

Our 3 Day Permanent Makeup Business & Marketing Course is Now Available Online to Work Through in the Comfort of Your Own Home...at a Fraction of the Cost of Attending in Person!!!



Now Available Online - The 3 Day Permanent Makeup Business & Marketing Masterclass

x15 Videos - 'Recorded Live'

+ Exclusive Trainers Notes, Ready to Use Business Templates & Sales Letters

PERMANENT SUCCESS

Approved & Recommended by Head Trainer of PMTA KATY JOBBINS

PermanentSuccess.co.uk

x 15 MP3 Audio files

If you want to learn the **business & marketing secrets of the top super successful permanent makeup artists**, then you can now get full access online in the comfort of your own home. This was previously an 'Invite Only' 3 day business and marketing event exclusively for permanent makeup technicians who trained at the Permanent Makeup Training Academy.

However as this course has sold out every time we have ran it and we only run it once a year you can now **SAVE AROUND 70%** of what it would cost to attend, as well as not having to wait until the next date, and getting rid your travel and accommodation expenses by watching it online. This exclusively online course, gives you full access to one of our previously held events, professionally filmed and edited, **with full trainers notes and top secret marketing and business tips, templates & techniques** as well as a couple of additional bonuses thrown in for good measure.

You can either purchase access to the full 3 day course, or just pick and choose the topics you want help with: **from setting up successful permanent makeup clinics in multiple salons with zero upfront costs; building credibility as a permanent makeup artist; getting your website to the top of Google, to generating thousands of pounds worth of free publicity for your permanent makeup business/services...**

The online course is only available at www.PermanentSuccess.co.uk or call us on 01444 300157 for more details.

Coming Soon... Pre-Designed Websites Specifically for Permanent Makeup Artists



Just a Few Features Include:

- Professional Images & Multiple Colour Schemes.
- Client Attracting Designs Ready to Go.
- Designed To Work On All Devices.
- SEO & Search Engine Friendly.
- Includes Special Marketing & Payment Options/ Features Just For Permanent Makeup Professionals.



If you would like help in setting up your website, or more specifically have a website built for you that is 100% about selling your permanent makeup services & showcasing your work then we have the perfect answer.

We have 3 different packages to choose from, from Starter packages to Pro-Plus options.

Start by downloading our free report: 'Permanent Makeup Websites That Sell.'

Get it now from: www.PermanentSuccess.co.uk

The Permanent Makeup Training Academy Nominated for Prestigious International Business Excellence Award!!



What are the Awards About?

According to the organisers...

...The Business Excellence Awards recognise companies and individuals who strive for perfection, offering their customers and clients the highest possible standard of service. These are people leading the pack in the business world, setting examples for the rest to follow. Winners are nominated and voted for by the people that matter most, their peers and clients. **The awards highlight and celebrate the outstanding performance and results achieved by the industries leading lights** in what proves to be extremely competitive markets.

The awards look to **identify and honour the most respected companies and their directors**, while recognising and rewarding outstanding success, innovation and ethics across international business communities.

Keep an eye out on our website to see if we take home any silverware.



We Love to Share Feedback, so Here Are a Few of Our Favourite Messages & Student Successes, That we Have Recently Received...

Dear Paul and Katy

Just wanted to say a massive Thankyou for what you have taught me. I feel so lucky to have learnt from such inspiring people. You have both given me such a positive attitude to my future and I am so grateful. Katy you are amazing :)

I will keep you posted :) Many thanks Courtney xxx

3 Months Later...

Gonna miss u and Paul tomorrow. i had the time of my life. ...u two are awesome. I cant thank you enough katy you have transformed my life. ...i cant stop thinking brows lips and eyeliner. lol Can't believe im going back into college tomorrow i really need to be doing this full time it's my passion. x Ps

Today 17:53

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've managed to pay my course money back !!

£750 for 6 hrs work on a Saturday x brows & a top up liner x BOOM! Xxxx

2 Weeks Later...

Today 14:15

Had my best week in perm makeup earning £2500 , amazing feeling I love it , Thankyou so much for everything you taught me x

Amazing go go go!!!

Delivered

iMessage Send

with love and thanks

Just wanted to say thanks so much. This course has been invaluable! I never thought when I first clicked on your website looking into permanent make up that you could help me change my life so much. your enthusiasm is infectious and I cant wait to get started! Good luck with little maddox! lots of love Gemma

online

Hello Katy - how's you? Just to update, I've had my best day and week yet. Today I've earned £1145 and total in 4 days £1945 :) I've earned more this week than I did with Guinot in a month! Happy days :) xx

This is exactly what I like to hear!!! U deserve every penny my friend xxx

And it's all thanks to you and Paul :) thank you so much xx

Well all down to u taking the action! 😊

Our Favourite Messages Continued...

From: **Sheena McBryde** hide
To: **Katy Jobbins**

Thanks guys !
13 November 2014 18:07

Hi Katie and Paul,

Just wanted to say a massive thank you for the kick up the bum you gave me regarding marketing.

In the last week I've signed up 3 new clinics, got 3 more in the pipeline, plus got some free advertising in a new gym. I'm also having talks with a wedding planner in the first week of December.

The owner of 1 salon is booked in on Monday for half price brows, and I have 4 clinics before Christmas, the other one in a very prestigious salon starts in Jan. Eeeeeek !!!

Next meeting with potential salons are tomorrow and Sat !!

Can't thank you enough - you guys rock !!!

Sheena xx

Wow how long did it take u to make that! Katy x

Not long at all

I'm stashing it in a little bootie in my wardrobe

I count it every day

Not bad considering u were earning £200 a week 6 months ago!

2300

How many hours of work do u think it took? Katy x

Not many hours

Hmmmm probably around 15 hours?! 😊

I LOVE THIS JOB!

Glad u do I knew you could do it. X

I couldn't without your help and support

Thanks Katy can deffo sed what you saying , it's just unpredictable isn't it , il keep you updated. I'm earning over £1000 a week so I'm happy with that after only been doing it 5 weeks xx

Good for u!! What I like to hear! Xxx

😊😊 all thanks to you and Paul 🙌 xx

P.s I forgot to tell you again, so proud of u for charging what u do and doing such a great job for your clients. I'm really rooting for I n wish I n tony all the success. Well done n enjoy Russia xxx

Awwwww thanks xx so lovely to hear that from you x means a lot x 😊

You are welcome, carry one like you are and you will go far my friend k xx

Ur gonna make me cry!!! Lol xxx

Waaahhh!!

Today 08:17

Just had my biggest week yet taking over £2000 😊 thanks to you both xxxx

Amazing! Well done u!! Should be a very nice Xmas for you this year then, lots of nice gifts for Jimmy xxx

Delivered

Aw thank you so much that's so lovely of you. Thank you for teaching me your skills and for being there when I need you! xx

There's nothing that makes me happier than seeing my students succeed so you are very welcome!! :) xx

Wednesday 11:27

I am so proud if these brows I have just done, had to send you a pic 😊

Or 2!!! Ha xx

Today 20:56

I'm onto my biggest month of 7k , fully booked whole of feb , 😊 moving house next week into something classier ready for permanent makeup so won't be paying many over heads 😊 xx

Fantastic, shows what u can do when u put your mind to it 🙌

Less than 6 Months on From Training With Us!

Congratulations to All of the Students Who Have Recently Trained 1 to 1 With Our Founder & Head Trainer, Katy Jobbins & are Starting their New Careers as Permanent Makeup Artists...

From lawyers, solicitors, doctors, nurses, teachers, beauty therapists, salon owners to stay at home mums with no previous beauty experience, everybody has their own reasons for training in this fantastic industry. Below are just a few of the people who have recently trained with us and are successfully setting up their own permanent makeup business as you read...



With a Population of Just Over 1.6 Million People in Sussex, There Can Still Only Be 1 Overall Woman of the Year...

...And in 2014 that Woman was none other than our Founder & Head Trainer, Katy Jobbins!

Having been shortlisted for 6 awards on the night, including: *Woman in Education; Success Story of the Year; Business Woman of the Year; Woman in the Hair & Beauty Industry; Mum of the Year & The Readers Choice Award*, we were overjoyed when Katy scooped the 'Success Story of the Year Award'.

Then unbeknown to us at the end of the night the final and most prestigious award of the night was announced. That of the 2014 'Overall Sussex Woman of the Year'. This was judged by a panel of 5 successful female experts across a number of different industries. Before our founder and head trainer Katy Jobbins was announced as the winner and received a standing ovation, the presenter stated that in the eyes of the judges:



Above: Katy Jobbins accepting the title of 2014 'Sussex Woman of the Year'.

"This year, the winner of the 'Overall Woman of the Year Award', could have easily walked away with every single award that she was shortlisted for, inspiring everyone of us who read her journey and her story, leading us to a unanimous decision."

The double award win was major news in many of the top beauty industry magazines and once again our congratulations goes to Katy on yet another amazing award win recognising both her dedication to the permanent makeup industry and the success of her students.

Recent Press...

Below Left: Full page feature on our head trainer Katy Jobbins in the *Spa Elemental Magazine*; Below Centre & Right, The Permanent Makeup Training Academy Features in *The Salon Magazine*.



KATY JOBBINS, MULTI-AWARD WINNING AUTHOR & FOUNDER OF THE PERMANENT MAKEUP TRAINING ACADEMY SHARES 12 THINGS YOU MUST KNOW BEFORE YOU INVEST IN PERMANENT MAKEUP TRAINING

Over the years I have trained with many companies around the world & spent over £20,000 in my permanent makeup education. However, after looking into both companies that I have used & others offering permanent makeup training courses, I was surprised to find that a lot of permanent makeup training instructors were not even employed by the companies they represent. This resulted in no company being able to guarantee the same style & quality of training week in week out, course after course. To me, this was worrying. It meant that the majority of permanent makeup training companies were lacking both consistency & quality. It felt like a training lottery!

Training companies seemed to be really over complicating simple procedures & the result was a patchy over cautious, unconfident trainee, with a certificate of attendance, being the only real evidence of their actual training. This is why I have written a 10,000 word report on the things to look for in permanent makeup training companies, to make sure you pick the right one for you.

In this article I am going to give you my first point & you can read the rest of the article & the other 11 things that you need to know before investing in permanent makeup training on my website, www.PermanentMakeupTraining.co.uk.

Make Sure You Research ALL Companies AND TRAINERS that you are considering training with in Permanent Makeup.

It pays dividends to do a bit of research into not only the company you are thinking of completing your training with, but also, even more importantly, who they themselves will be using as your potential trainer.

There are lots of companies & individuals offering permanent makeup training & their prices vary widely. I have known people use reputable companies only to come out of their training with barely no confidence in permanent makeup procedures, yet having spent tens of thousands of pounds. They have all the equipment & also a lot that they do not need & will never use, but feel like they simply did not connect with the person or people training them. Find out in advance about the trainer you will be based in to train with. This is very important because the difference in quality can be huge. Will it be a master practitioner, the founder of the company, their head trainer or will it be a self-employed trainer that's local to your area that just trains every now and again? You ideally want to try and get 1 on 1 training with a highly experienced and qualified trainer that still provides client treatments as well as training.

Permanent makeup is like any skilled profession, if you don't continue to practice your skill you will lose it!

To read the rest of this article or for more help and advice on choosing the best training company for you please or call 01444 300157 or visit www.PermanentMakeupTraining.co.uk

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Knowledge shared

IF YOU'RE THINKING OF ADDING PERMANENT MAKEUP TO YOUR REPERTOIRE, CONTACT THE PERMANENT MAKEUP TRAINING ACADEMY FOR SOME NO OBLIGATION ADVICE

The multi award-winning Permanent Make-up Training Academy is offering complimentary one-hour telephone consultations for therapists and industry professionals considering training in permanent make-up. When you are starting to look into training in this highly lucrative service, there are many areas to consider. And the company's founder, Katy Jobbins, knows from personal experience that starting out can be a minefield. "We have a philosophy that knowledge is to be shared, not ours to keep," she says. "This is why we're inviting you to pick up the phone and give us a call. We don't care if you have one or 100 questions that need answering - our team will do their very best to answer every single one of them for you so you can move forward into the exciting sector."

Tel: 01444 300 157 or visit PermanentMakeupTraining.co.uk

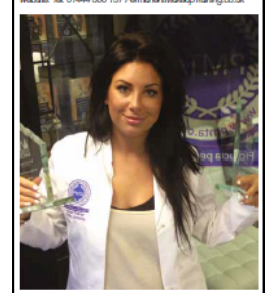
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Success stories

WHY THE PERMANENT MAKEUP TRAINING ACADEMY'S FOUNDER IS A BEACON FOR INDUSTRY SUCCESS

I'm looking for a brand with a successful team at the helm. The Permanent Make-up Training Academy is experiencing a triumph year. Founder Katy Jobbins, who runs all of its one to one courses, scooped two major prizes last month at the Sussex Women of the Year Awards. The double win included the year's best Success Story alongside the ultimate title for Overall Sussex Woman of the Year. The wins follow a hugely successful 12 months for the Sussex-based training provider, which offers building permanent make-up techniques into its business so they can create their own lucrative enterprise. Its courses include the Complete Permanent Make-Up Start-Up training programme that covers a variety of techniques for enhancing the eyes, brows and lips. "I am so glad my training methods inspire so many people to take that leap of faith in themselves and set up their own businesses," says Jobbins. "I really try to make sure that all my students are successful as it means so much to me. It's such a great time to be at the forefront of the permanent make-up industry and making a difference to so many other people's lives."

For more information call or download training details from our website. Tel: 01444 300 157 PermanentMakeupTraining.co.uk



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