

# YOUR 5 STEP PLAYBOOK

To growing your client list



HOW TO BUILD YOUR CLIENT LIST IN YOUR BEAUTY BUSINESS  
AND NEVER WORRY ABOUT QUIET WEEKS AGAIN!

WHAT DOES IT  
REALLY MEAN TO  
HAVE A FULLY  
BOOKED,  
THRIVING BEAUTY  
BUSINESS?

Creates choices.

WHAT DOES IT  
REALLY MEAN  
TO HAVE A  
FULLY BOOKED,  
THRIVING  
BEAUTY  
BUSINESS?

Choice of hours. Choice of income. Choice  
of more freedom. Hiring Staff. Educating.  
Creating a passive income through online  
products.

WHAT DOES IT  
REALLY MEAN  
TO HAVE A  
FULLY BOOKED,  
THRIVING  
BEAUTY  
BUSINESS?

We are going to use the power of social media and digital marketing to tap into the online space - so your never wondering where your next client is coming from.

## YOU'RE IN THE RIGHT PLACE FOR THIS TRAINING IF...

Your ready to stop struggling to find new clients and build a fully booked beauty business

Your sick of doing free models trying to fill up your schedule and want to be able to attract high-quality clients who don't just come back, but are raving fans

You want to stop dropping your prices and offering free services trying to get new people through the door

You've seen others tap into the power of social media to build the business of their dreams and you're ready to do the same

## IN THIS CLASS I'LL SHOW YOU...

How to find new clients and build a fully booked beauty business

Attract high-quality clients who keep coming back

Scale your income without working longer hours

Grow your audience and get more eyes on your business

Create a strong brand that sets you apart in the beauty industry

Build a steady stream of bookings with proven strategies

All about Bela Beauty College + if it's right for you! + 25% discount

I'M GOING TO TEACH YOU MY 5  
STEP METHOD -  
AN ENTIRE PLAYBOOK FOR  
GROWING YOUR BEAUTY  
BUSINESS WITH MORE SUCCESS  
THAN STRESS



# I'm Jessica Buff

Founder + CEO of Bela Beauty College

[@belabeautycollege](https://www.instagram.com/belabeautycollege)

- 3 x salon owner
- 15+ years industry experience
- 20,000+ students trained worldwide
- Multiple 7-Figures of revenue through social media marketing



# LET'S REWIND

on my business journey

I was born into beauty - quite literally. My mum had a home business doing beauty while I was growing up and my dad had his own accounting firm. Watching my parents run businesses - I wasn't ever scared to start a beauty business.

I left school early and enrolled into a one year hairdressing course.

Eager to hit the ground running I completed my certificate, worked in a salon for 12 months for a little experience and then signed a lease and opened my first beauty salon in Doncaster, Melbourne.

## Before I discovered my proven 5-step method...

It was going ok - I had a few regular clients coming through and was managing to cover my rent and bills, but behind the scenes I was always stressed

I had no systems and procedures in place - I wasn't really making any money.

**Before I discovered my proven 5-step method...**

*I remember the stress like it was yesterday.*

*The endless cycle of wondering where my next client would come from. The pressure of squeezing in appointments at any time, on any day—because I was too scared to say  
no.*

*I worked tirelessly, filling my schedule with back-to-back clients, thinking that more hours meant more success. But instead of growing, I felt trapped. I couldn't take a day off without fearing I'd lose business. I couldn't plan my life because my business controlled me—not the other way around.*

**Before I discovered my proven 5-step method...**

After years of struggling to keep up with my beauty business, I knew something had to change.

So I started taking more beauty courses to grow my skills ... thinking ... if I did more services, I would naturally make more money

**Before I discovered my proven 5-step method...**

**Diploma of Beauty Therapy**

**Spray Tanning Certificate**

**Multiple Hair Extensions Certificates**

**Hair Styling Masterclass**

**Brow Lamination**

**Brow Sculpting**

**And my first lash course**

**Before I discovered my proven 5-step method...**

I loved eyelash extensions so much, and I practiced and I practiced....

And I got really good at it, and my clients were loving what I was doing ... so I started taking photos.

And I started editing my photos, and I started posting them on social media.

That's when I discovered the power of digital marketing—and everything shifted.

When I saw that posting photos of my lashes would mean I would get DM's from new clients wanting to book in, I started realising that the more consistent I was with my posting, the more clients I was gaining!

I was able to start raising my prices

Choosing my hours

Have the confidence to take holidays

And start living the life I had always dreamed of.

## **So what do you then think I did?**

**Being me, I enrolled into more courses! And continued to educate myself...**

**But now I was educating myself around social media, building a personal brand, digital marketing, anything I could learn to help me successfully keep growing my business online.**

I used it to grow not just one, but three successful beauty salons. I built a brand that attracted dream clients instead of desperately searching for them. I hired a team, delegated tasks, and finally stepped away from the treatment bed without losing income.

**With my business running smoothly, I was able to step into my true passion—  
education. I took everything I had learned from growing my salons and poured  
it into Bela Beauty College, creating an education platform that has now  
helped thousands of beauty professionals scale their own businesses and  
change their lives.**

**And the best part?**

**I did it all using the exact strategies I'm about to teach you.**

**This isn't just a theory—this is the proven roadmap that took me from burnt-out technician to successful entrepreneur. If you're ready to follow the same playbook and create real, lasting success in your beauty career, stick around until the end.**

**EXCLUSIVE OFFER AT THE END.**

# CHALLENGE

5x5 social glow up challenge

# CHALLENGE

## 5x5 social glow up challenge

Find 5 influencers with similar audiences that you want to attract

# CHALLENGE

## 5x5 social glow up challenge

Find 5 influencers with similar audiences that you want to attract



Find their 5 most viral pieces of content

# CHALLENGE

## 5x5 social glow up challenge

25 pieces of content



Can you repost, repurpose or reposition

# CHALLENGE

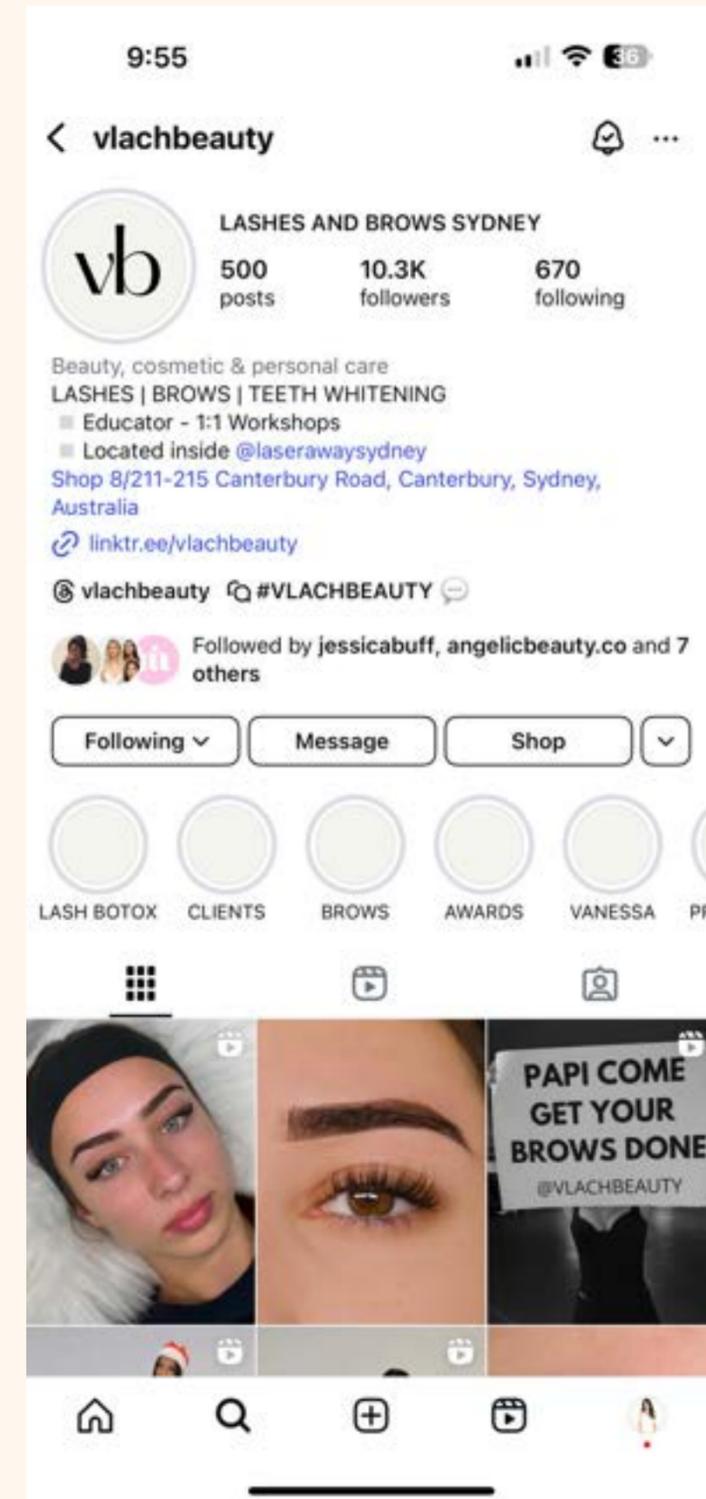
## 5x5 social glow up challenge

I have never seen someone not go viral during the challenge.

# Vanessa - Vlach Beauty

“I have been a part of the beauty industry since November 2021, which means it's been around 3 years now! Let me tell you, it has been an absolute blast. I cannot express how much I love this industry and everything that comes with it.

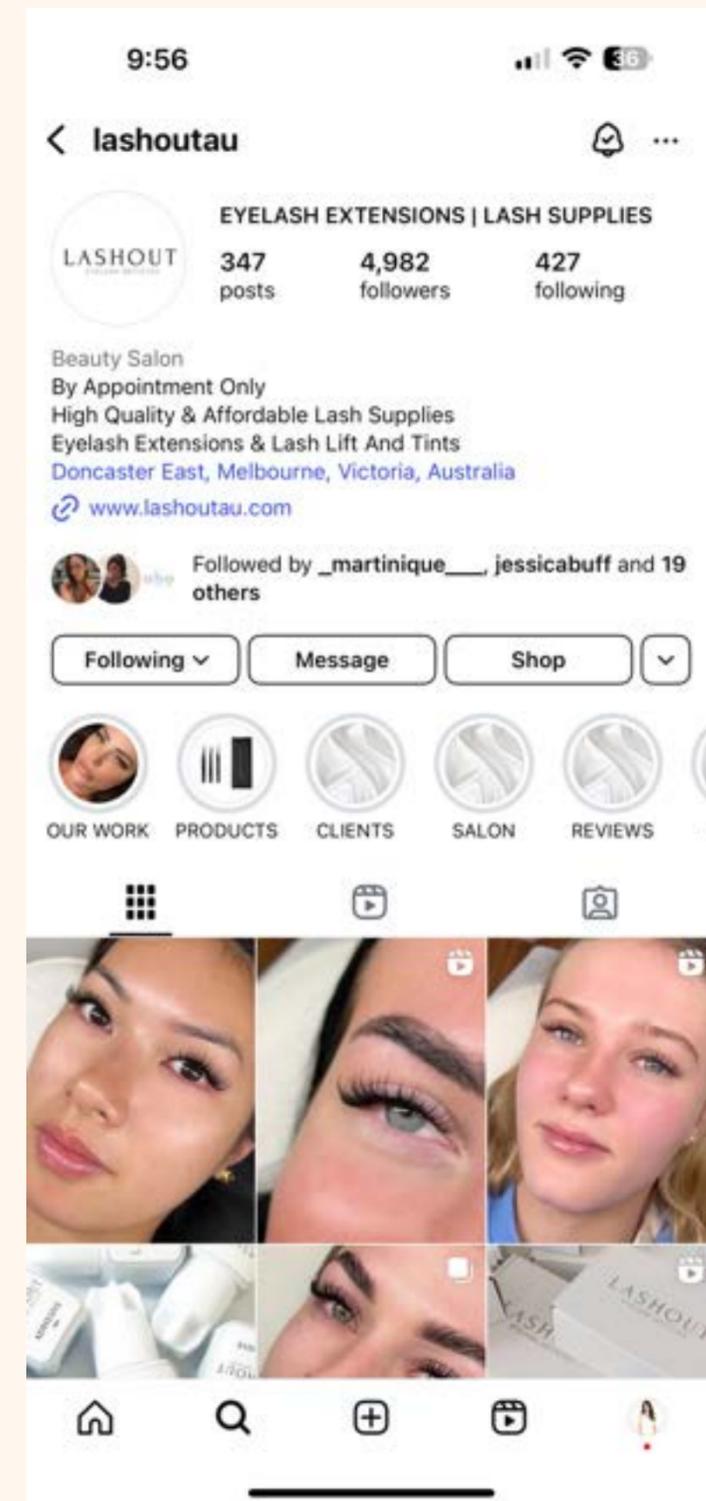
I have been able to use the steps I was taught during my Bela Beauty Course to grow my business through social, book out my schedule with repeat clients, win multiple awards and now have my own shop with staff that work for me!”



# Christiana - Lashout

“I have had to close my books to new clients multiple times since opening my business due to not being able to fit any more in!

Having the ability to attract my ideal clients on demand I have been able to lift my prices, book out my schedule and close my books to new clients! Currently I am working from home and don't have the space for more staff but I am much more confident to grow my business and hopefully open my own salon in the near future.”



1

INSTAGRAM BIO

2

GOOGLE  
BUSINESS

4

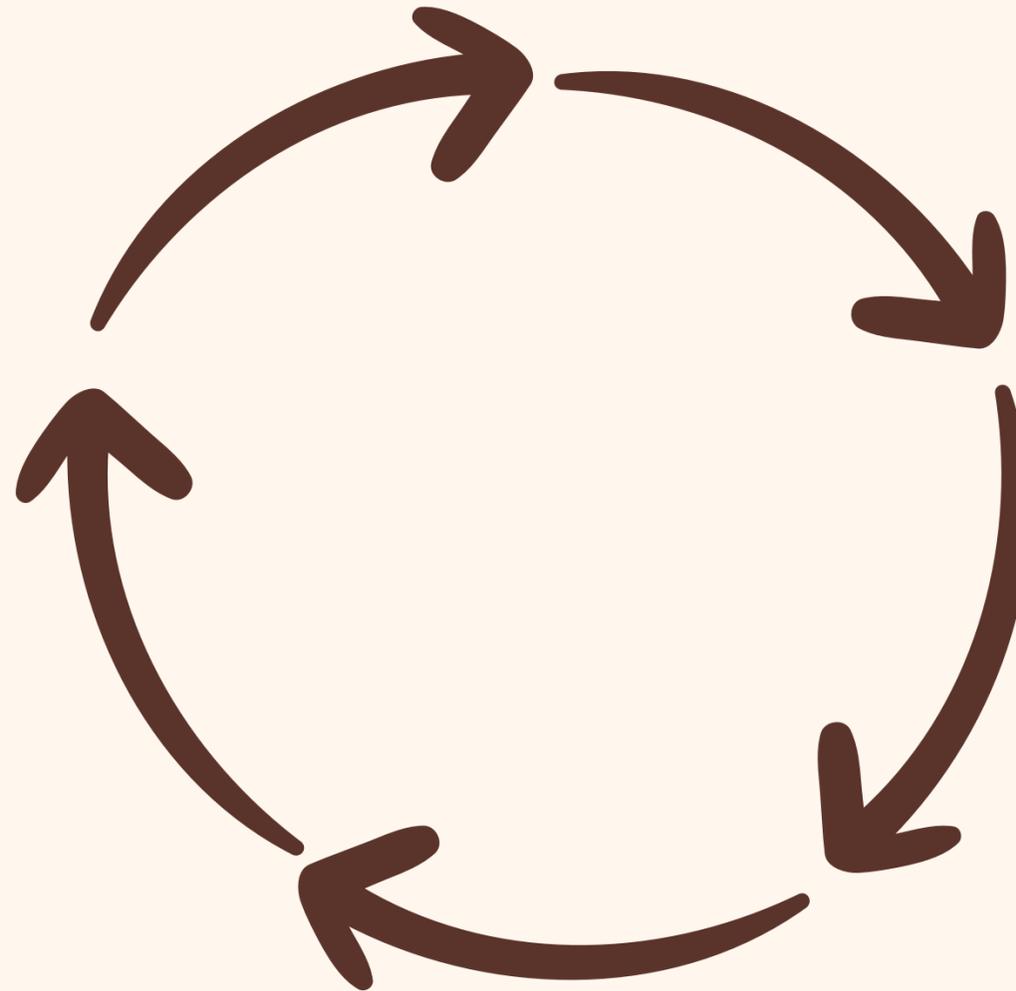
CUSTOMER  
EXPERIENCE

3

CONTENT

5

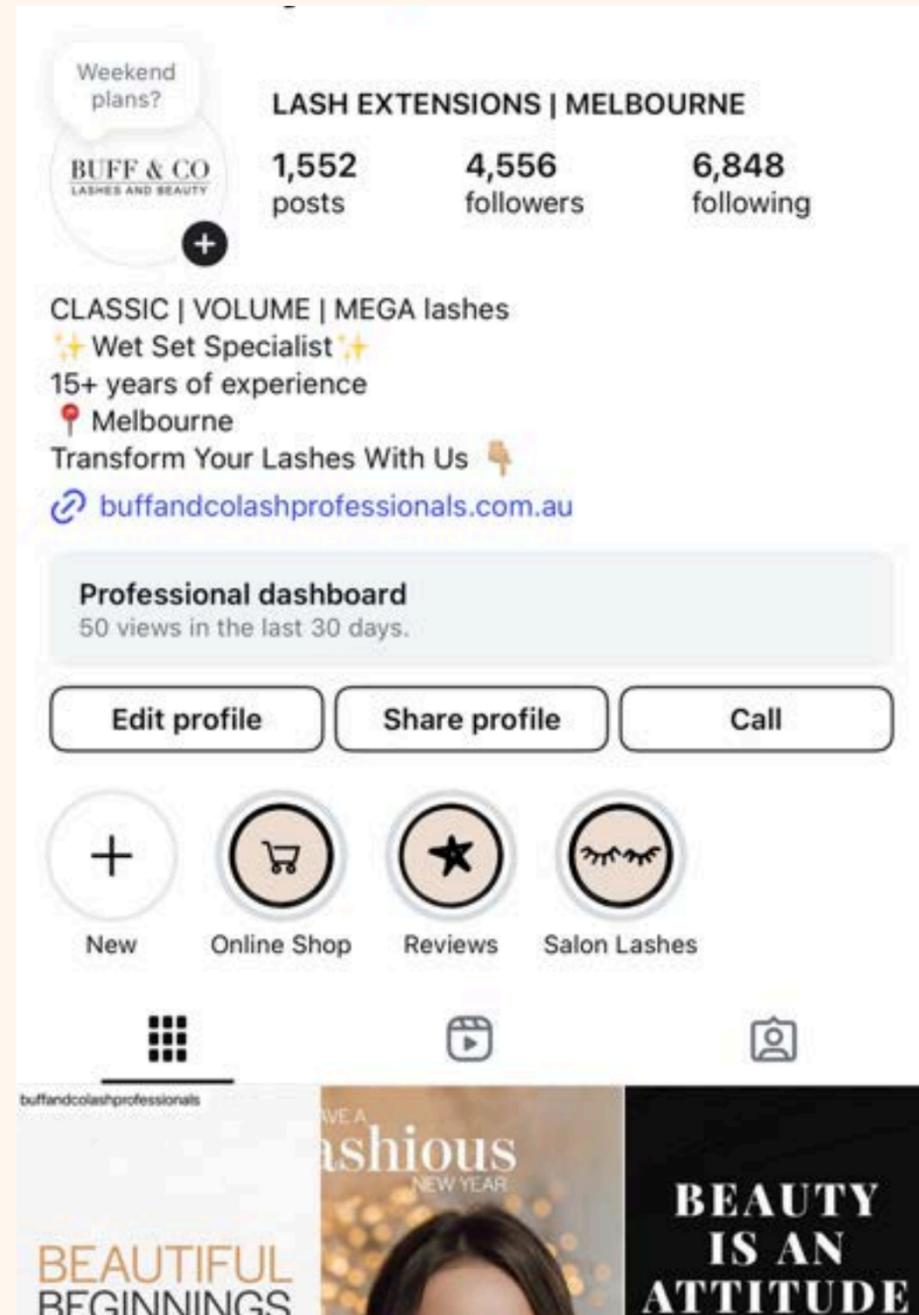
INCENTIVE  
PROGRAMS



# INSTAGRAM BIO AUDIT



# Optimize your Instagram Bio



- SEO words in your name section  
Something like Lash Extensions | Melbourne or Lash Training and Business coaching ... whatever is most relevant to your business...

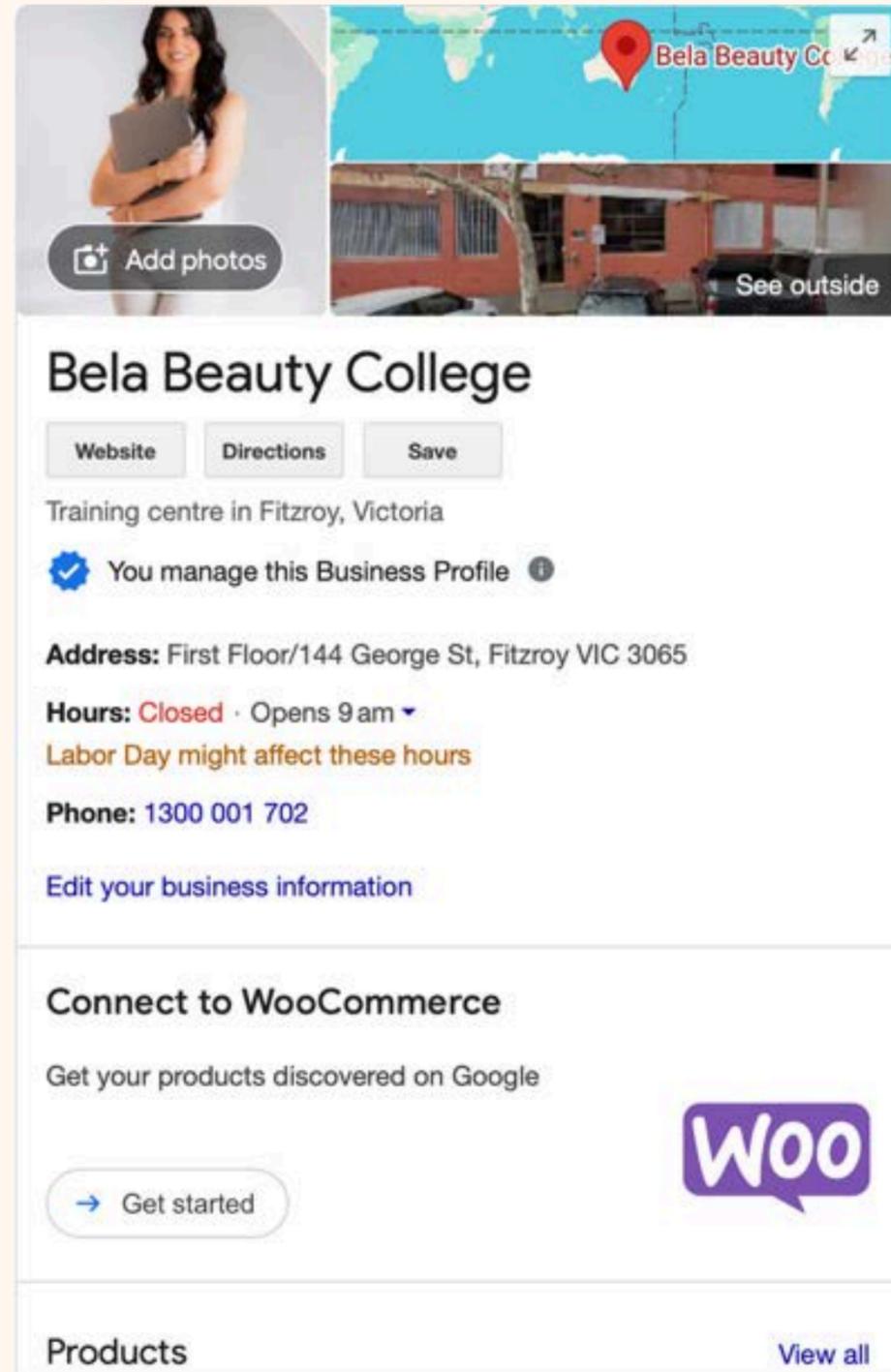
- Exactly what services you offer
- Your experience to build trust
- Your location
- Call To Action (CTA)
- Your website or booking link

Make sure you have a booking link - people don't want to have to message you and wait for you to reply - they want to just book in themselves

# GOOGLE MY BUSINESS ACCOUNT

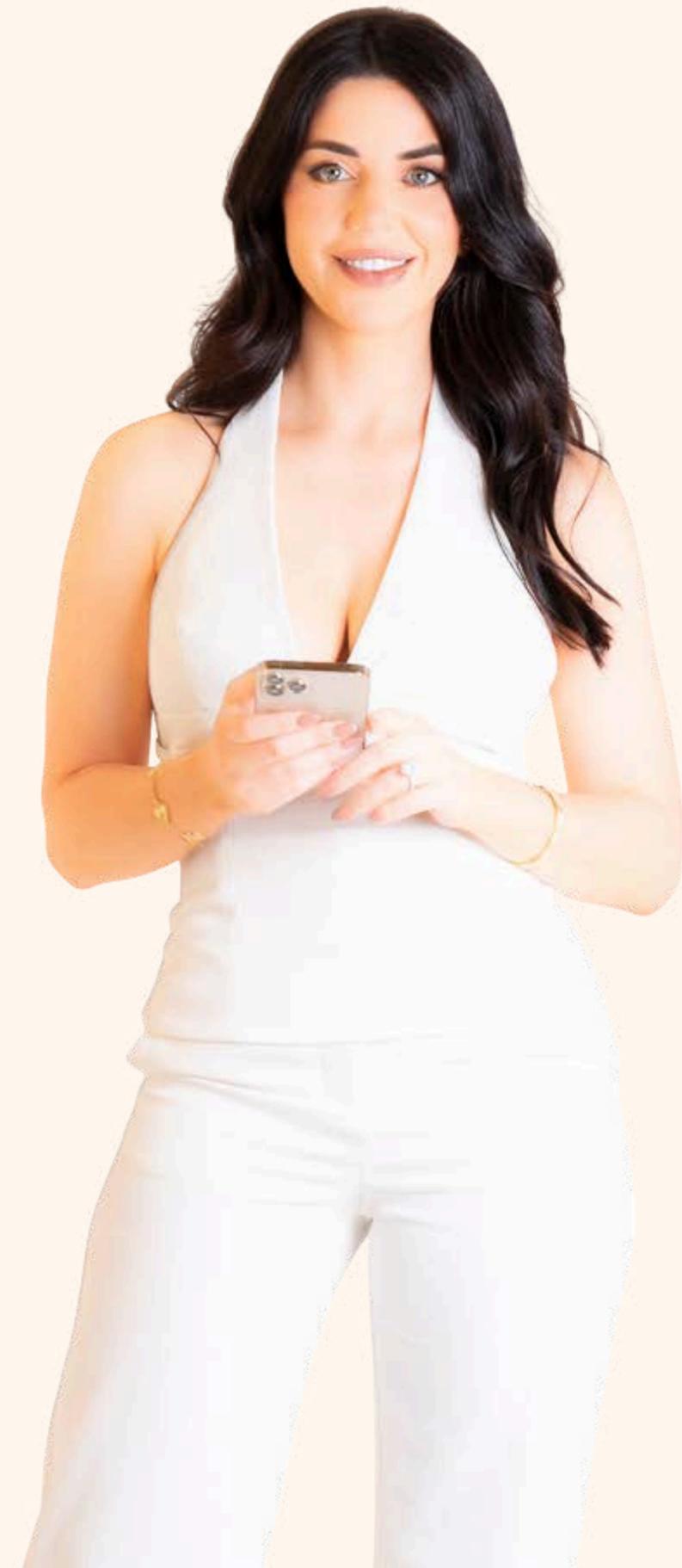


# Google My Business Account



- Really important for people to find you
- Highest quality of potential client
- Build credibility through reviews
- Registers your exact location
- Showcases photos and videos (by you and clients)
- Register available services with booking links
- The more positive reviews the, higher your ranking in search
- Regularly gather reviews from clients when they come in

# CONTENT CREATION

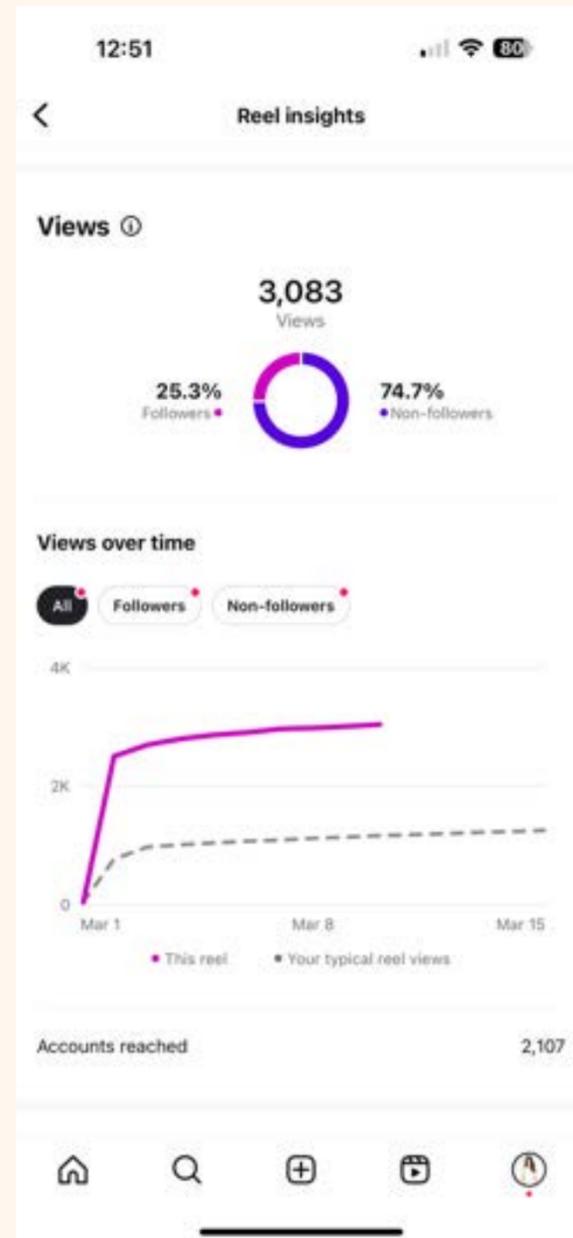
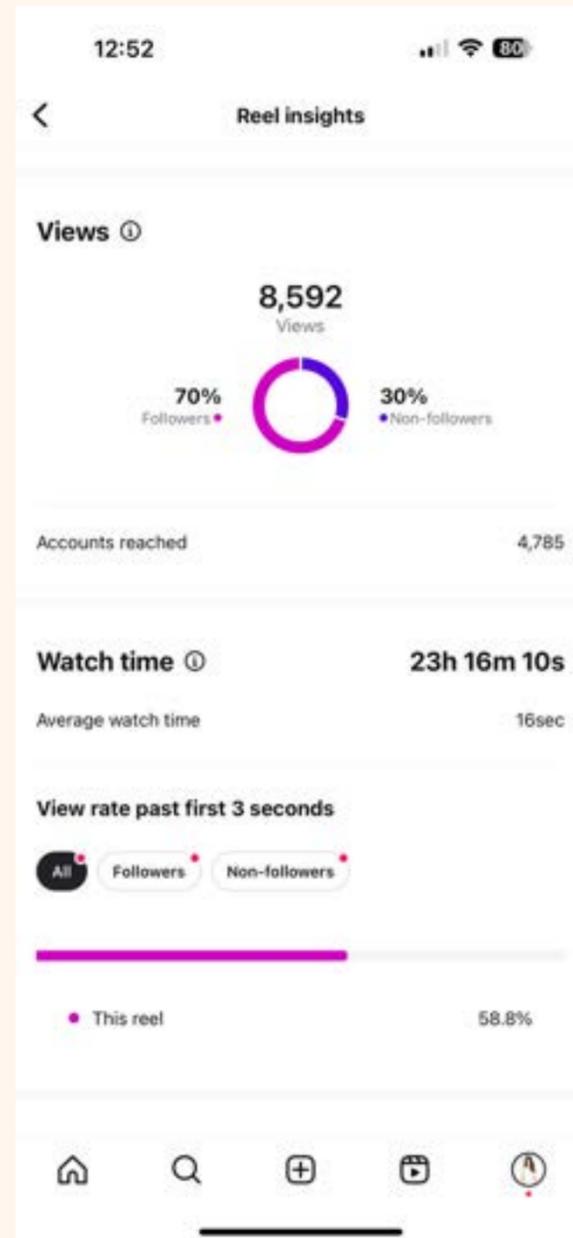


# Content Creation



- Free models for the purpose of content
- Not everyone is the perfect model
- Look at their natural lashes/brows/nails
- Maximise the potential from each model
- Content takes a long time to create - we want to make sure it has maximum impact for engagement
- Have them bring makeup if necessary
- Film as many pieces of content as possible (consult, service, transitions, aftercare advice, new looks)

# Content Creation



- Consistent posting 4-5 times a week
- Know like and trust is the foundation of effective social media marketing
- People need to know who you are, like you enough to stick around, and trust you so that they feel confident to buy from you
- Creating reels - this is how your going to get in front of people who don't currently follow you
- Viral style content - engaging, entertaining, educating
- Avoid a grid full of just your work
- Focus on how you can showcase your customer experience to potential clients
- Engage with other accounts who have a simialr audience to you

# CUSTOMER EXPERIENCE



# Customer Experience



- First impressions matter
- This is important for repeat clients
- Massage techniques, silent appointments, mini fridge or snacks, luxury consultations, tailored music to the client, eye/lip mask, client gifts on occasions, comfortable bedding/lighting, candles (smells)
- Utilise this through your content
- Invest in your space

# LOYALTY AND REFERRAL PROGRAMS



# Loyalty and Referral Programs



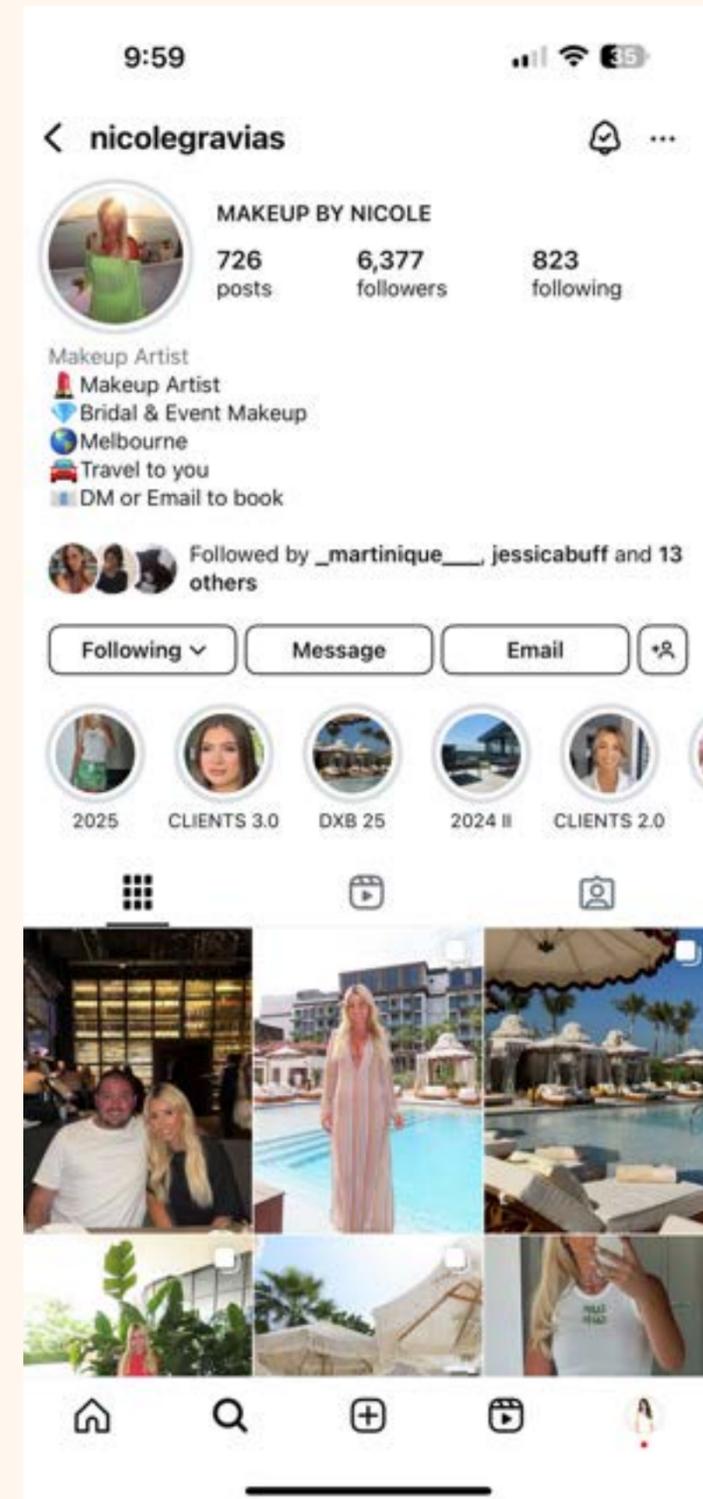
- Loyalty program to show they are valued
- Referral discount to encourage them to share you with their friends
- You may need to encourage customers to come back when your skills are still being refined

**BUILDING A SUCCESSFUL BEAUTY BUSINESS IS JUST IMPLEMENTING  
SIMPLE SYSTEMS AND PROCESSES THAT GENERATE CONSISTENT  
RESULTS.**

# Nicole - Makeup By Nicole

“Although I have a full time job during the week working for a luxury designer cosmetics company - I have never had a shortage of bookings for freelance work doing weddings and events.

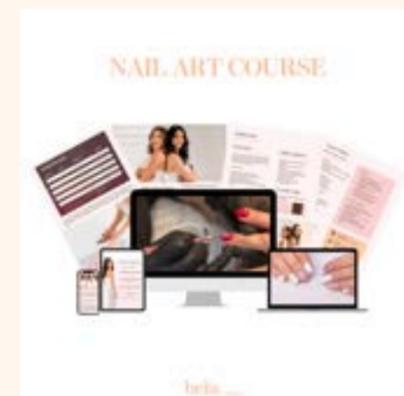
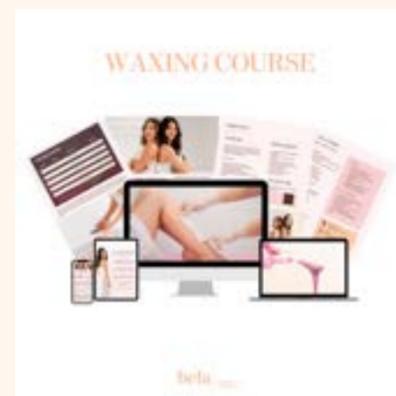
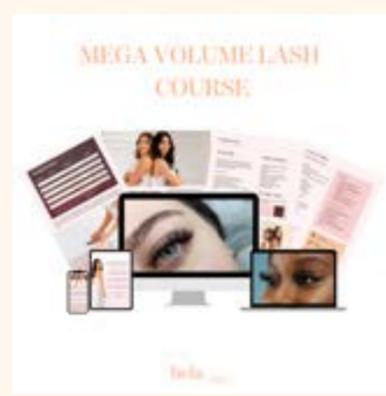
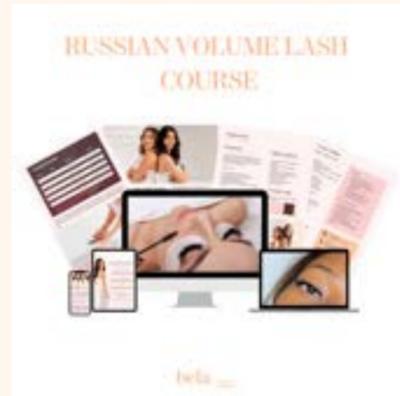
I was always too scared to give up my job during the week (and have too many perks having worked my way up in such a large company) however I am newly married and looking forward to having a family one day knowing I can just do my weekend work and make more money in 1 or 2 days of work than I can make in a whole full time week as an employee.”



# YOUR INVITATION:

## TO JOIN BELA BEAUTY COLLEGE

AND WORK WITH ME TO BUILD YOUR OWN BOOKED OUT BEAUTY BUSINESS

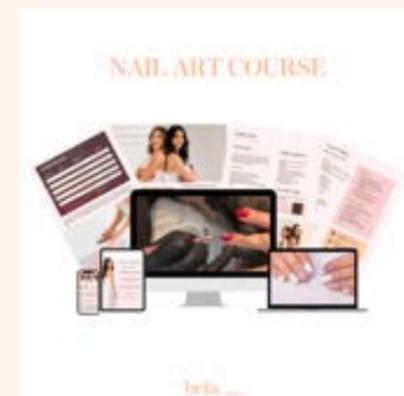
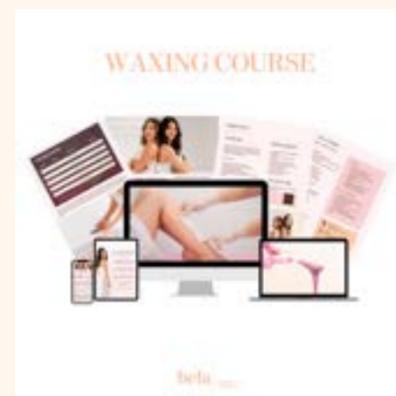
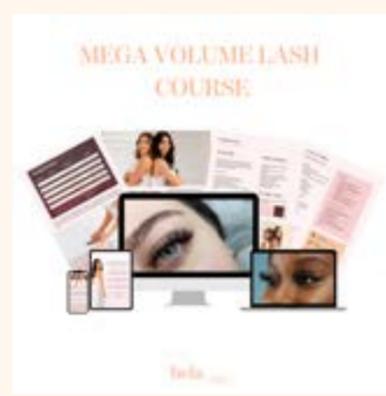
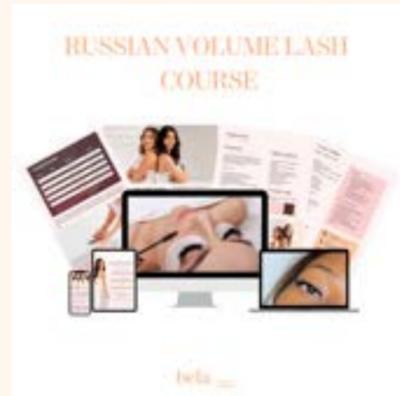


SHOP THE ACADEMY ONLINE AND USE CODE "BEAUTYBOSS" FOR  
**30% off any of our online courses for 48 hours only**

**+ OUR SOCIAL MEDIA COURSE FREE**

# UNLIMITED USAGE OF CODE “BEAUTYBOSS”

TO JOIN BELA BEAUTY COLLEGE  
AND WORK WITH ME TO BUILD YOUR OWN BOOKED OUT BEAUTY BUSINESS



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# BELA BEAUTY COLLEGE

## WHAT'S INCLUDED WITH OUR COURSES?

Comprehensive online course with lifetime access

Bonus modules on business, marketing and social media to start and scale your business

In-depth manual, workbooks & resources

Step by step video tutorials

Certificate upon completion recognized by the Aesthetic Beauty Industry Council (ABIC)

+ so much more

**BONUS:** Enrol today and receive all this for 30% off and FREE access to our Social Media Course to help you accelerate your success even faster!

**BELA BEAUTY COLLEGE**

# UNLIMITED COACHING

Gain access to unlimited coaching and mentorship with me and my actual team to answer questions about your beauty training & your business..

*You always have a shoulder to lean on.*

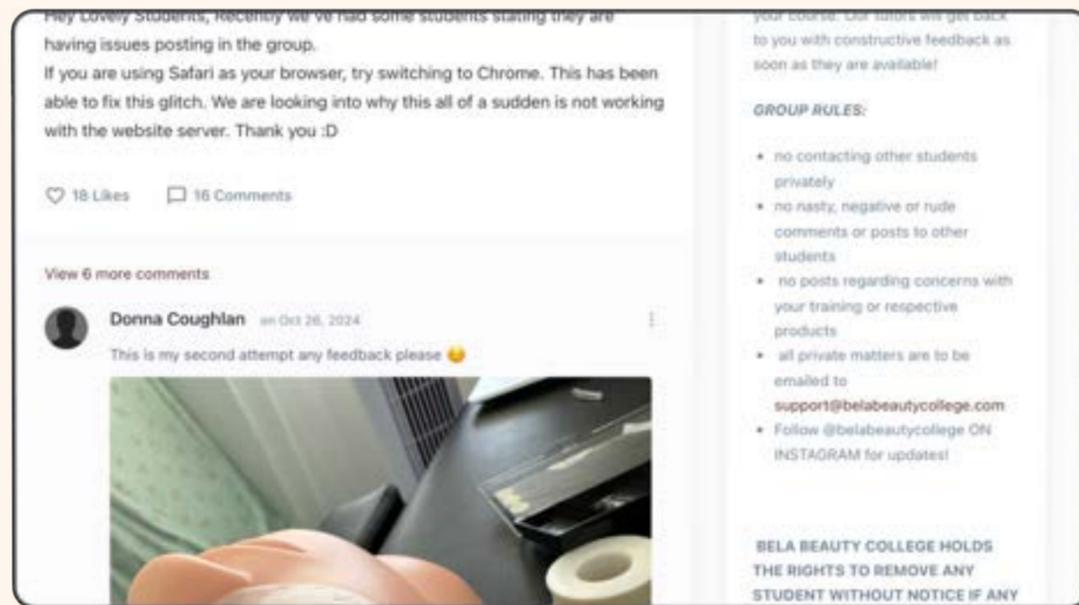


**Value: \$24,997**

## HIGHLY ENGAGED COMMUNITY

You may be studying online, but you are not doing this alone! Gain access to our virtual classroom where you can get unlimited support from your courses tutors and also meet others who are on the same journey as you. Our private community is available for you to connect, grow and celebrate together.

*Where beauty students become industry leaders—connect, learn, and thrive together!*



**Value: \$997**

**BELA BEAUTY COLLEGE**

# TEMPLATE VAULT

Access all of our done-for-you templates to plug into your business & rapidly accelerate you from salon consultation through to social media reels and planning.

*We are taking as much work off your plate as possible!*

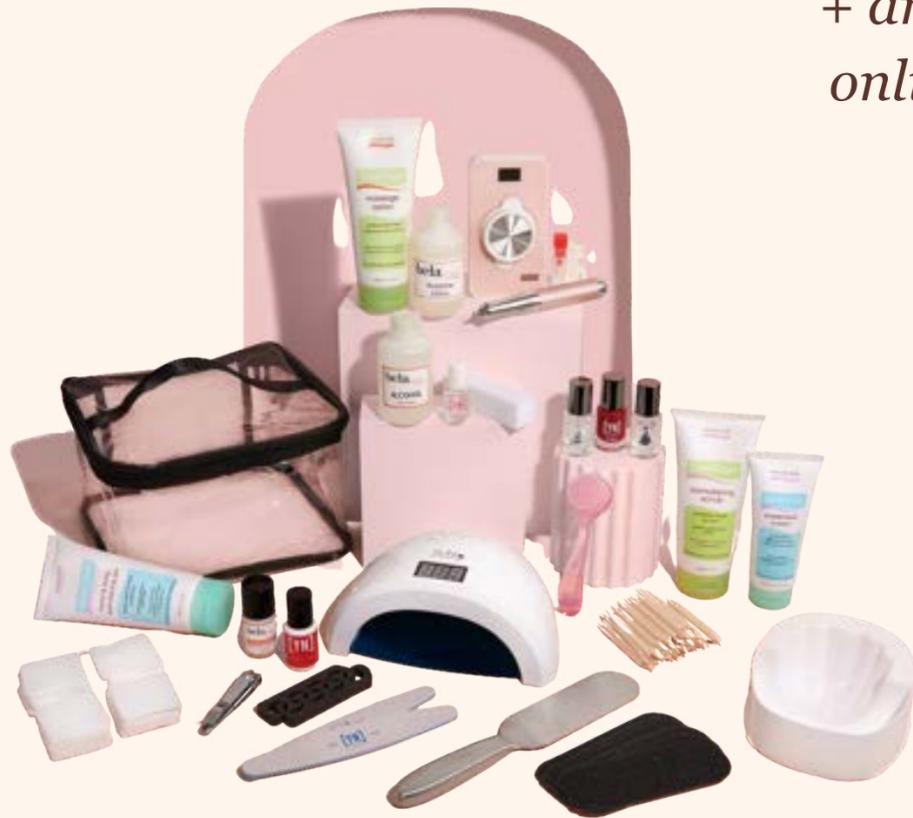


**Value: \$997**

# PREMIUM KIT

Include a premium kit with all of the tools and materials you need to set up your business and start working on clients.

*+ an exclusive student discount code to shop products in our online store at 20% off. This alone will save you thousands!*



**Value: \$5,000+**

**BELA BEAUTY COLLEGE**

# **SOCIAL MEDIA COURSE**

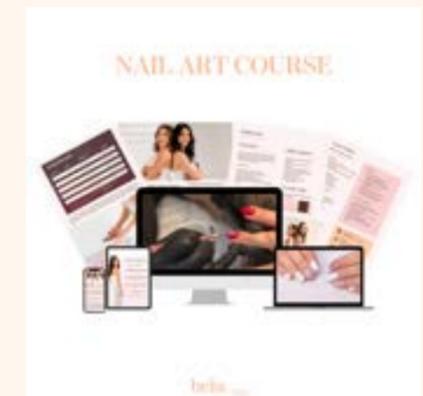
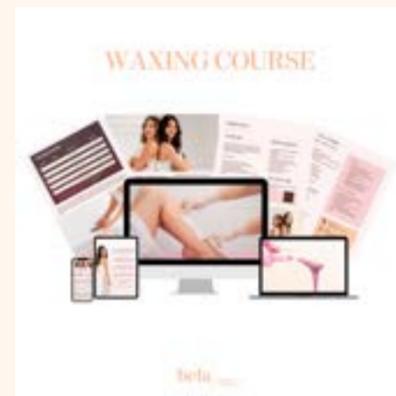
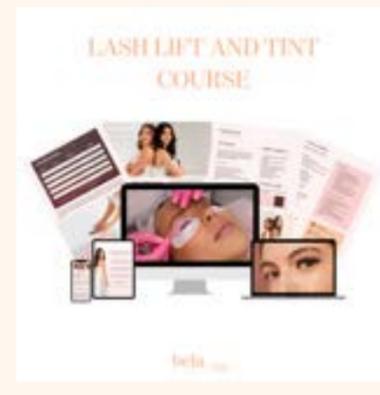
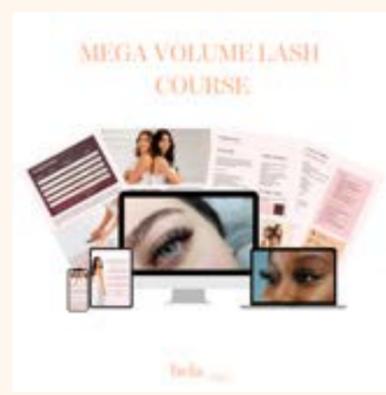
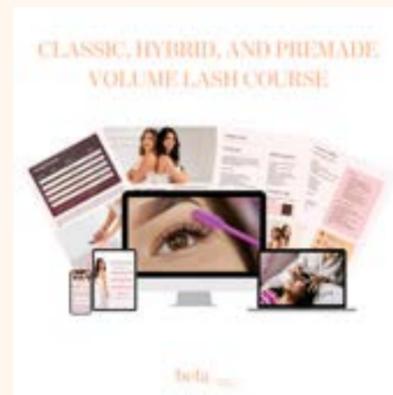
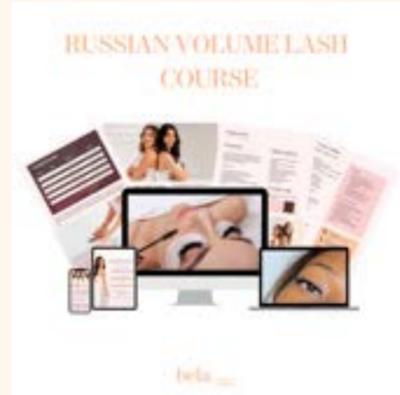
**Gain access to our social media course completely free to take the guess work out of finding an endless amount of new clients through your social media.**

*We have literally covered EVERYTHING you need to know to build a magnetic personal brand.*



**Value: \$89.00**

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