

HOW I MADE MY FIRST MILLION

IN THE BEAUTY INDUSTRY

AND HOW YOU CAN TOO!



TODAY IM GOING
TO SHARE MY
STORY WITH
YOU...



HOW I WENT FROM A SPARE BEDROOM AT MY PARENTS HOUSE TO A MULTI MILLION DOLLAR BEAUTY EMPIRE

The garage I renovated into a
salon at my parents house back
in my early days



A photo of some of the Bela
Beauty Team at a recent
photoshoot.



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

You're ready to be inspired by my journey in the beauty industry and learn from the challenges, lessons, and wins that led me to my first million.

You want to hear the real, behind-the-scenes story of how I built a successful beauty business from the spare bedroom in my parents house and scaled into a multi million dollar beauty empire.

You're curious about the key decisions, mindset shifts, and strategies that helped me scale to seven figures.

You love hearing success stories and want to walk away feeling motivated, empowered, and ready to take your own beauty business to the next level.

You're looking for proof that massive success is possible in this industry—and want to learn from someone who's been exactly where you are now.

I can't wait to share my story with you and help you see what's possible for your own beauty journey!

IN THIS CLASS I'M GOING TO TELL YOU...

How I first entered the beauty industry

All about opening my first beauty salon

How I was evicted from my salon and shifted to a spare room in my parents house

The growth tactics I used to grow my business so it demanded a bigger space

How I leveraged my skills to book out my business using social media

Then, what the path looked like to hiring staff, stepping away from my salon and starting my career as a mentor and educator

All about Bela Beauty College + a special offer at the end

I'M GOING TO SHARE EVERY
LITTLE DETAIL WITH YOU -
ABOUT MY JOURNEY IN THE
BEAUTY INDUSTRY

LEARN . INSPRIE . CREATE



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 the beauty industry



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.

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.

Only offering hairdressing services
There was no social media to get creative and market your business
Word of mouth and targeting locals through letter drops flyers
I struggled to get client's to find me and get really 'busy'
I struggled with motivation of what I had to do to grow my business

I started taking more beauty courses
to grow my skills...

I completed:

Diploma of Beauty Therapy

Spray Tanning Certificate

Multiple Hair Extensions Certificates

Hair Styling Masterclass

Brow Lamination

Brow Sculpting

And my first lash course

I was then **evicted** from my salon so they could renovate the whole shopping strip!

I found a love for eyelash extensions so much, so I moved my business into the spare bedroom at my parents house - and I practiced and I practiced....

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

And I started editing my photos to make them look really good, 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 started to build an endless list of clients who would find me through social media then recommend me to all of their friends...

I also had a focus on:

Incredible client experience

Being available for them

Showing client's they were valued through referral programs and loyalty programs

Hiring Staff

PIVOTAL SHIFT

More time to work ON my business not IN my business

Stop trading time for money

Service more clients to continue growing my brand

Put focus into becoming a leader in my field through my content

Opened opportunities for more salons or education

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, personal development, anything I could learn to help me successfully keep growing my business online.

Attended my first Tony Robbins seminar

Started reading books about personal development

Put some daily practices in place that would help to ensure I continued achieving
my goals

Started receiving requests from girls wanting to learn from me

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.

Bela Beauty College was born...

With my business running smoothly, I was able to step into my true passion—education. From all the courses and training I had undertaken I saw a hole in the market for any course that was offering the full package:

Quality Training

Quality Products with ongoing incentives

Mentorship and Business Support

Mindset and Lifestyle Factors

How to become magnetic on social media (through consistent branding, engagement with my followers and creating a community of highly engaged women)

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.

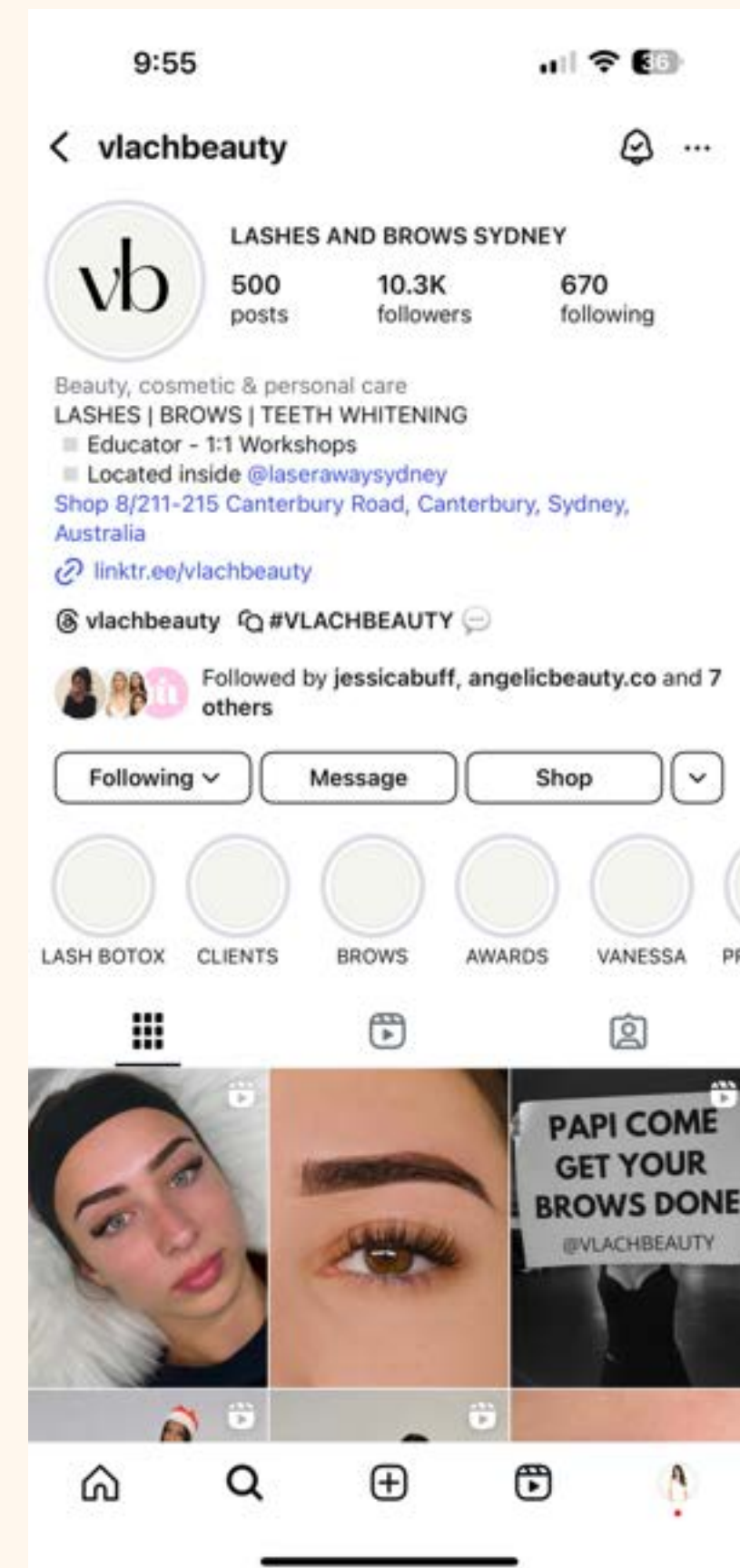
**This isn't just a course — this is the proven program that gives you all the tools
you need to succeed in the beauty industry.**

EXCLUSIVE OFFER AT THE END.

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.

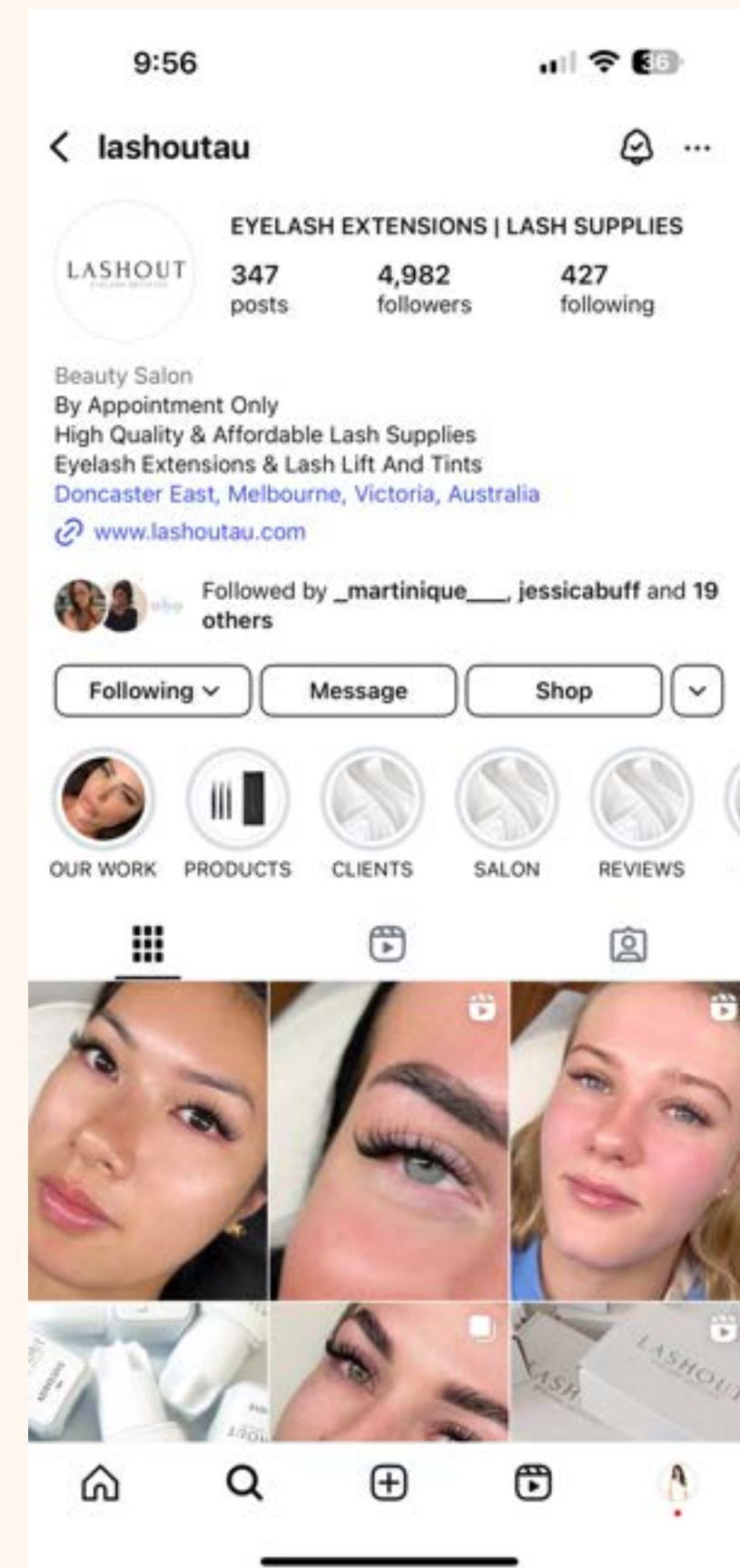
I have been able to use the steps I was taught during my Bela Beauty Course to grow my business through social, book out my schedule with repeat clients, win multiple awards and now have my own shop with staff that work for me!”



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!

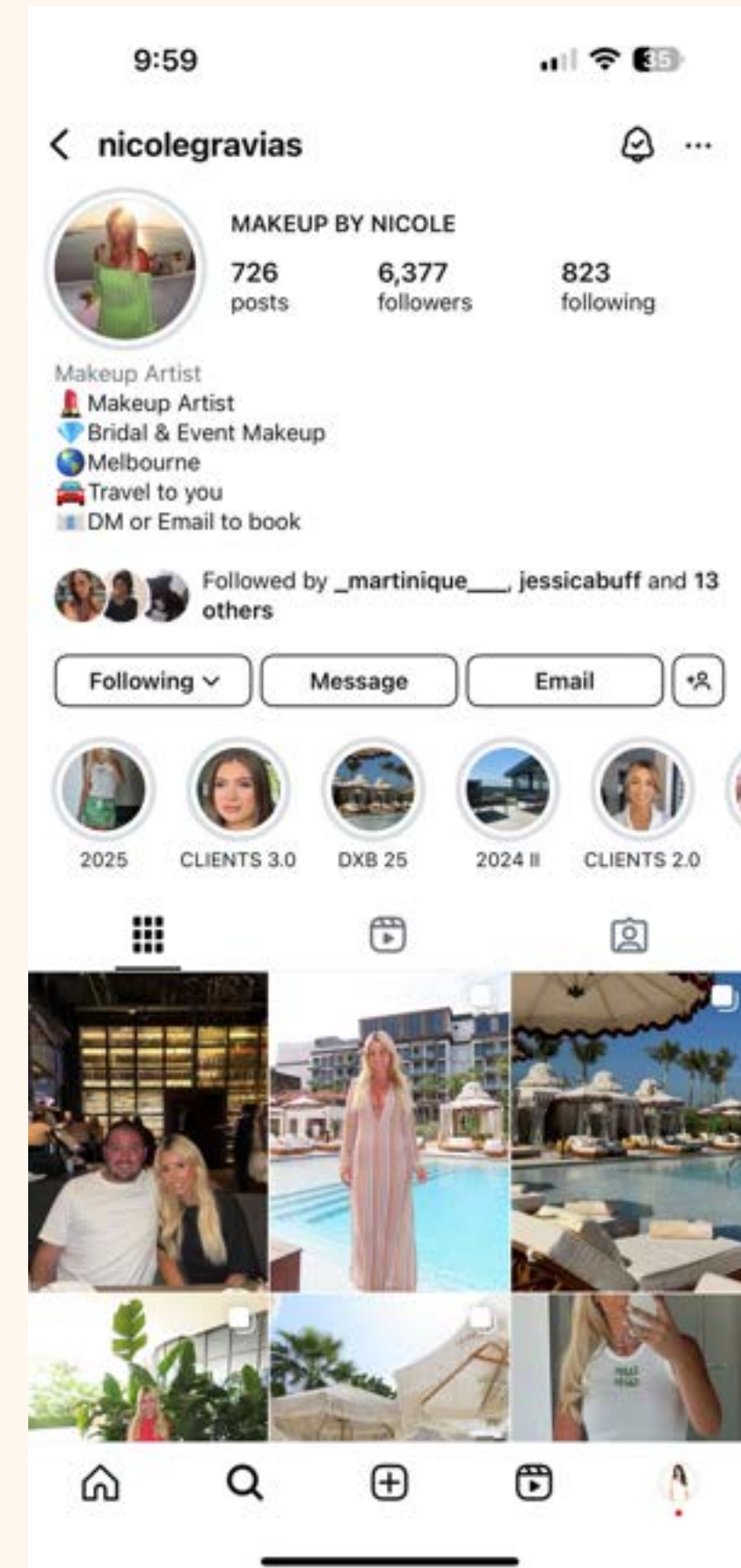
Having the ability to attract my ideal clients on demand I have been able to lift my prices, book out my schedule and close my books to new clients! Currently I am working from home and don't have the space for more staff but I am much more confident to grow my business and hopefully open my own salon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



Nicole - Makeup By Nicole

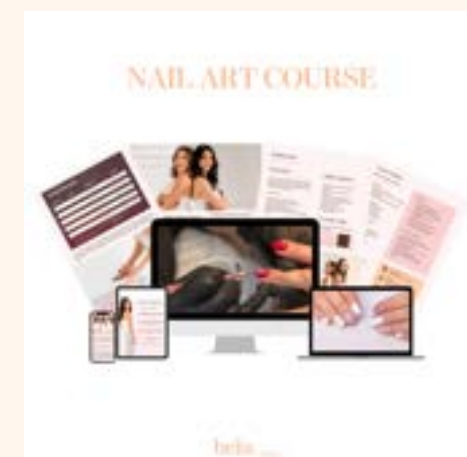
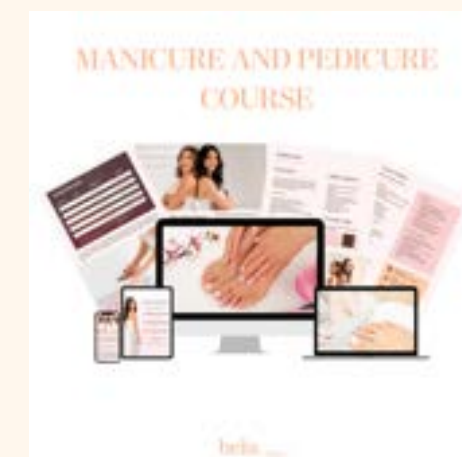
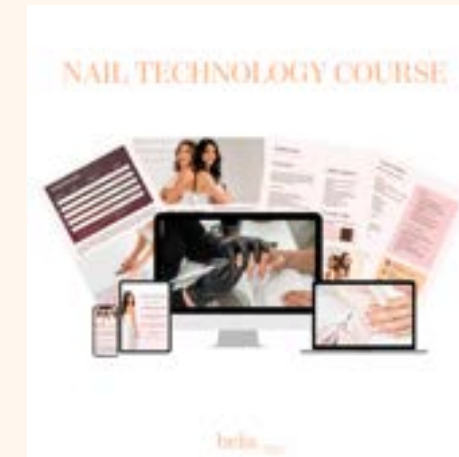
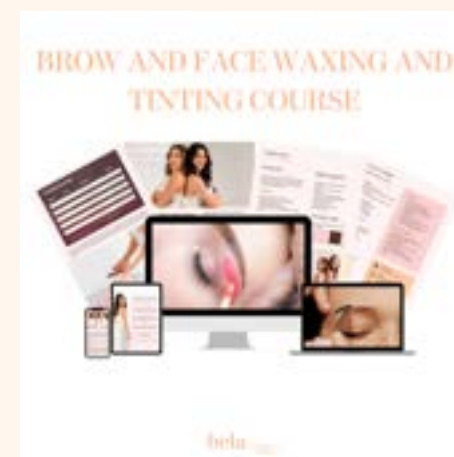
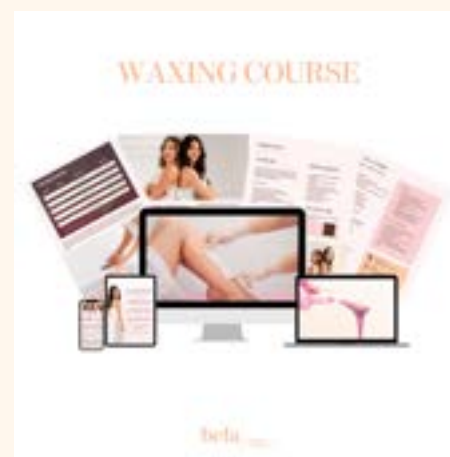
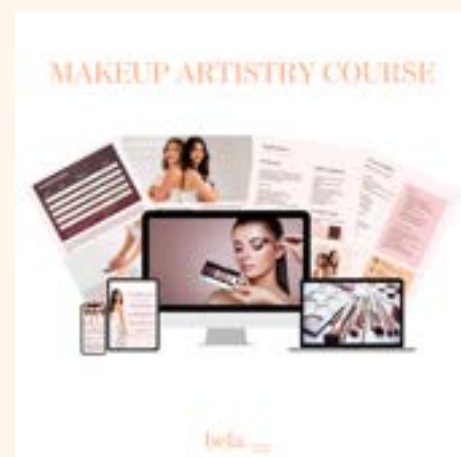
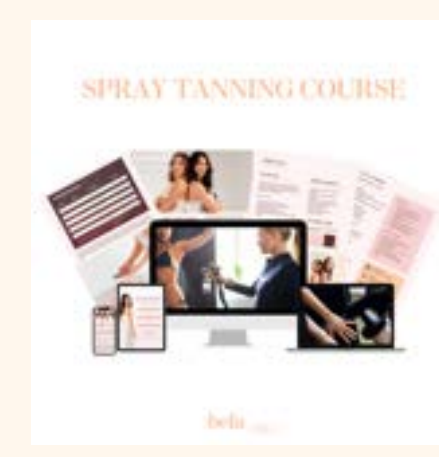
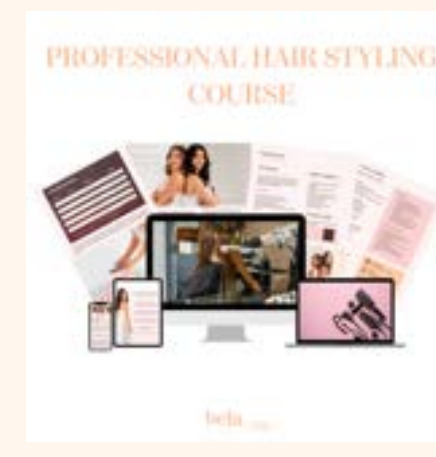
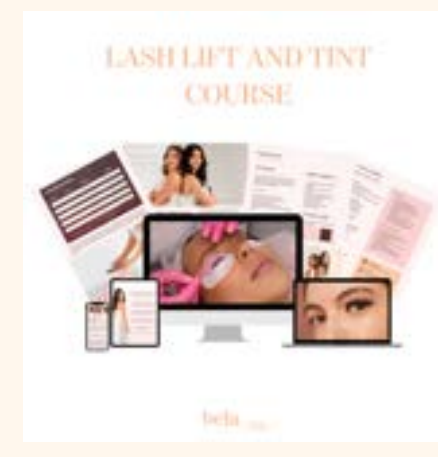
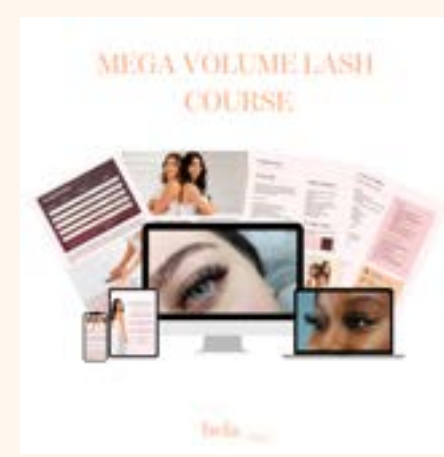
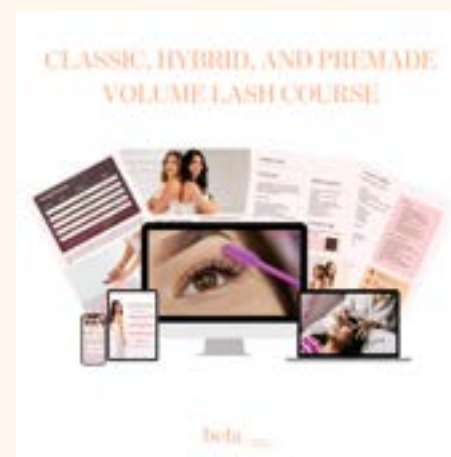
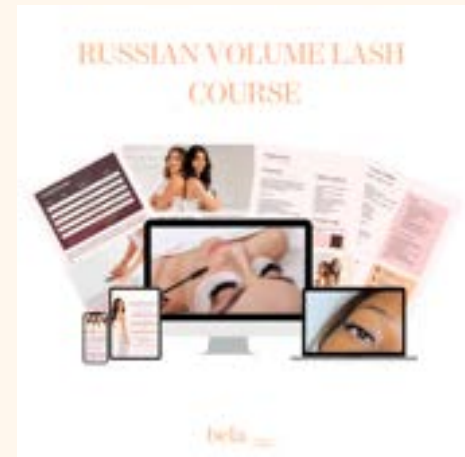
“Although I have a full time job during the week working for a luxury designer cosmetics company - I have never had a shortage of bookings for freelance work doing weddings and events.

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

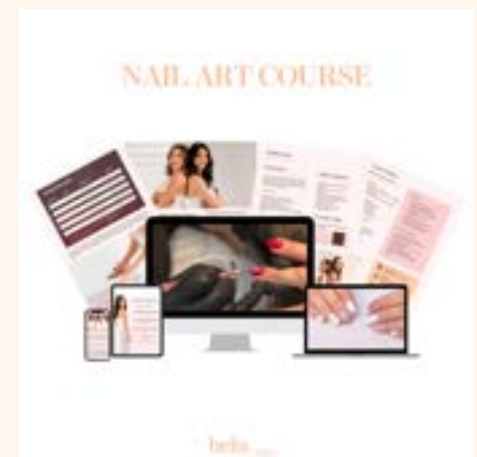
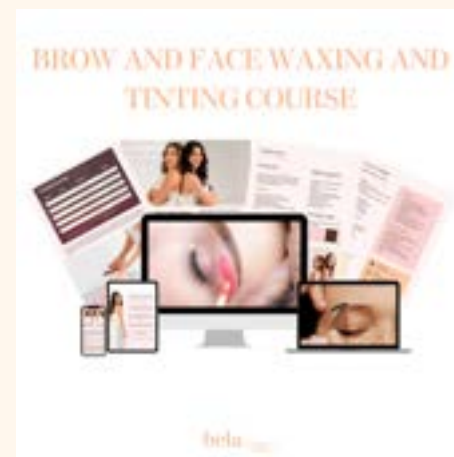
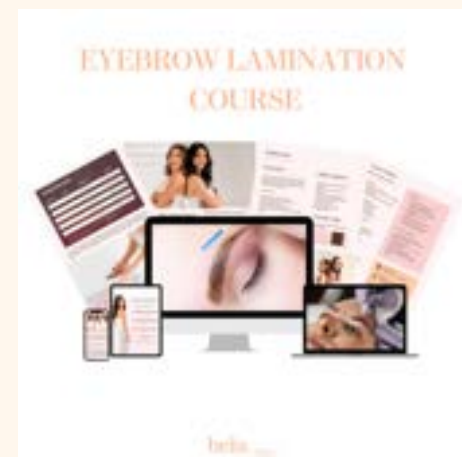
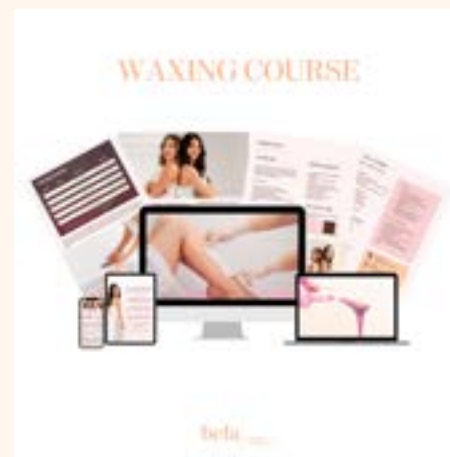
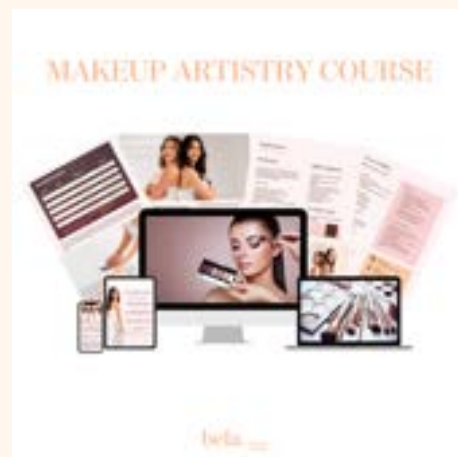
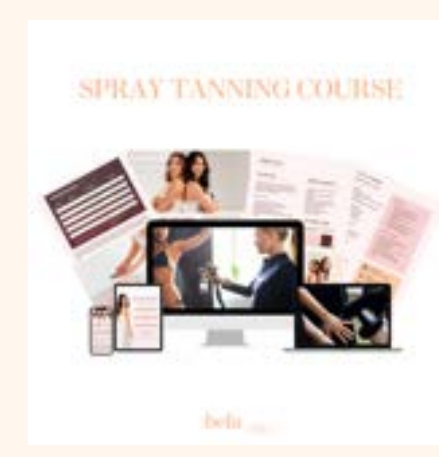
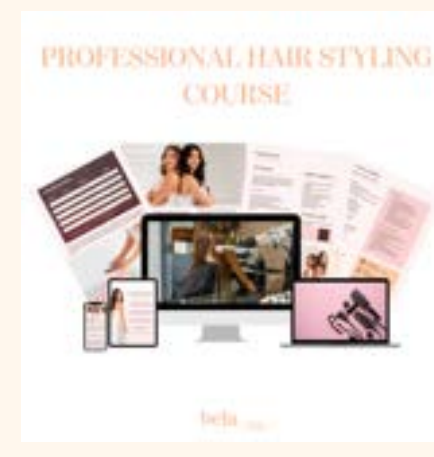
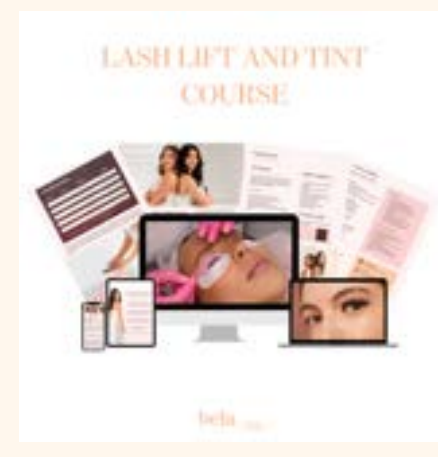
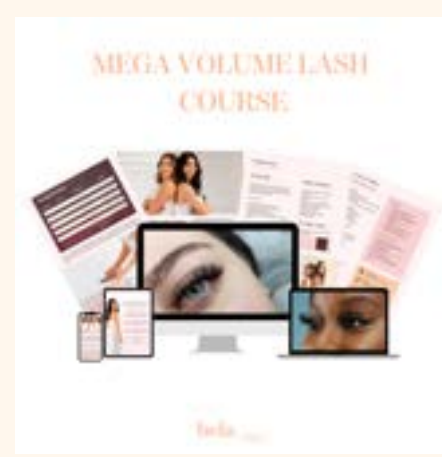
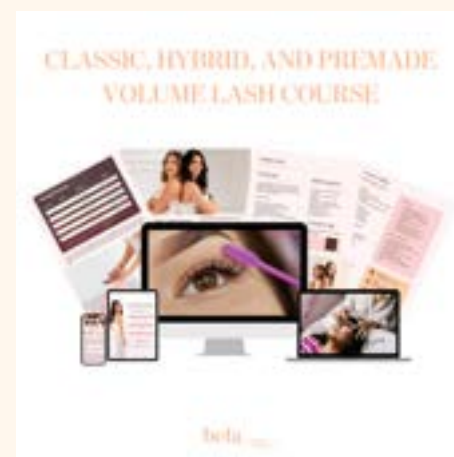
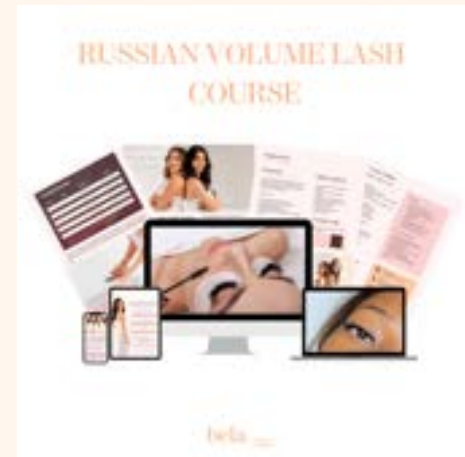


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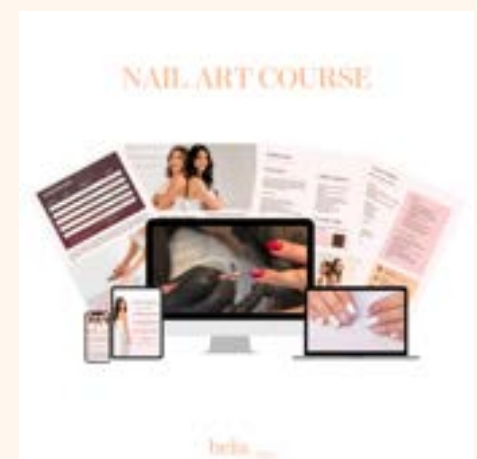
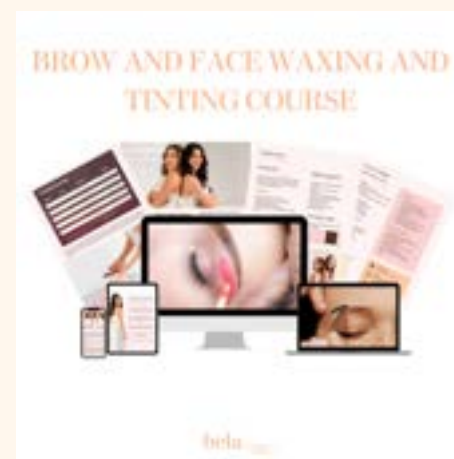
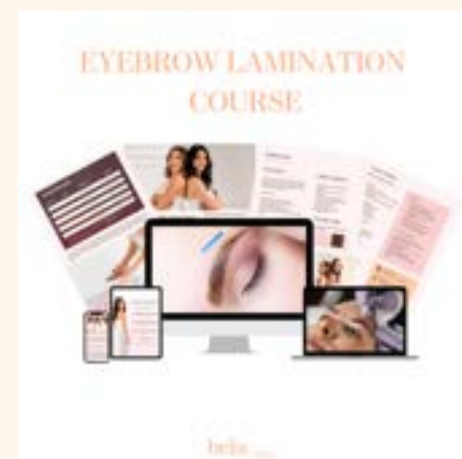
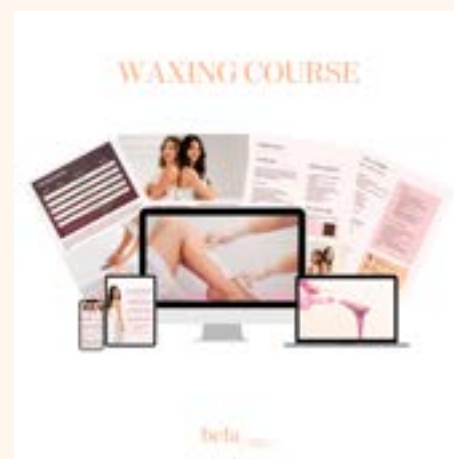
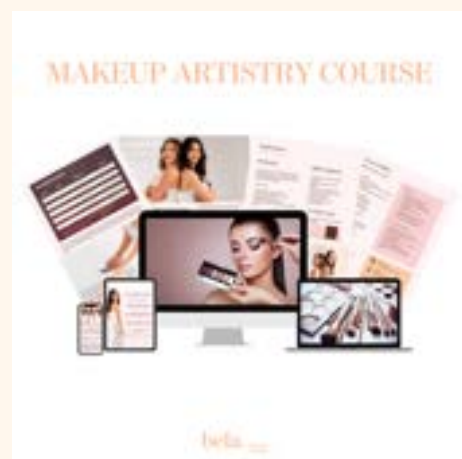
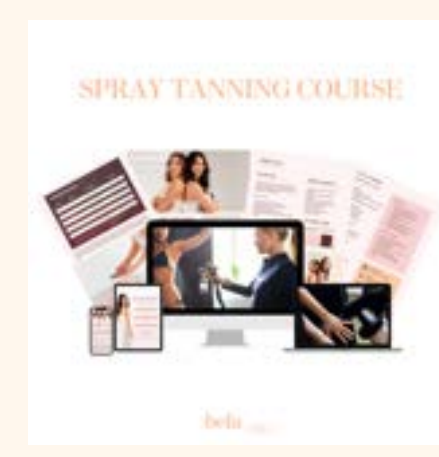
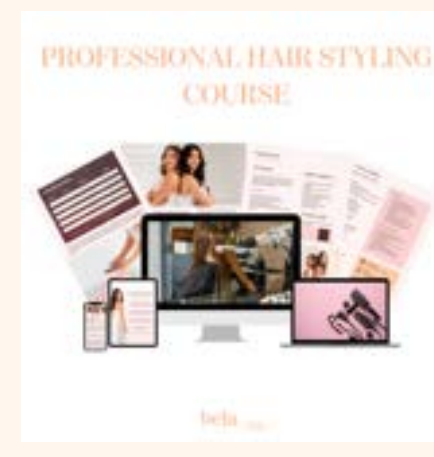
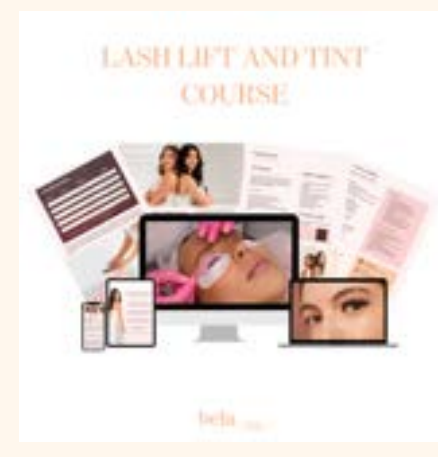
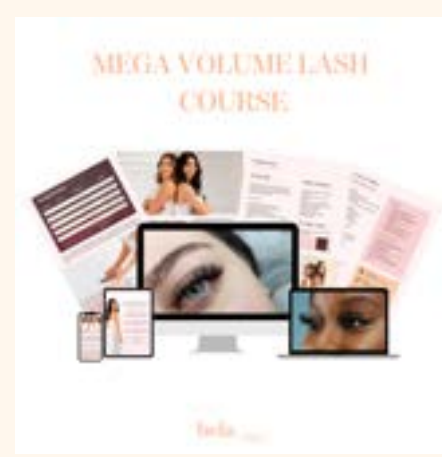
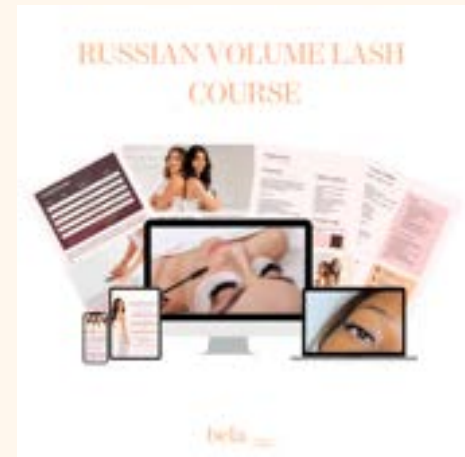


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BELA BEAUTY COLLEGE

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.



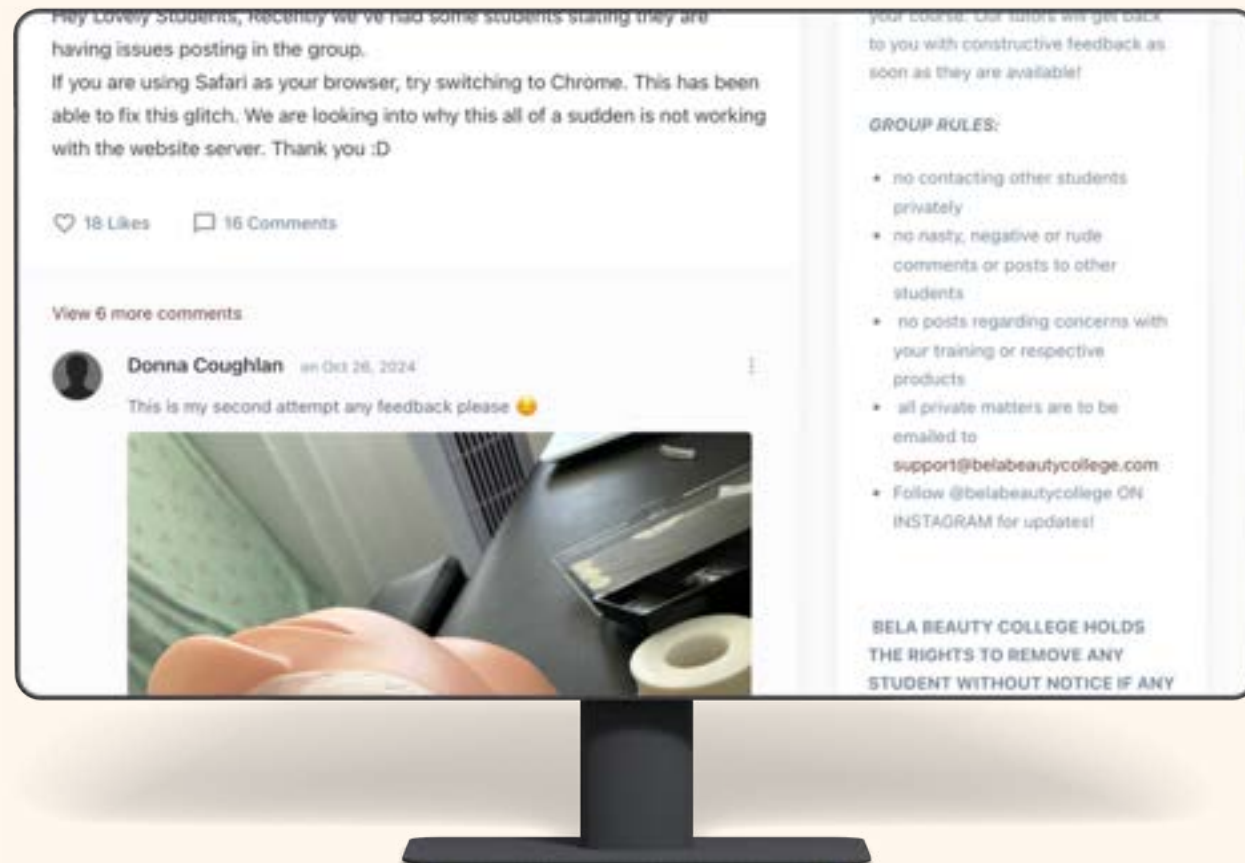
Value: \$24,997

BELA BEAUTY COLLEGE

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 socia media reels and planning.

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



Value: \$997

BELA BEAUTY COLLEGE

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+

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SOCIAL MEDIA COURSE

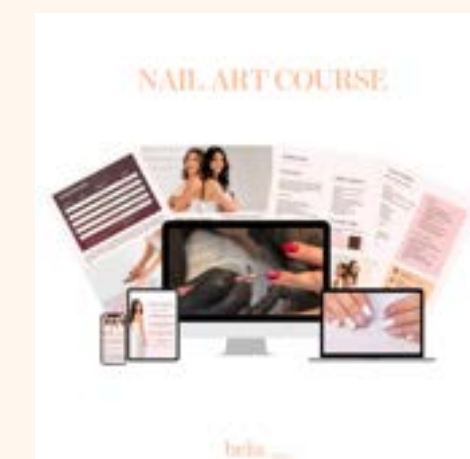
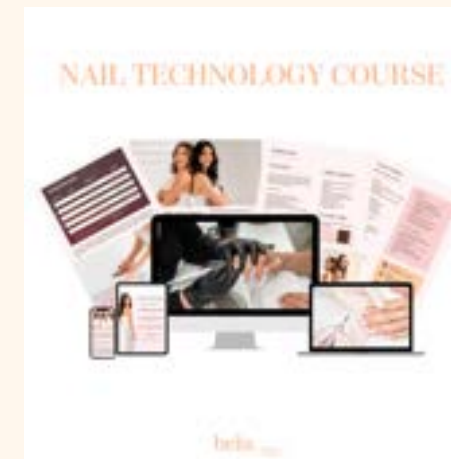
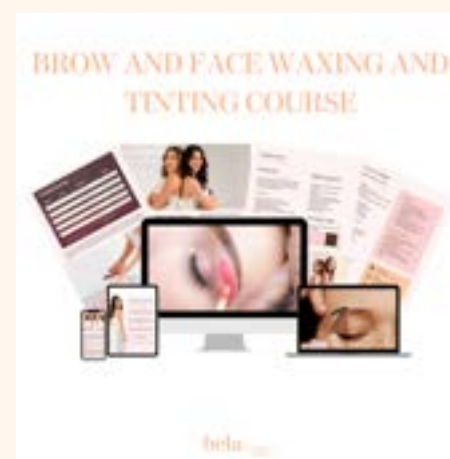
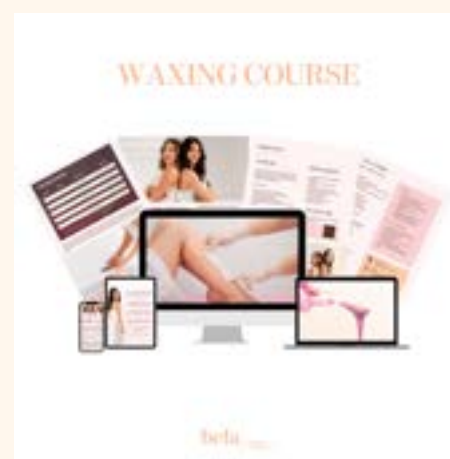
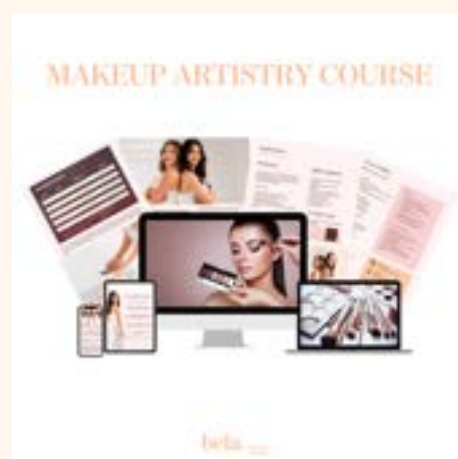
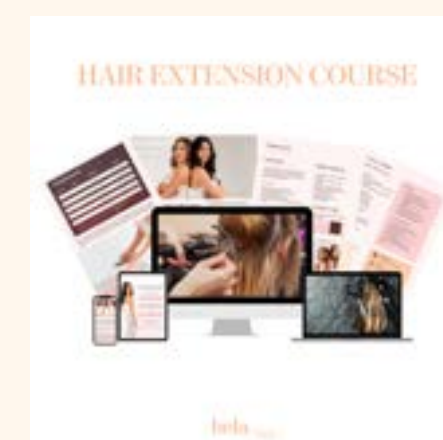
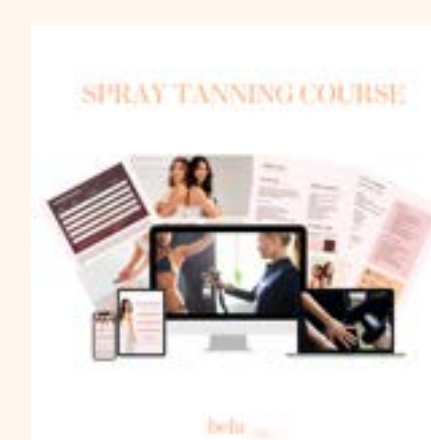
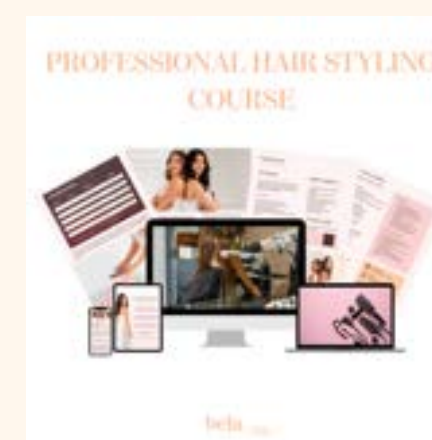
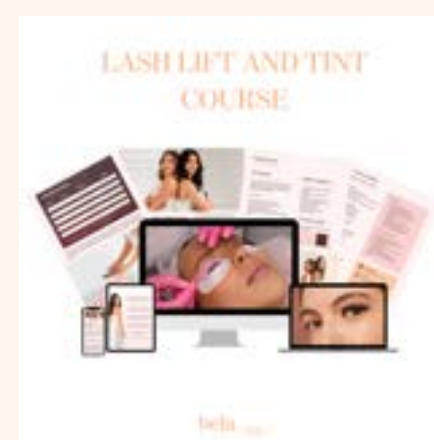
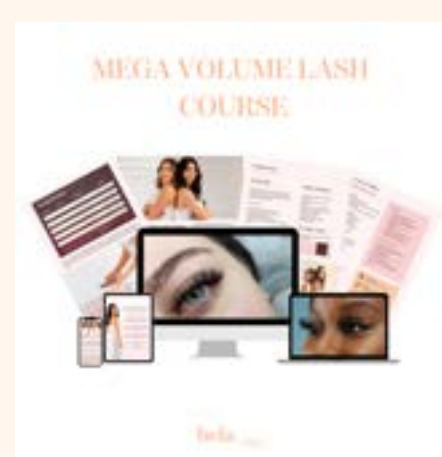
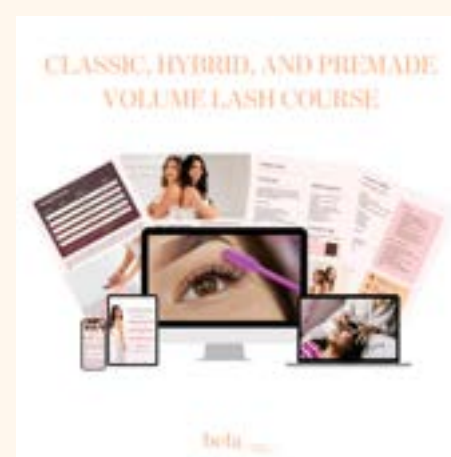
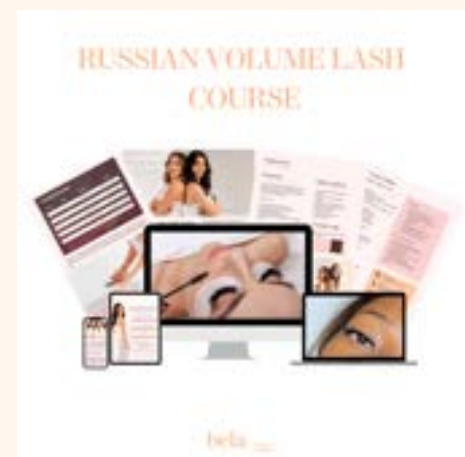
Gain access to our social media course completely free to take the guess work out of finding an endless amount of new clients through your social media.

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



Value: \$89.00

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