



EP. 109

Why Being Booked Can Be Bad In The PMU Or Beauty Industry

podcast notes at: www.sheilabella.com/109bookedout

Sheila Bella:

Are you an artist that's booked out for months? Before you congratulate yourself, stop and think, that's not always a good thing. And I'm going to explain that and so much more on today's episode of Pretty Rich Podcast.

Welcome to Pretty Rich Podcast, where you're totally the heroine of your own story. I'm your host, Sheila Bella. And I built a seven figure PMU [inaudible 00:00:30] biz, and a seven figure online biz without a degree, without a fancy website, or a sugar daddy. And if you and I hang out on here long enough, you're going to start to believe that you can do it too. How about that for a side effect of listening to this podcast? Because you really can.

I know you think, "I don't know you, I have no idea who you are." But I do. I really, really do because I am you, I was you. And I believe we are all on the same journey together. My perfect job didn't exist, so I created it. The job I wanted wasn't hiring me, wanted nothing to do with me. So I skipped the line and hired myself as CEO, just like you can. So consider me your secret beauty biz BFF. In case you need to be reminded on a weekly basis, that power is never just handed to you, you have to take it. Are you ready beauty boss? Let's jump in.

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Hey guys, what's going on? So excited to be back on Pretty Rich Podcast. Guys I'm going for it, I'm going for it. I'm going two a week, oh gosh. I said that at the beginning of the year and then I started chasing the YouTube rabbit and then I stopped chasing the podcast rabbit because that was already pretty much mine. And then, the old saying, **when you chase multiple rabbits at a time, you lose them all**. Is that how the saying goes? I don't know.

So for today's episode, we're going to chat all about being booked out. That seems to be the *goal*, I talked to a lot of artists and lash professionals and hairstylists. And that's what you want, you want a full schedule of clients just lining out the door, waiting to see you. Because to you, that security. If you live in Los Angeles and the line of clients trying to get their lashes or their brows done by you is from here to San Diego, which is about three hours away. Then you're like, "I'm good, I'm secure." *Not so fast, not so fast*.

I'm going to teach you why **that might not be a good thing** and how to make that a really good thing, how to make that an *actual* good thing. Before we get into the meat and potatoes, or actually I'm pescatarian, so the *salmon* and the potatoes of this episode, I want to chat with you guys about my **free** PMU profit pipeline. Like what the heck is that? So it is a free training that I put together so that you guys who are not booked out, can learn how to be booked out without spending endless hours selling yourself on the internet or a ton of money on ads.

Here's the thing, let's talk about paid advertising. The bottom line is **paid advertising** works. It takes patience, it takes a lot of testing, and it takes you knowing your ish. Knowing your ish about how Facebook marketing works. And right now, I have to say that Facebook ads are ridiculously under priced for the times. You got to look at Facebook ads kind of like how cable TV, it was about 10 years ago like you had to be either Coca-Cola or McDonald's before you can have an ad on cable television. But Facebook ads one day is going to be as exclusive and as difficult and as expensive, actually, to run ads on as it is for television, for regular television. So right now Facebook ads are ridiculously under priced, anybody who's not taking advantage of it. If you have the budget and you're not taking advantage of it, it is foolish in my opinion.

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But what do you do when you don't have the budget? When you don't have that budget for paid ads and you are just starting out? Well, I break it all down in my **PMU profit pipeline**, which is absolutely free. It will teach you the psychology of sales and I've been studying this now for the 10 years that I've been in the beauty business. And basically the psychological and sometimes digital journey that a client takes from being a complete stranger into a loyal client, is the same each and every time. So that's exactly what I lay out in my completely free PMU profit pipeline. And you don't even need to be in PMU in order to take advantage of this, like you can be a lash artist, you can be an esthetician. Because it means sales is sales is sales and beauty sales is the same.

So if you want access to this absolutely essential free training, you have to text me. You have to text me the word, profit to area code **(310)-388-4588**. Text the word, profit two (310)-388-4588. And guess what? It's also going to take our relationship to the next level, we're going to be texting each other because you can actually text me anything. You don't even just need to text me the word, profit, just don't text me any nudes. Yeah, I'm happily married. Thank you, thank you very much, but no, thank you. Again. That's the word, **profit**, just so I know what you want, to area code (310)-488-4588.

Okay, now let's talk about the next problem that people typically have after they've been in the business for a year or so, and then now *they have too many clients*. Yeah, that can actually be a thing. Okay, so why is it a bad thing to be booked out for months? Like your clients, for example, it is currently September of 2020. I know certain artists who are booked out all the way into February of next year and I'm like, "Yikes." I say yikes now because I know better. But that used to be my dream, that used to be the end goal. But stop and think, if you're an artist that's booked out for several months, before you congratulate yourself, honey, stop and think. That is not a good thing.

Right now, you're like, "Sheila, but I'm making money like what's going on?" Yes, I understand you're making money, but you're also losing money. Okay, girlfriend? You're losing tons of money every single day, hundreds and thousands of dollars.

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Why? Because our clients are getting pickier and pickier, they are less patient, they are less cool about having to wait. When a woman decides that she's going to get her lashes done, her eyebrows done, some sort of beauty treatment, she's finally there, she's decided. First of all, do you know how long it takes her to finally decide to let somebody else *tattoo* her face or like put tweezers next to her eyes? That decision probably took a while and then now she's finally ready, she's finally ready to do it.

She is going to be so annoyed when she calls you and she realizes that you can't book an appointment with you for months. I mean, I'd be pissed, if I want something done, I'm a busy girl. Like I want it now. So ***you're going to lose clients*** and probably really good clients who will pay your asking price. And our clients are getting pickier, the industry is getting more and more saturated. They have options. You are not the only option on the block. Do you think she's really going to wait for you until next year, until six months from now? Even four months from ... even three months from now, ***do you think she's really going to wait for you?***

Now, you're probably like, "Oh yeah, I have those clients, they'll wait for me. They won't let anybody else touch their eyebrows." Yeah, some, but that's the exception, that's not the rule. They are going to go somewhere else. It's like dating, it's just like dating. "Oh honey." It's like a long distance relationship, "Oh, I love you so much. I love you so much, I'm going to book a flight to come see you in a couple of months. Okay, let's just keep in touch, let's keep in touch."

But then *somebody else* might tickle their fancy, maybe they see somebody else's feed on Instagram, they're like, "Wow. Oh my gosh, look at her work, it's so good." Or maybe like an Instagram influencer that they follow went to this other place and it looks so good. They're going to check them out. And if they have more availability than you, *they're going to go to them*. Clients are just less cool about having to wait, they don't even like it when you're running late, less cool about it. The less tolerant if you don't respond immediately to an Instagram DM, or an email, or a text. And they're definitely not going to wait for you forever.

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So if you're a one woman show, basically, do you feel like you're a factory worker sometimes? I talk to a lot of lash artists and I'm like, "Do you ever feel like a lash factory?" Where you're just like glue, pair, glue, pair, glue, pair, over and over and over again. And the same thing with brows, you're just a brow factory, like brows, brows, brows. Like that's what you do, that's what you do all day long, like you don't even see the sun. Oh, and it doesn't stop there. When you are a brow or a lash robot, your job doesn't stop at artist, you're also a book keeper, you're also the janitor, you're also social media manager, you're the photographer, you're the videographer, your HR, security, personal assistant and therapist to your clients. And you haven't even eaten or showered yet.

So if you are booked out for several months without any help, there's a better way. **You need to build a team.** Listen, I've coached many artists for many years who initially fight me on this. But as soon as they see how I run my business, I let them into my program and they apply my methodology. They find themselves having **more time** and **more money**, and they're like, "Oh my goodness, oh my goodness, you were right, Sheila Bella. You were right." At the end of the day, you could not build wealth by renting your time for money. You cannot, first of all, build a life by being a lash robot or a brow robot. Real wealth ... and I'm not just talking about financial wealth, I'm talking about the quality of your life, it goes out the window.

Real wealth has never been created by renting your time for money. What you need to do is you need to think about building a team, how to build a team and how to share the wealth. Share the wealth, share the blessings. There are so many artists who would love to work for you, there's probably a single mom out there who is laying awake in bed every night because she is worried sick because she doesn't know how to pay her bills. Or maybe she's barely living paycheck to paycheck, and she's a good person, and she's a hard worker, and she's just waiting for the opportunity to help you scale your business because it's her dream. And if you're booked out for several months, like share, fricking share.

A lot of people are like, "Oh Sheila, it's really hard for me to trust anybody." Yeah, I know, I know it is and I understand. I've lived through a lot of *bad hires*, but I have a lot of good hires too. Gosh, my team right now is, oh gosh, it's filled with such beautiful and magical people. I'm obsessed with them, we're obsessed with each

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other. So if you have an inkling in your soul that you should be working smarter, not harder. Listen, listen to that. Yeah, that's telling you something.

If you feel like you can't take any time off from your business without losing income, you're doing it wrong. Your business is supposed to work for you, not the other way around. If you got into the beauty industry, so you can "be your own boss," it's time to do just that. And **you are not your own boss if you are shackled to your calendar.** You need to learn growth and sales. This is not a suggestion, this is a must. Growth and sales is what every beauty entrepreneur needs in order to be truly financially free and have true peace of mind. Because you've grown your business, it's stable, it's now predictable, and you have cashflow. And that means peace of mind.

If this is you, if you're like, "You know what? I am exactly the person she's describing, I feel like she's talking about me." But maybe you're too scared to take the first step because you don't know what the heck to do. Well, what every business needs in order to scale are three things. You need strategy, you need knowledge, and you need support. And that's exactly what we provide at Pretty Rich Bosses. If you are in a position where you're ready to scale, you're booked out, but you don't know how to grow, you don't know how to take the first step, you don't know what proper documentations you need to have in place, you don't know how to train people properly, you don't know how to protect yourself, just in case you get a bad hire and you get burned in the end.

We walk our clients through this every single day. Why don't you apply for a complimentary 60 minute strategy call? And all you need to do is go to [sheilabella.com/apply](https://www.sheilabella.com/apply). Check it out, why not? Once you do that, my team will look over your applications, see if you're a good fit and we'll be contacting you to schedule a complimentary strategy call with either myself or one of my advisors.

I hope this made you think, I hope this made you realize how much better you could be doing if you just *structure* your business just a little bit differently. Because I'm all about you guys having more time, more money in order to have the freedom to create more meaningful memories with your friends and family. All right, until next time.

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Hey, thanks so much for listening to today's episode of Pretty Rich podcast. If you want to continue the conversation longer, check me out on Instagram, it's my favorite place to connect with you guys at RealSheilaBella. I'm happy to answer any of your questions or simply to chat and get to know you better. And if you end up doing something super awesome, like screen shotting this episode and re-posting it on your stories, that would put the biggest smile on my face. Don't forget to tag me. I appreciate every share and love feedback from my listeners.

Also, do you have my number? Do you have my number? Because if we're going to keep hanging out, you should probably have my number. So you can actually text me, that's right, you can text me at (310)-388-4588. And if you're sick and tired of doing business alone, and you're interested in accelerating your success by hiring a business coach or joining our mentorship program called Pretty Rich Bosses. Go ahead and just apply, why not? Check it out. Go to SheilaBella.com/apply. And we'll schedule a free strategy session with either myself or one of my advisors. And of course, I got to include my kids. So here to send us off are Beau and Gray. Gray, say, "Share with your friends."

Gray:

Share with friends.

Sheila Bella:

Please review my mommy on iTunes.

Gray:

[inaudible 00:18:18] mommy iTunes.

Sheila Bella:

Thanks for listening.

Gray:

[inaudible 00:18:23] listening.

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Sheila Bella:

Hey Beau, can you tell everybody what our family motto is?

Beau:

Yeah, I can do hard things.

Sheila Bella:

I can do hard things. Good job, buddy.

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