

NOVEMEER 2023

VOLUME 2

# THE BEAUTY OF SYSTEMS

The Brand Your Art Newsletter



## WELCOME TO OUR NEWSLETTER

By Orlando Nail Tech

Welcome to our The Beauty of Systems newsletter, where we share the latest industry insights, trends, and tech to help you stay at the forefront of the beauty world. As a beauty professional, you know that the industry is constantly evolving and expanding, with new products, techniques, and styles emerging all the time.

Whether you are a makeup artist, hairstylist, esthetician, or nail technician, this newsletter is designed to provide you with the information you need to succeed in this exciting and dynamic field. From interviews with leading experts to in-depth systems & tech tutorials and reviews of the hottest products, we are dedicated to bringing you the most relevant and useful content to help you thrive in your career.

So sit back, relax, and enjoy The Beauty of Systems newsletter.

*Orlando Nail Tech*

## Newsletter Highlights

Welcome to Our Newsletter

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The "Slow Season" Trap

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10 Marketing Activities You can Start Today!

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New + Next

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More from Brand Your Art...



# THE “SLOW SEASON” TRAP

By Orlando Nail Tech

## 2023 Slow Season for Beauty Services?

I've been seeing it all over social media. I've heard nail techs, hair stylists, and estheticians talking about it. They're worried. They're going back to the 9-5 life. The holiday season is usually super busy – but not this year?

**The question is: *Do you need more clients to make it through your slow periods?***

**The answer is: *It depends.***

Sure, you could work longer hours to find and service more clients but that's going to take some time. And honestly, it's a trap. Working more traps you in a cycle of grinding and playing catch-up. It also sucks the life out of you and kills your creativity. When you don't have a moment to breathe, you lose valuable time that could be used to improve your skillset, brainstorm new ideas, or just recharge.

## So what's the alternative to working more and servicing even more clients?

- What if you were crystal clear on your pricing? 🤔
- What if you stopped giving away add ons for FREE? 🤔
- What if you stopped lowering your prices to satisfy cheap clients? 🤔

Think about it like this...most beauty pros already have everything they need to make more money – without chasing down clients or working longer hours.

Listen, I've been telling y'all since last year that the keys to making more as a beauty pro is simple:

1. Get clear on your pricing.
2. Charge for add ons every. single. time.
3. Don't let your lack of confidence stop you from getting to the bag.

Now, there's absolutely nothing wrong with going back to a 9-5 but is that what you really want? Like deep down? You can fold and go the "easy" route, sure. Meanwhile, thousands of beauty pros are getting their piece of an [\\$80 billion industry](#). Yeah. **Billion**. with a **B**. The money is out there, y'all. You just have to be willing to look at things a little differently.

I created [Brand Your Art](#) to empower creatives to charge their worth, confidently attract dream clients, and actually make a livable wage in the beauty industry without working multiple jobs or 12+ hour days. I'll leave you with this: you create your reality.

Period.

## TOP TEN MARKETING ACTIVITIES YOU CAN START TODAY!

By Orlando Nail Tech

1. **Promote on social media:** Social media platforms, such as Instagram and Facebook, are great ways to showcase your work and reach new clients. Share high-quality photos and videos of your work and engage with your followers by answering their questions and comments.
2. **Create a website:** A website can help showcase your work, services, and prices, and can be a valuable tool for attracting new clients. Consider creating a simple website that includes your contact information and links to your social media profiles.
3. **Run a referral program:** Encourage your current clients to refer their friends and family to your services by offering a discount or free service for each new referral.
4. **Attend local events:** Attend local events, such as charity events or bridal shows, to meet potential clients and network with other local businesses.
5. **Partner with other businesses:** Partner with other local businesses, such as hair salons or wedding planners, to offer package deals or collaborate on marketing campaigns.
6. **Offer promotions:** Offer promotions, such as loyalty rewards for existing clients or seasonal promotions, to attract new clients.
7. **Create video tutorials:** Create video tutorials that showcase your skills and share them on your social media and website to attract new clients.
8. **Invest in professional photography:** High-quality photography of your work can make a big difference in attracting new clients. Consider hiring a professional photographer to capture your work.
9. **Create educational content:** Create blog posts or social media posts that educate your followers on nail care and trends. This can position you as an expert in your field and help attract new clients.
10. **Offer mobile services:** Consider offering mobile nail services to make it more convenient for clients who

## NEW + NEXT



The holiday season is upon us! Here's what's coming from Brand Your Art:

➤ **Beauty of Systems** class bundle: stand alone classes and live masterclasses will be retired soon and will all be part of the [Beauty of Systems bundle](#) with lifetime access. New classes added monthly.

**Brand Your Art Patreon:** New for 2024! Orlando Nail tech will be hosting live workshops for creatives who want to create new income streams with digital products, product design, email marketing, and website building. [Membership](#) includes weekly accountability check-ins, 1:1 help and more.

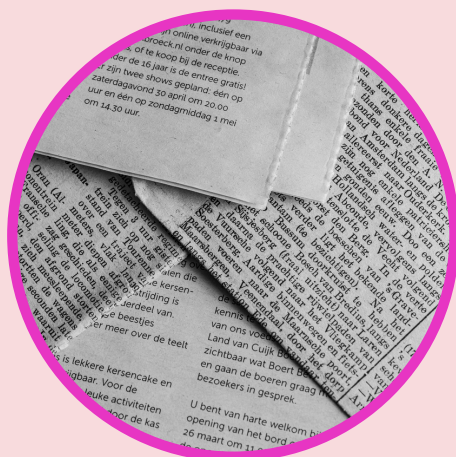
**Retiring Acuity Booking Site Setup and Done for You Shopify Stores:** These [done for you services](#) will officially end November 30, 2023. All appointments booked before this date will be honored.



## UPCOMING TOPICS:

What to expect in upcoming newsletter issues

- Are nail techs the least-respected in the beauty industry?
- Is retirement a reality for beauty professionals?
- Starting a new creative business
- 5 ways to quickly boost your salon's revenue
- Is money hiding in your inbox?



## LET'S KEEP IN TOUCH!

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