2013 Business Matters Awards. She also got to go up on stage with TV personality, Fred Dinenage, in recognition for her 2nd place achievement in the "Readers Choice" category voted for by the public.

Well done Amy. Keep up the good work!

Training Centre Make Over

If you haven't been back to the clinic for a while you will not have seen our wonderful transformation which we did last summer.

Taking down walls, having new cabinets fitted and a new paint job during a two week summer break was always going to be tricky.

Baring a few mishaps where one of the trades people managed to shatter the glass door everything went smoothly.

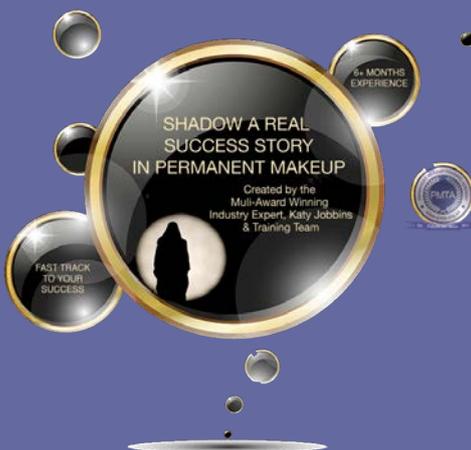
It such a wonderful environment to train in and for my own private clients.



Coming Soon ...

Due to several requests from a number of students we are working on a new program called Shadowing the Experts. This will be for permanent makeup technicians, with at least 6 months experience, to have the opportunity to spend 1-2 days looking over the shoulder of other technicians that are very successful in their permanent makeup businesses.

Sometimes, despite all the great knowledge we provide and share, just seeing how someone else implements it, can be all that is needed to make the penny drop.



Blogging Case Study/Review

Have You Ever Wondered What You Should Blog About?

You may have been told that you should have a blog for your permanent makeup business and that you should be regularly adding content to your website so that Google see's you more of an authority rather than a fly-by night, and also customers get to see that you definitely know what you are talking about - However, finding new topics to blog about can be challenging, so what is the best way to keep adding content that matters?

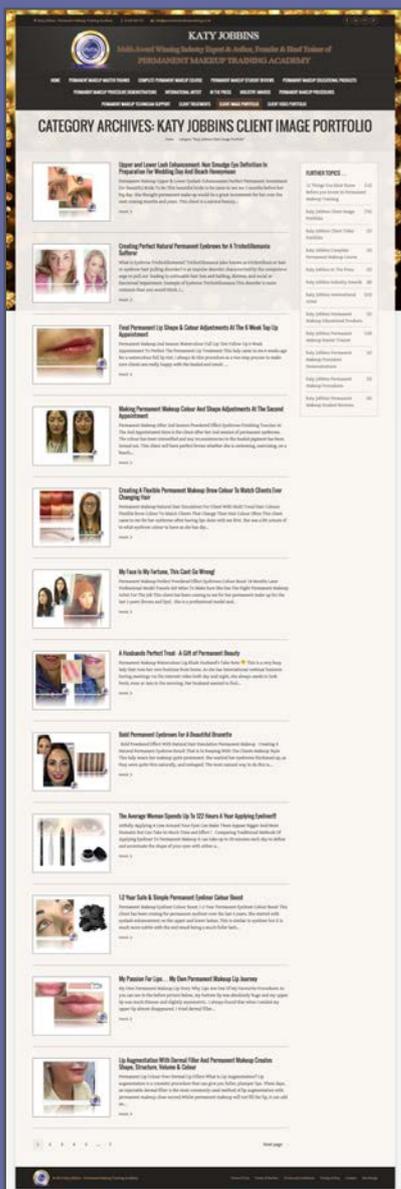
The easy answer is to turn each of your client's treatments into a small success story. For example, you may like to take a look at all the posts on Katy's personal website at katyjobbins.com. If you click into the **client images menu** you will see there are currently 76 different blog posts. Each one an individual account around a client. Why the client wanted to have a treatment, what they looked like before and after, what technique was used, etc etc.

Also, when the client returns for their 6 week top-up you can get healed before top up and after top images and the continue the clients story in a new blog. You can then have a link from the first blog to the second so people can see the progression over time.

This is just one way to keep adding fresh content to your site. It gives new prospective clients lots more information than if you simply have portfolio images on your site. It also goes a long way when it comes to getting found in the search engines.

Each new blog you create, i.e. each page, gets indexed by the likes of Google, you therefore stand more chance of being found because of the extra content (pages) that you put out there.

So, even if you don't have a blog just yet, you should get into the habit of making good notes about each clients treatment, so that at some stage you can use it as part of your online marketing strategy.



Above: Katy was Featured in the Guild News For Her Award Wins in 2015

In The Press ...

Right: Katy was Featured in the Guild News For Being Nominated for a Life Time Achievement Award at the tender age of just 31.



Right: Katy was Featured in the Guild News For Being Nominated for a Life Time Achievement Award at the tender age of just 31.



Above: Paul was asked to write a featured article for the Spa Elemental Beauty

Celebrating Student Success Messages ...

Result???? £940!!!!

Yesterday 23:37

Dear Emma just a quick msg to say a huge Thank You for Today, im thrilled with my brows and eyeliner, i know it's early days But you've made me feel so much better. Thank You.xx

Today 07:10

Oh that's so lovely! Thank you Leanne! So happy that you are happy!! And after your second session, they are going to get even better!!! Have a great weekend & spk soon x

Feedback this morning xx

I love my job!!!!!!! Xxxx

Thank you so much, ye she loved the shape but has never drawn her brows on before so I think it may take her a few days to get use to having them but I told her how gorgeous she looked :)... And I really couldn't have done it without you guys support youv been absolutely amazing and I praise you to everyone, seriously so happy that it's coming together , and don't worry I'll never give up I have too much of my dad in me :)...

21:01

No Service 11:37

(2) Pm Training Nicole Butler
last seen yesterday at 20:08

I don't know how you do it. I'm absolutely exhausted. I've had 8 clients in over the last 10 days. I've got another 14 booked in over the next 4 weeks. I'm already charging full price. I've got more cash in the house than I know what to do with - I'm running out of tea pots and sugar tins to stuff it all in! My phone is going off night and day - I'm tired... So, so tired! I only wanted a part time job. 😭😭 xxx

19:23

Ha ha. Never complain about too much cash 🙌🙌🙌

19:32 ✓

Lol. That certainly is the up side of things. Xx

19:36

Bet your husband is so proud of you. Well done 🙌

19:36 ✓

I'm willing to buy a couple more tea pots... Or a safe 🙌 xx

19:36

This is what my mum just sent me! At hairdresser and one of the girls that work here said she can't stop looking at my brows said they're really good 😊 she has hers done but said mine are great how's that for a complement??

Thank you very much for the brilliant training. Have just arrived home safely (had 1 3mins break). Good luck for the awards at the weekend. Speak soon Sylvia x

Thanks Sylvia. Glad you enjoyed it and got home safely. X

Congrats on the training award, you so deserve it! Your support and guidance is just amazing and it's great to have access to you and quick responses. Still in awe of your fabulous work...so pleased for you and Paul. I hope you are drinking champagne!! 🍷🍷 xx

17:02

Thanks natalie. Catch up soon x.

17:36

No Service 12:11

Hannah
last seen today at 11:26

Week one and some deposits 😊 haha x

16:46



16:52

Wow amazing. Looks like your going to be fully for months within a week of finishing your training!!!

16:57 ✓

So good isn't it? 😊 haha so many people are booking it's amazing! Doesn't feel like I've only just finished my training. Taking bookings for into next month as well! Someone down the road has

Went into my local tattoo studio last week to say hi and give them some of my cards. Followed it up with an email. Just got this reply back..... V.excited! but bit scary too!! X X

08:10

Re: Permanent makeup /micropigmentation
23 September 2015 21:43

Hi Denise,
Helen, Milly (one of our artists) and I are all very interested and impressed with your work. We understand the skill required to obtain such a clean line or well blended colour :) it's excellent. We will definitely pass your information onto anybody that enquires.

I, personally, am quite interested in eyebrows and liner. Once done, usually how long...

08:10

Well that's a real honour coming from the experts!! X

08:12 ✓

Hey guys!!!! Ok so I just did my first paying client!!!!!! I am literally buzzing with excitement, she had brows done mocha fudge and dark swede , very light and I tried to go light at the fronts for her but I know she'll want darker next time! :D ... Absolutely loved it and felt so confident, I did crap my self a bit but such a good feeling, I have her sister booked in for eyeliner Thursday and some more consultations and a full face in a few weeks!!!! ... Literally keeping all toes and fingers crossed its just amazing! Just wanted to let you 2 know and say woop woop the book gave me confidence!!!!

19:03



EE WiFiCall 19:29

Pm Training Stephanie. C...
last seen today at 18:51

night 🌟

5 more clients booked in 😊🙌🙌

I've had more email enquiries than I've ever had - every time I post my work on Facebook I get enquiries or consultations!! Thank you both for all your amazing knowledge xxxxx

18:17

P.s. The marketing course has also impacted my spray tanning business!! I'm about to have my best month ever with that - because of what you've taught me

18:21

Well done Steph glad to be of assistance, your leaflets look brill and so does your latest work 🙌🙌

18:22 ✓

😊 thank you! Lots more to show you soon. Xx

18:23

In fact our students have had so much success in the last year, we have had to dedicate an entire website to their success stories, the only permanent makeup training academy in the world to do so.

You can view this website at: www.expertinpermanentmakeup.co.uk



01444 300 157 info@permanentmakeuptraining.co.uk

Exclusively Trained 1 on 1 Multi Award Winning Industry Expert Katy Jobbins

PMTA

Student Success More Success Even More Success

Here at the Permanent Makeup Training Academy ...

Your Success is Our Success ...

Exclusively Trained 1 on 1 Multi Award Winning Industry Expert Katy Jobbins

PMTA



etc
Hair & Beauty
Awards 2016

Katy Jobbins
Shortlisted for
Two Major Awards

A Second Lifetime Achievement Award Nomination at Just 32 Years Old ...

For the second year running, our founder and head trainer, Katy Jobbins has been shortlisted for the ETC Hair and Beauty Magazine's Lifetime Achievement Award.

The ETC Hair & Beauty Awards aim to provide a platform to recognise, reward and celebrate the talent within the hair and beauty sector. This Years Glittering Ceremony will be held at Fontwell Race Course, and hosted by Gina Akers ITV's Beauty Expert, TV Presenter and Beauty Writer.

Katy has also been shortlisted for the 2016 'Training Centre of Excellence Award' which is to reward and recognise those who train the future stars within the industry. An establishment or individual which can demonstrate effective delivery of their courses and training with a focus on ensuring their students always achieve and realise their full potential. Good Luck Katy & The Permanent Makeup Training Academy.