



5 Steps to Gaining New Microblading Clients

1. Create an Interest List

Start talking to family, friends, clients, or co-workers about the service you plan to offer. Tell them the benefits of the service and provide them a discount or offer it for free. This is important for you to do so you can start to build a portfolio of clients.

2. Start a Professional Social Media Account

Showcase your work on a dedicated social account so you can start to interact with potential clients when you share images of your client brow work.

- Use photo editing apps to edit and enhance photos prior to posting on social accounts.
- Mix up your post with photos, videos and albums. Add informative descriptions and respond to comments or questions to increase engagement with followers.

3. Create a Referral Program

Reward your clients through a referral program. This can help offset marketing and advertising cost and greatly increase opportunities to gain new clientele.

4. Build a Website

Develop a website or landing page so that customers have a consistent place to reach you and book an appointment online. Many of your followers that see your work on social sites will want to immediately take action and book a service. Make it easy for them by creating a place for them to go.

5. Follow Up with Your Clients

Not every client will purchase a service from you right away. Be sure to follow up with potential and current clients by building an email or contact list. Nurture that list by sending them information about your services, products or special offers. Remember your best clients are your most educated clients.

