

TRAINING COMPANY CHECKLIST



tips for choosing the right company for you!

Choosing the right company to train with can be tricky! In an industry of endless options and constant training deals flooding your Instagram and Facebook feeds how the heck do you decide what is best for you? It's important to know that not all training companies are created equal! No one is regulating this industry, so it's up to you to do your homework when it comes to investing in yourself and your future lashing career. The tips/questions below are to help you on your quest to finding the right training company for you.

1. How big is the class size?

If you are taking an "in person" training, the larger the class size, the less attention you'll receive from the trainer. Lashing is extremely technical, ensuring your technique is correct is of utmost importance. For a Fundamentals class, you will want no more than 3-4 students per instructor.

2. How long is the training?

A shorter training does not equal a better training! This skill is so intricate you simply cannot take less than 3 days to learn the theory and practical application process. If a company tells you otherwise, ask about their student's success rate and longevity in the industry. Many training companies have cut down training times to maximize profits; find a company that is more concerned with providing you an amazing training, than cutting precious skill building time to build their bank accounts.

3. How many techniques are being taught at once?

More is not better! We've said it before, lashing is a very intricate skill, and in order for it to be learned properly, you need to grasp the basics before moving on to techniques like Mega Volume. Value isn't found in a training company that packs all the lashing techniques into one training. Classic, Volume & Mega volume combination courses are generally a "sales tactic" and not a "success tactic." For every technique being added, there should be at least an additional day of training and additional times to practice the application process with a model.

4. Is there a business training portion?

Have you started a business before? Most people haven't, so working with a training company that walks you through getting started can be extremely helpful. Having a little help with building a client base, getting proper insurance, licenses, building pricing models, scheduling, dealing with price objections, self-care, and maximizing profits, is essential for the success of your business.

5. How are you being trained?

In person? Online? There are pros and cons to both. If you are taking an in-person course, please make sure it's with a company that aligns with what you are looking for and you aren't 1 of several trainees, especially if you are learning the fundamentals. If you are taking an online course, please make sure that there is some portion of the training that a trainer is present for, either in person or viewing your work via skype, facetime, zoom etc.

6. Where is the training?

Location isn't important to everyone, but it is important to some. There are companies that will train one on one in the comfort of your own home, there may be a great training company locally meaning you don't have to travel, or there may be an amazing company that will train you via zoom. What is important to you?

7. How many models do you get to practice on?

To learn the fundamentals, you need a sufficient amount of time to practice on models with your trainer's guidance. You should be given enough time to practice the entire lashing process (2-3 hours) and, at the very least, 2 times with your trainer present (In person, or watching you on a platform like zoom)

8. How are you supported post training?

Support is a fundamental part of growth in this industry. Look for a company that will support you post training. Do you have access to your trainer post training? Or does the "learning" end once the training does?

9. How are you certified?

Being certified by your trainer who was present for your practical work on your models is best. Sending in pictures of your work seems to be a growing method of certification, however pictures are not as detailed. Through pictures your trainer cannot watch for glue usage, hand pressure, appropriate taping, etc. Pictures only show part of the end result. When your trainer is present, they are there for the process. Ensuring the process is correct is vital to your success. Any training that has your trainer present in person or viewing from a platform like zoom is best.

In the end the choice of where you want to spend your money and time is up to you.

Those of you that are looking to make lashing a career or a profitable side hustle, need to invest in a company that is just as concerned about your success as they are with their profits.

***Investing in an average training, will leave you with average skills. Average skills will build you an average business. An average business will build you an average income, why invest in average when you don't have to?!? I do not know a single lash tech consistently making 6 figures or more that invested in an average training. Do yourself, your family, and your future clients a favor and invest in a FANTASTIC training!
Lindsay Perrott***

Warning: Shopping for a training company by price alone is a mistake. The cheaper a training is, generally means there is very little personal interaction with your trainer and/or the training company. The less interaction you have in training is usually reflected in your skill set and the amount of support you receive post training. If Lashing is something you are wanting to do as a hobby and have little motivation to grow a client base or a business, then the tips stated above may not be as important to you in the training selection process.