

## Newsletter Contents

- 2021... A Life Changing Year In So Many Ways
- Nadine's Journey
- Changing Lives One Week At A Time
- 'Rich House, Poor House Changed My Life' 1 Hour Follow Up Prime Time TV Special
- Our Favourite Messages and Comments
- Real Life Student in the Spotlight
- Fabulous Pictures of Recent Student Clinics
- Katy Jobbins Masterclass Now Available

## 2021 Was a Life Changing Year In So Many Ways...

Whichever way you look at it, **2021 has been a life changing year for everyone.** From the continuing COVID19 pandemic meaning starting the New Year in Lockdown once again, to the ever changing landscape of the world.

**However, let's focus on the positives...** and for now, one particular success story that we are very proud of...

...That of Nadine, who many of you reading this will have first been introduced to when we swapped lives with her on the popular Channel 5 TV Show, 'Rich House, Poor House'.

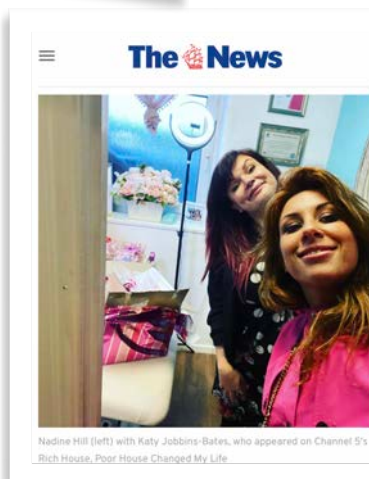


Nadine Hill, from Portsmouth, lived on £80 a week, when she appeared on the Channel 5 docuseries Rich House, Poor House in 2019 and had more than £20,000 in debt, but she's now paid off what she owed and has her own successful business

So much was Nadine's success, that **after the initial show aired, Channel 5 commissioned Emporium Productions to film a 1 hour special follow up show.**

The show titled, 'Rich House, Poor House Changed My Life' showed Nadine's Journey from struggling single mum on benefits with huge debts, **to not only clearing all her debts, but becoming a successful permanent makeup artist with her own clinic, within just 12 months!**

All whilst a global pandemic was causing chaos throughout the world!



Commenting on how the Channel 5 show has transformed her - both personally and professionally - Nadine said: "I felt trapped before when I didn't have much money."



Nadine is now a successful businesswoman and is looking forward to the future for her and her son (Image: Channel 5)

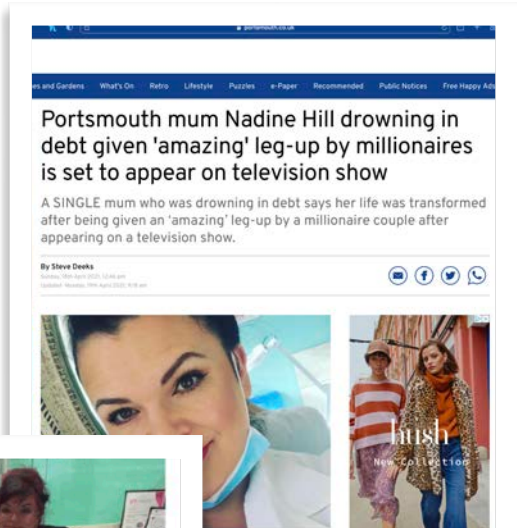
"Rich House, Poor House changed my life massively because I'm out of debt now, I've got a new career and I'm so grateful and I'm so excited for the future," the mum-of-one added.

# Nadine's Journey Continued...



Rich House  
Poor House  
Changed My Life

5



Portsmouth mum Nadine Hill drowning in debt given 'amazing' leg-up by millionaires is set to appear on television show

A SINGLE mum who was drowning in debt says her life was transformed after being given an 'amazing' leg-up by a millionaire couple after appearing on a television show.

By Steve Deeks

Published: 19 April 2021, 12:46 pm  
Updated: Monday, 19th April 2021, 10:48 am



16 Industry News

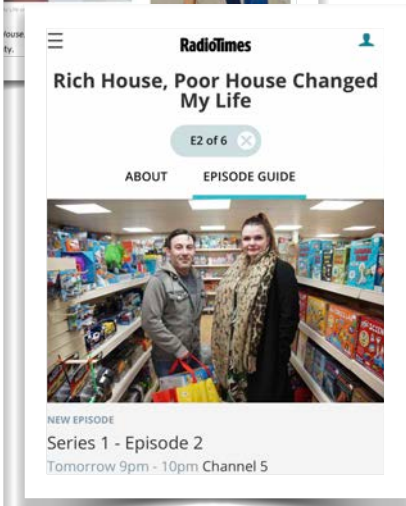


## Award-winning PMU artist stars in TV special

Following on from her appearance on the inspirational life swap documentary, *Rich House, Poor House*, award-winning permanent make-up trainer Katy Jobbins has now featured in a specially commissioned follow-up programme.

Katy, who is the founder and head trainer of the Permanent Makeup Training Academy, swapped lives with single mum, Nadine, a part-time hairdresser from Portsmouth. At the end of the original episode, Katy offered to train Nadine in permanent make-up for free and provide business mentoring to kick-start her new career.

Although the pandemic somewhat halted Nadine's plans, the new Channel 5 show - *Rich House, Poor House Changed My Life* - saw her catch up with Katy at her newly opened make-up clinic and share stories of how the swap changed their lives over the last 12 months.



RadioTimes

## Rich House, Poor House Changed My Life

E2 of 6

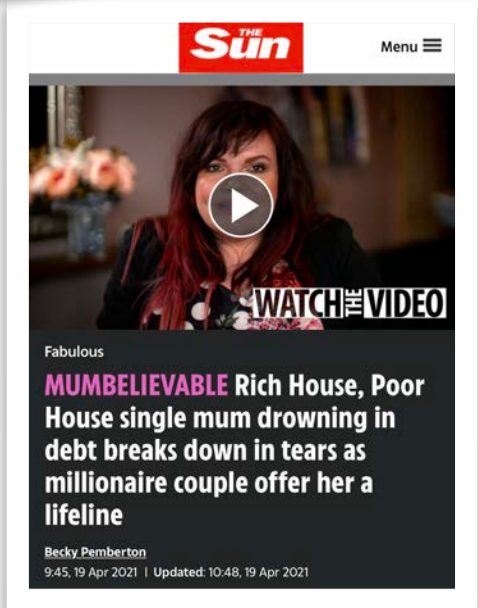
ABOUT EPISODE GUIDE



NEW EPISODE

Series 1 - Episode 2

Tomorrow 9pm - 10pm Channel 5



THE Sun

Menu



WATCH THE VIDEO

Fabulous

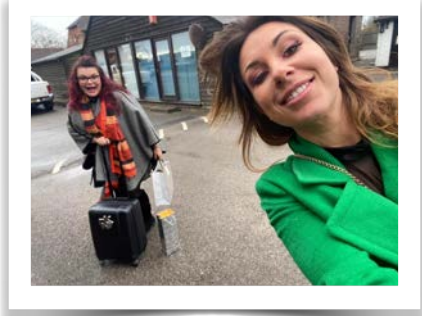
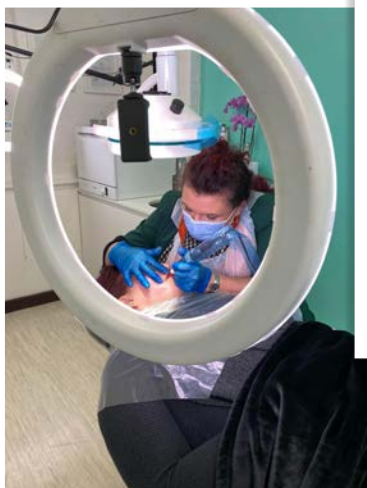
**MUMBELIEVABLE** Rich House, Poor House single mum drowning in debt breaks down in tears as millionaire couple offer her a lifeline

Becky Pemberton

9:45, 19 Apr 2021 | Updated: 10:48, 19 Apr 2021

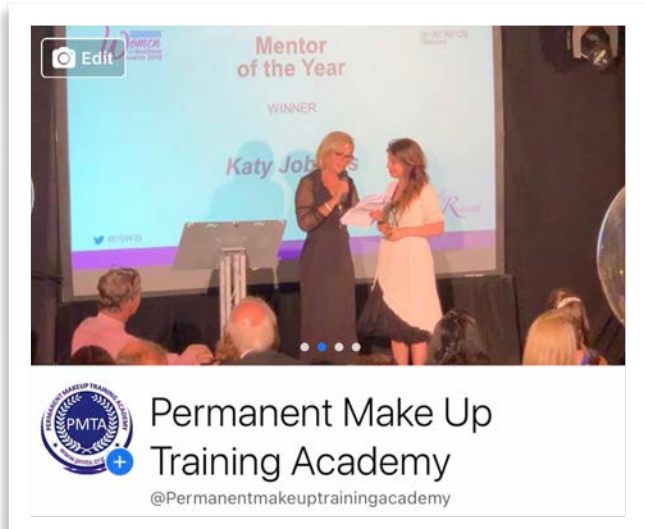
## And The Journey Didn't Stop There...

Since the 2nd show aired, Katy has been in regular contact with Nadine and in December 2021, she returned to The Permanent Makeup Training Academy to complete even more training. They also managed to fit in a Christmas party as well!



# Changing Lives, One Week at a Time...

We don't really do much social media. You won't find us on Twitter, Instagram, Snapchat, Pinterest or Tic Tok etc. however, we do keep our Facebook pages updated regularly to keep you inspired and motivated as well as catching up with all our students journeys. So if you have yet to follow us on Facebook then just search @Permanentmakeuptrainingacademy or @KatyJobbins.



Permanent Make Up Training Academy is feeling fantastic. 29 Apr · 🌍  
 Congratulations to my wonderful student Michelle who's celebrating the launch of her very own permanent makeup clinic! 🎉 See more

hello! i was going to text you this morning to say i'm missing you but i've been watching videos all morning so i kinda feel like i'm back in the training room 😊 hope you're good and had a lovely weekend 🥰 i got home safe & sound and spent the weekend with my babies before getting stuck in today! thank you so much for your beautiful words on the facebook post, i cried when i read it! love susan xxxxx

Hi Katie just to let you know we are home!! I cannot thank you and Paul enough for these past few days, its literally going to be life changing 💖 I have loved every moment and so excited to come back! So grateful to have you both help me on my journey 💖 thank you thank you, Kelly xx

Hi Katy and Paul hope you had a good first week back , I'm in for my best month this month taking over £5000 :) can't believe how quickly I managed to pay my course money back !! 🥰



\*This is a huge investment in yourself. I had to wait over a year to train with Katy... and... See more

Katy Jobbins Posted by Katy Jobbins 19 Aug · 🌍  
 Clients are raving about her permanent makeup appointments 🥰🥰🥰🥰🥰🥰

Permanent Make Up Training Academy Posted by Katy Jobbins 24 Jun · 🌍  
 Whirlwind week 💖 Lee has been a makeup artist with over 22 years experience, she's done makeup for the BAFTAs, worked at selfridges, Clariges, @ Harvey Nics a... See more

Katy Jobbins is feeling motivated at Permanent Make Up Training Academy. 21 Jan · Wivelsfield, Haywards Heath · 🌍  
 I Love creating new and exciting learning material for all my wonderful students to immerse ... See more

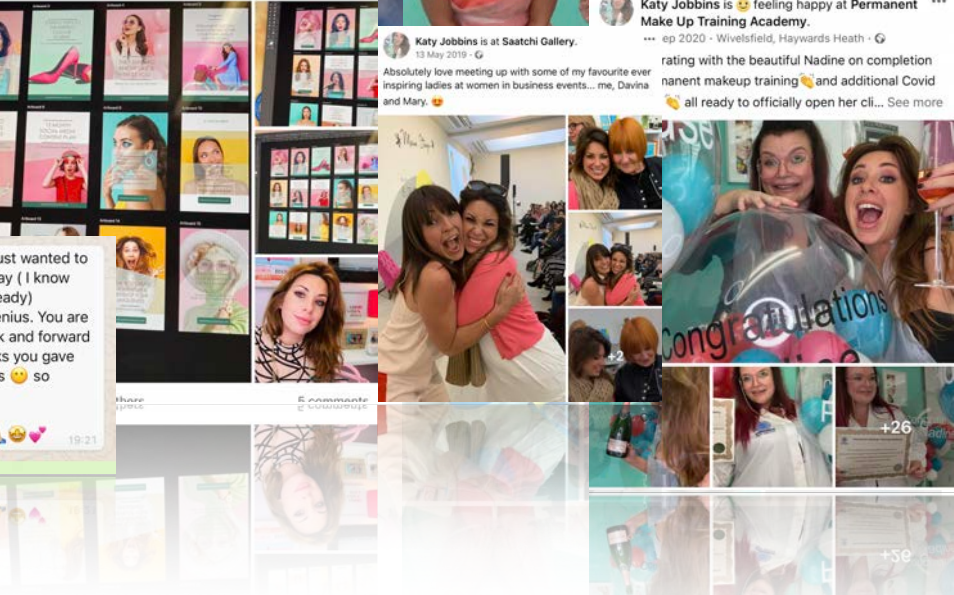


YOUTUBE.COM Advice from Someone who has Trained in Permanent Makeup both in a Group & 1 to 1 with Katy Jobbins. You and 39 others 6 comments 2 shares

Katy Jobbins is rating with the beautiful Nadine on completion nanent makeup training 🥰 and additional Covid and Mary. 🥰 all ready to officially open her cli... See more



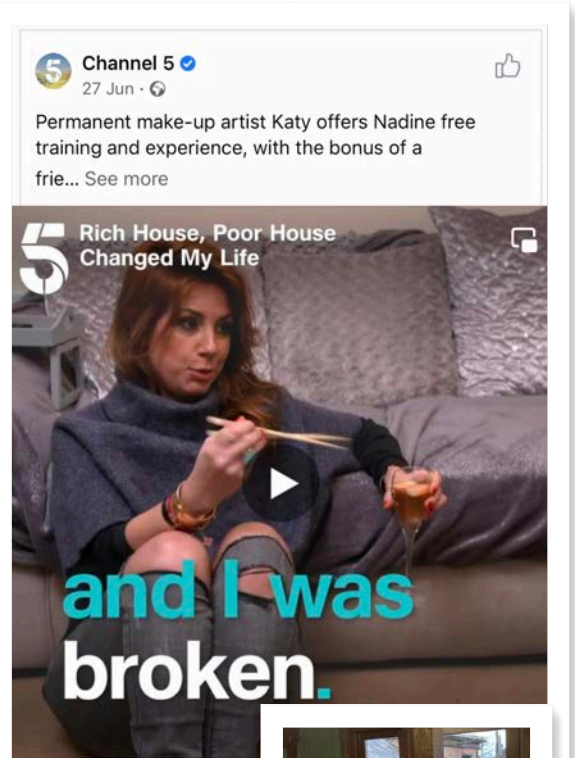
Hi Katy hope you are well. I just wanted to send a quick message and say ( I know you heard it million times already) You and Paul are absolute genius. You are Amazing 🥰 keep going back and forward in the materials and the books you gave me ..... absolutely speechless 🥰 so helpful. Thank you 🙏 Have a great weekend xxx 🙏🙏🙏



# Rich House Poor House, Changed My Life...1 Hour Prime Time TV Follow Up Show



**Above:** Katy, Paul & their 3 Children Star in Channel 5's One Hour Follow Up Special 'Rich House, Poor House Changed My Life'.



**Above and Right:** A Selection of Behind the Scenes Pictures Taken Whilst Filming the Show

In the days and weeks after the show was aired, we were once again, completely overwhelmed by the amount of lovely messages and comments we received from viewers of the show as well as past and present students. Here are a selection of some of our favourites...

**Nicola Blake**  
I didn't intend to watch this but it was on as I was sat in front of my laptop. You are an inspiration Katy and deserve your success. It is indeed good to always 'give back' and the world would be a better place if more shared your mentality. Good luck to Nadine too 😊 (Mental note made to visit your salon! 😊)  
14 m Like Reply Message

**Casey Porter**  
Loved watching it! I can't wait to come back next week for more training with you 💕  
10 m Like Reply Message

**Natalie Peters**  
Kate you deserve all the success you have (and Paul) you both work so hard and are always there for your students. I'll be  
24 w Like Reply

**Vas Kone**  
She amazing woman x  
24 w Like Reply

**Clare Rainey**  
That girl is one hell off a beautiful soul  
24 w Like Reply

**Julian Hilaire** @julianhilaire · 9h  
Thoroughly lovely Lady in Katy, a breath of fresh air, well done you and congrats to Nadine to who shows hard work and good advice can change anyone...lovely story wish them the best ...oh and Katy's hubby great mentor #richhousepoorhouse

**Fans of the show were delighted to see Nadine turn her life around and build her own business with the help of Katy**

**Hi Katy.** Until i watched Rich House..Poor House...I didn't realise people like you existed... What I mean by that is you're beautiful...obviously talented....Head screwed on...listening to you not always so. A survivor. What I respect and admire is your humility. You could be the girl next door...but with balls. It's quite refreshing to see someone with so much money but so real and "Normal" Wish I'd seen you before i got to sixty....you'd have changed me immeasurably. Thankyou for restoring my faith 😊 xx

**It is great to hear good news for a change.** What a lovely person Katy is to do this and see Nadines potential. Good for you Nadine, you have worked and studied hard, keep it up and you will hopefully not worry about money the same. again.

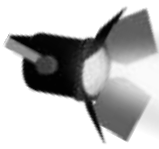
**Loved watching my amazing mentor Katie Jobbins on C5 tonight.** Such a talented lady and it was an honour to be trained by her 💜  
Show Attachment  
Like Comment Share

**Emma Jane Goodchild** 3 h · 6  
Can't wait to watch this tonight. Katy is such an amazing and down to earth person. Love spending time with her and having her and Paul as my mentors. If you watch this, you will see why 🥰❤️🥰

**Just watching it now!** The World needs more Paul's and Katy's. You have a beautiful and greatful heart. Well done guys, Gob bless you.  
1 m Like Reply Message

**Elaine Kenyon**  
Such amazing person x

**Hey, just wanted to say that you was amazing on TV last night!** An absolute credit to society! Well done....and keep up the good work x



# Student “Spot Light” Case Study

Meet Kaley, who started her permanent makeup career, training 1 to 1 with Katy in 2017. At the time of her training she was a front line social worker with absolutely zero beauty experience, supporting some amazing families, but after having her first child she was ready for a change and new challenge.

Since then, she has now created her dream job, in her gorgeous garden studio, working on her own incredible clients. In 2020, she also won not just 1, but 2 major awards at the National British Hair & Beauty Awards, including the winner of ‘Best Semi-Permanent Make-up Artist.

Returning for her own treatments 2 years after her initial training course, here is what she had to say.

*‘I had 2 small children so I was really glad I did my career in social work. I did it for 7 years, but it was quite stressful at times and there were some late finishes & you couldn’t really choose your hours. The children had to go to nursery for long hours. So I wanted a change really.*

*I trained with Katy, which was amazing and then went on to build it up slowly so at first I was doing social work alongside the permanent makeup for about a year. Then when I had my son, I finished social work completely & was able to carry on through my maternity leave doing permanent makeup & built it up from there really.*



**Above:** Kaley 2 years after her initial training course.

**Below:** Kaley in her own fabulous garden studio.



*Now I’ve got a garden studio that I work in. Before I was renting rooms in salons which was great but obviously now I’m fortunate enough to have the studio so it’s brilliant. I can do whatever time I want. Sometimes I might see a client at 9pm at night and that’s ok and sometimes first thing in the morning, I was in at 7am the other day.*

*You can choose your hours completely & obviously not having the out going or rent it’s working really well for me.*

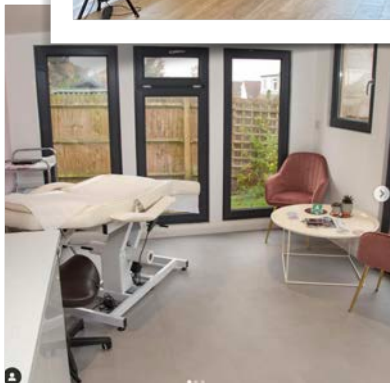
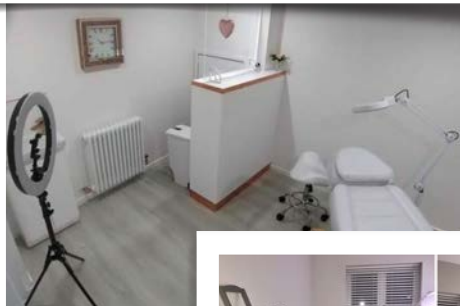
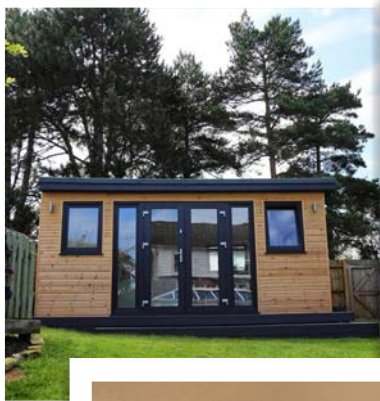
*The supports been amazing. I think that’s been probably the best. I mean obviously the course was fantastic, but the support from Katy in the early days if I ever had an issue come up or needed to ask a question or anything, Katy would respond straight away. There was never a time where she wasn’t available & it was really, really helpful just to know that I have got her there should I need it. Also the fact that you guys are supporting me even now with plans looking forward is brilliant as well.’*



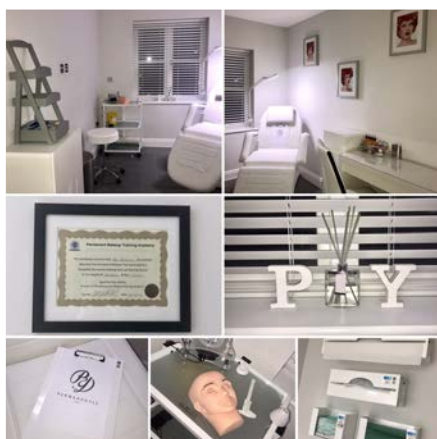
**Below:** Kaley, from front line social worker to double award winning, super busy, fully booked, full time permanent makeup artist in under 3 years.



# Some Fabulous Pictures of the Student Clinics Set up Recently...



**Above:** Some of the lovely pictures of the clinics set up by students who have recently trained with us and loving their new career as permanent makeup artists. Well done everyone!



# Katy Jobbins Online Masterclass Package...

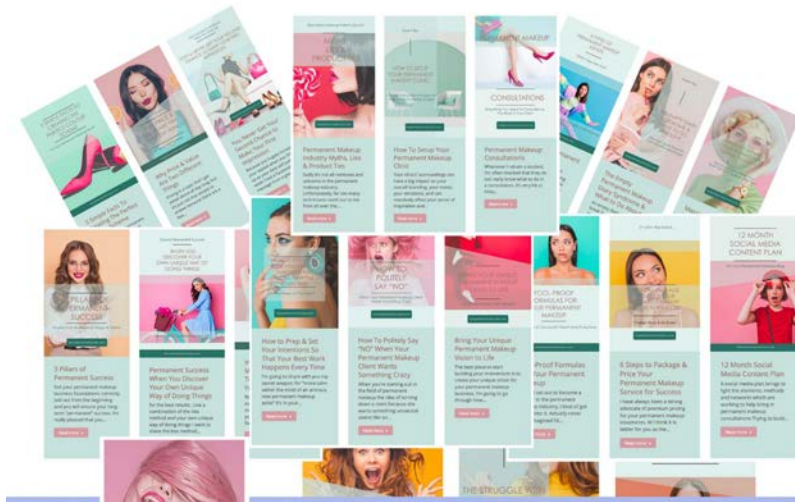
...Now Available To Purchase  
For Trained Permanent  
Makeup Artists...



Go to: [KatyJobbinsMasterclass.com](http://KatyJobbinsMasterclass.com)  
for full details & instant access



# Katy Jobbins Online Masterclass Continued...



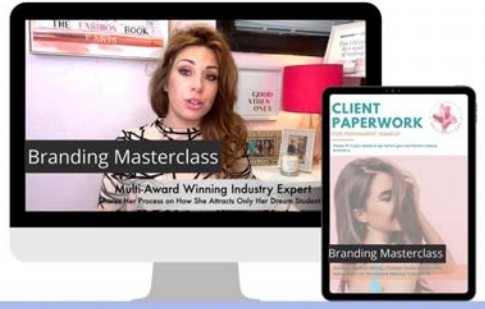
## 20+ MASTERCLASS BLOGS

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## 65+ BUSINESS ADVICE VIDEOS

With Multi-Awarding Industry Expert Katy Jobbins



## BRANDING MASTERCLASS VIDEO

With Multi-Awarding Industry Expert Katy Jobbins



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