

Booked Out

A real PMU case study, and the exact playbook behind it.



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THE ROADMAP

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CHAPTER 1

Read This First: I Built This For My Own Chair

The real case study, plus the exact playbook behind it.



The full results call. She cried reading her own numbers.

I am Isabelle. I am a PMU artist, same as you.

I do brows three days a week. I have 100+ five-star reviews and I stay booked out.

It did not start that way.

I cracked this for myself first

I started PMU in 2021 as a side hobby, charging \$550 a brow and praying word of mouth would carry me.

It did not. Better brows never brought more clients.

I spent two years studying the business side and testing ads. I lost over \$10,000 to agencies and courses that overpromised and vanished.

Then I figured out the part nobody teaches. I raised my price from \$550 to \$850 a brow, touch-up included, the highest in my area, and the calendar

filled anyway.

The problem was never the work. It was the offer, the follow-up, and the way leads get handled before they ever sit in your chair.

Then I ran it for other artists

Once it worked for my own studio, my brother Evan and I turned it into a system and ran it for artists like Jasmin. You will meet him in the next chapter. He is the reason the technology half of this exists.

Jasmin is the case study in this book. She is great at brows and was tired of guessing where the next client would come from.

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual results: \$1,188 in ad spend turned into about \$17,250 in 45 days. 105 consults booked, 60 showed, 30 booked at her full price.

“I watched the whole thing happen and I still cried when I saw the numbers.”

— Jasmin

Her full results call is on video. That is the thumbnail you are looking at. She cried, on camera, reading her own numbers.

WATCH THE CALL

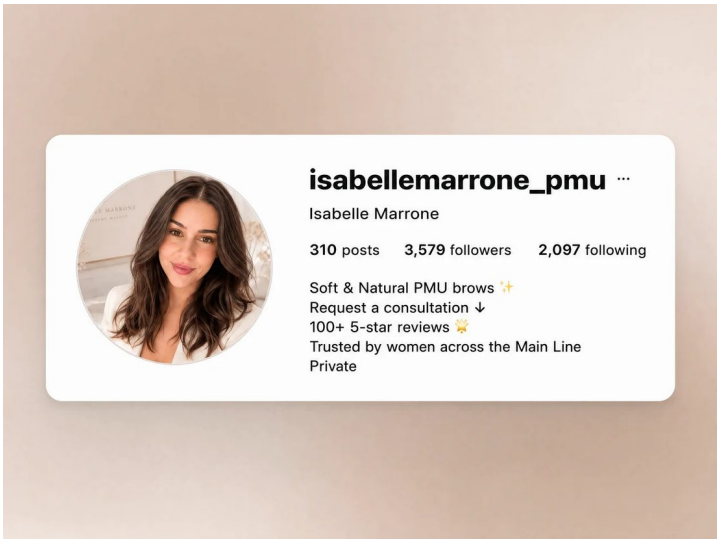
Jasmin reading her own numbers, unedited:

youtu.be/7BQ8av3KSOG

CHAPTER 2

From \$550 A Brow And Praying For Word Of Mouth To Booked Out At The Highest Price In My Area

My real timeline. The broke years, the \$10K I lost, and the month it finally clicked.



Me, @isabellemarrone_pmu



2021, the side hobby

\$550 a brow, hoping word of mouth would carry me. It didn't.

2021 to 2023, I studied

Two years learning ads, lead follow-up, and the in-chair close.

\$10,000+ lost

To agencies and courses that overpromised and vanished.

It finally clicked

From my quietest months to fully booked. Same artist, new system.

6 months on my own system

90 brow appointments and \$65,600 in revenue on \$6,000 of ad spend. Price raised \$399 to \$649 with my close rate intact.

Now

\$850 a brow with the touch-up included (highest in my area), about \$150/hr, 3 days a week, 100+ five-star reviews.

Before I ran a single ad for anyone else, I had to crack this for myself.

I am not some marketing genius. I am a PMU artist who learned the hard way.

2021. The side hobby.

I started PMU around 2021 as a side hobby. I charged \$550 a brow and just hoped word of mouth would build it.

It did not. I got better and better at brows, and my calendar stayed quiet.

Here is the trap nobody warns you about. Better work does not get you more clients. Marketing gets you more clients.

2021 to 2023. Two years of actually learning.

So I stopped hoping and started studying. Not a weekend. About two years.

I had to learn three separate skills, and they are all different.

1

How to run the ads

Getting the right person to raise their hand for the right offer, without burning money.

2 How to handle the leads

What to actually say so a stranger who clicked an ad turns into a booked consult.

3 How to sell in the consult

Closing in person, in the chair, without being pushy or discounting my work.

I thought ads were scammy and only for big studios. I was wrong. Meta would not be a billion dollar company if ads did not work.

The problem was never the ads. It was my offer, my follow-up, and my close.

The expensive part. Over \$10,000 gone.

Along the way I handed money to agencies and courses that promised the world.

They guaranteed results. They underdelivered. They lost my money.

I am not going to name anybody, because that is not the point. The point is that I sat on a call with one of them and cried. Not the good kind. The kind where the money is already gone, you already know it is gone, and you still have to sit there and listen to someone explain why none of it is their fault.

That call is the reason this company exists. Years later I sat on another call and watched Jasmin cry reading her own numbers. Same tears, opposite direction. I know exactly which side of that call I want you on.

\$10,000+

What I lost to agencies and courses before I figured it out myself.

“I trusted them with my money and my dream, and they fumbled both. So I learned to do it myself.”

— Isabelle

The month it clicked.

Then it worked. The leads came in, the follow-up caught them, and the consults started closing.

I went from my quietest months to fully booked. Same artist. Same brows. Different system.

Now.

I raised my price from \$550 to \$850 a brow, touch-up included. That is the highest in my area, and I am still booked out.

\$850

My price per brow now, touch-up included, up from \$550. The highest in my area.

~\$150/hr

What my time is worth today, working just 3 days a week.

100+

Five-star reviews, and counting.

I work 3 days a week, charge the most in my area, and stay booked out. That is not luck. That is the system in this book.

Six months of my own system, in real numbers

I will keep this short, because this book is about Jasmin and not me. But I have run this machine on my own chair longer than anybody, so you should see what it actually does over time.

June 1 to December 1. Six months, three days a week, ads and automation only. Nothing organic is counted in any of these.

90

Powder brow appointments booked, averaging about \$500 each.

\$399 to \$649

What I moved my service price to across those six months. My close rate did not drop.

\$65,600

Total revenue, counting the touch-ups, add-on services, referrals, and tips those 90 clients brought with them.

\$6,000

My total ad spend across all six months.

That is about \$59,600 in profit, from a system that ran in the background while I worked three days a week. At that pace it is a \$120,000 profit year,

and that is still before a single organic client walks in.

Then there is everything it dragged along behind it that I never asked for.

1,200+ New Instagram followers, without posting for growth.

100,000+ Local women aged 20 to 65 who have now seen my business.

Top 3 Where my Google Business Profile ranks locally now, which finally started sending me leads on its own.

I raised my price twice in six months and my close rate held. That only happens when the woman walking in already trusts you before she sits down. That trust is what the machine is really buying you.

I did not build this alone

I keep saying "we," so let me tell you who that is.

My brother Evan built the technical half of this with me. He went to MIT for AI and business analytics, he builds these systems for a living, and he is my best friend. We have been grinding on this together for three years.

The split is simple. I brought the chair. What a woman is actually scared of when she sits down, what she asks before she books, what closes her, and what makes her come back a year later. He brought the part I could never have built on my own. The AI, the automation, and a bot that answers every single lead in under a minute whether I am awake or not.

Neither half works alone. My expertise with no system is exactly what kept me quiet and broke for two years. A system with no PMU expertise is every agency that has ever taken your money and sent you price shoppers.

One of us has spent years doing brows. The other builds AI for a living. Almost nobody selling you leads has done either one, and that is the entire difference.

I built Permanent Profits because nobody handed me this roadmap. I had to buy it in mistakes.

Everything I learned the slow, painful way is what we now run for artists like Jasmin. You will meet her next.



Me and my brother Evan. He built the tech, I brought the chair.

CHAPTER 3

\$17,250 in 45 Days (And the Moment She Cried)

The day a normal PMU artist saw what she actually built.



Let me tell you about Jasmin.

She started PMU in 2017. From 2017 to 2022 she never ran a single ad and never needed to. It was all organic, and it worked.

Then it died down. So she tried everything an artist tries.

First one of those "if you don't see results, you don't pay" ad guys. She paid anyway. The few inquiries that came in only ever asked for her, never for the other artists in her studio, and to get anyone in the door at all they had her running \$250 brows.

Then real agencies, who told her they already worked with an artist in her city and turned her away. Then boosting her own posts, throwing money behind whatever video did well that week. Nothing.

“I tried it with someone else running it. I tried running it myself. I thought, what difference is this gonna make?”

— Jasmin

So she decided ads did not work for her, and she stopped chasing clients. From 2023 to 2025 she taught instead, running a six-month apprenticeship. Ten students at a time, then five, then two, until she admitted she did not actually want students. She wanted to do brows.

She downsized her studio twice to get the rent down. 1,200 square feet, then 900, then smaller. And in that whole stretch she was booking one or two new clients a month. For herself. Eight years into her career.

“Before I found Isabelle I was literally thinking about getting another job. I was doing this full time and I just wasn't able to pay my bills.”

— Jasmin

Eight years in, genuinely good at brows, one or two new clients a month, and about to take a second job to stay afloat. That is not a talent problem. That is a system problem.

What she didn't have was a way to get strangers into her chair on repeat.

The number that broke her

We got on a call to look at her first 45 days together.

I pulled up the dashboard and turned my screen. She went quiet, then she started crying.

“I can't even describe it. I didn't think it was possible.”

— Jasmin

Here is exactly what she was looking at.

\$1,188

Jasmin's actual ad spend over her first 45 days on the full system.

~\$17,250

What that spend turned into in those same 45 days, before a single tip, referral, or repeat client.

~14X

Her return on ad spend. Every \$1 in came back about 14 times over.

The math behind the tears

That \$17,250 wasn't luck. It was a funnel doing its job.

105

Consults booked off her ads in 45 days.

60

Of those who actually showed up and sat in her chair.

30

Who booked on the spot at her full price of \$550 to \$600. No discounts.

30 full-price clients from \$1,188. That is the whole game. Strangers in, booked clients out, predictably.

“That amount is life-changing, literally.”

— Jasmin

WHY SHE CRIED

It wasn't only the money. It was proof that her dream wasn't delusional. The work was always good enough. She'd just been missing the machine that puts it in front of people.

And the wild part. This is the floor, not the ceiling.

It doesn't count her tips. It doesn't count the referrals those 30 clients send. It doesn't count them coming back for lips and liner.

One client is worth far more than one visit. We'll get to that.

JASMIN, HER ACTUAL NUMBERS

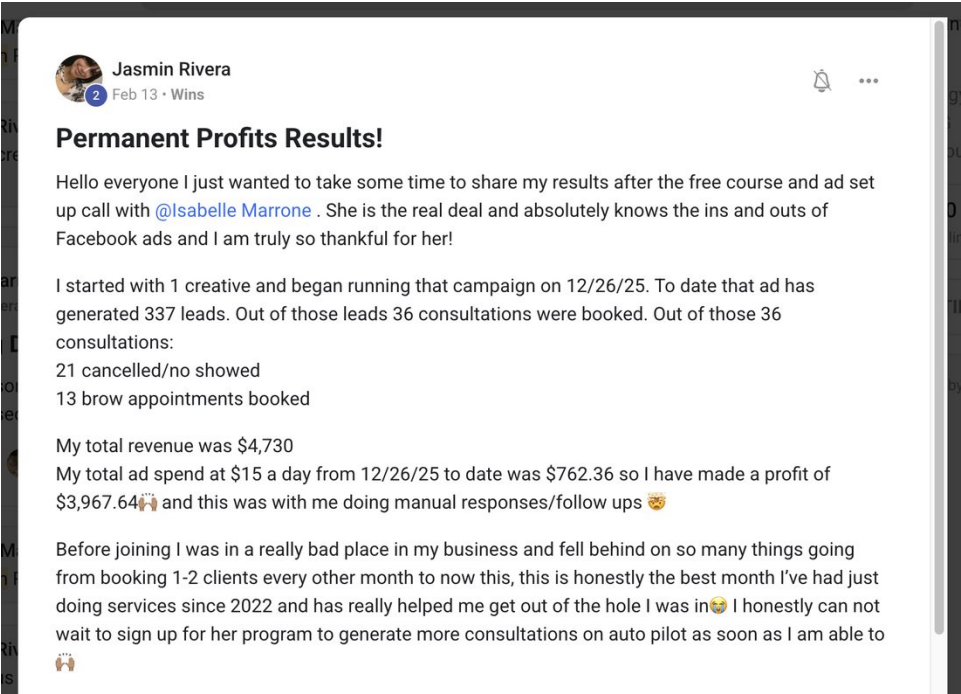
Jasmin's first 45 days on the full system: \$1,188 in, ~\$17,250 out, 105 booked, 60 shown, 30 closed at full price.

Now let me show you exactly how a normal artist pulls that off.

CHAPTER 4

\$4,730 By Hand. \$17,250 With The System.

Exactly what Jasmin did, step by step, with her real numbers.



Jasmin's own results, in her words.



Phase 1, by hand at a lower price. 13 booked.

Phase 2, full system at full price. 30 booked.

Let me show you precisely what Jasmin ran. Not the theory. The actual moves.

And here is the part nobody tells you. She did it in two phases, and the gap between them is the whole point of this book.

Phase 1: she did it by hand

First, Jasmin just wanted proof. So she ran one ad and worked every lead herself, by hand, and deliberately underpriced to get bodies in the door. Her real price was \$550 to \$650. She was charging these women \$300 to \$400 just to get them to book.

Her leads came in at about \$2-3 each. That is Jasmin's actual cost. She pulled 337 leads on \$762 in this first stretch.

She texted them back herself. She booked who she could. It was messy and slow, but it worked.

JASMIN, HER ACTUAL NUMBERS

Phase 1, all by hand: \$762 in ad spend turned into \$4,730. That is 13 clients booked at a discounted \$300 to \$400, not her real price.

Read that again. Before any system, any AI, any polish, she already turned \$762 into \$4,730. The ads alone worked.

Phase 2: she plugged in the full system

Then we turned everything on. The bot that texts back in about a minute, the full follow-up cadence, the in-studio preview close. And she raised to her full price (\$550-600).

Same ads. Same artist. Same town. The only thing that changed was the machine catching the leads and the price she charged.

JASMIN, HER ACTUAL NUMBERS

Phase 2, full system at full price: \$1,188 in ad spend turned into \$17,250. That is 30 clients booked.

14X

Jasmin's actual return in Phase 2, before a single tip, referral, or repeat client is counted.

The one number that proves it was the system, not the ads

Revenue can be argued with. This number cannot.

Take her raw leads and ask the simplest question there is. Out of every 100 leads that came in, how many turned into an actual paid brow appointment?

3.86%

By hand. Out of every 100 leads, not quite 4 of them became paying brow clients.

7.4%

With the system on. Out of the same 100 leads, about 7 became paying brow clients.

Same ads. Same artist. Same town. Same leads. She just about doubled how many of them turned into money.

Now here is the part that should stop you. She doubled that rate while RAISING her price, from the discounted \$300-400 she was charging by hand up to her full \$550-600.

Raise your price and fewer people normally say yes. She raised her price and nearly doubled her booking rate at the same time. That is not a better ad. That is what happens when every single lead gets answered in about a minute and followed up with until she books.

Her funnel, the real shape

Here is what that \$1,188 actually moved through. This is Jasmin's actual funnel, not an average.

STAGE	JASMIN'S NUMBER
Consults booked	105
Showed up	60
Booked in studio	30

So 30 of the 60 who showed said yes in the chair. That is a 50% in-studio close. Jasmin's actual.

IT CLIMBS

A 50% close is just her starting point. The in-studio close is a skill, and with reps it climbs toward 60-80%. Same traffic, more money, every single month.

The point you cannot miss

Ads alone already worked. By hand, at a lower price, she made \$4,730.

The system did not create the result. It multiplied it. Same ads went from \$4,730 to \$17,250.

“What's the worst that could happen? Either way I'd go back to answering the leads myself, and I'd still have good results. It was a no-brainer for me.”

— Jasmin

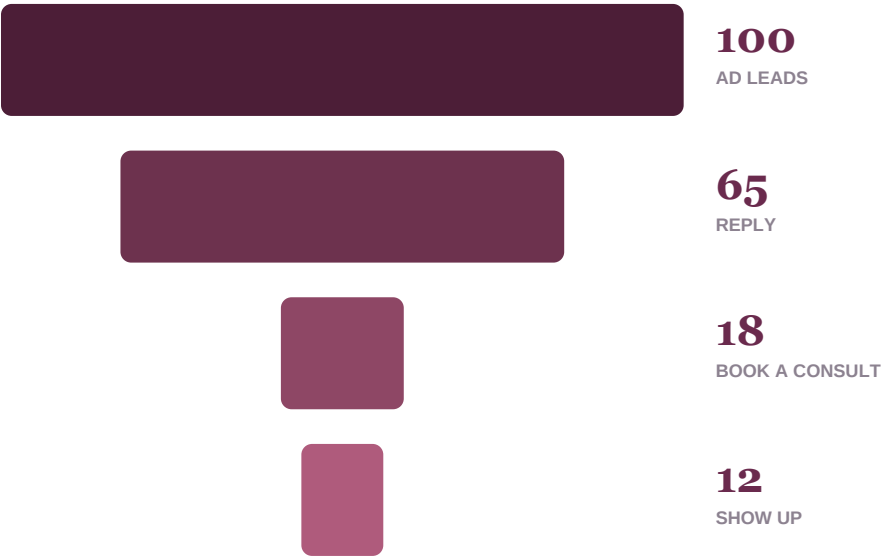
So now you have seen the WHAT. The two phases, the real numbers, the 50% close.

The rest of this book is the HOW. Exactly how that machine catches every lead, books the consult, and closes her in the chair. Let me show you.

CHAPTER 5

Spend \$40, Make \$3,000

The only two numbers that decide if this works for you.



Forget the dashboards. Forget the 14 metrics the agencies love to flex.

There are only two numbers in this whole business. Learn these and you can run the math on any month, any ad, any artist.

Number one: CAC (what one client costs you)

CAC stands for Customer Acquisition Cost. It is what you pay in ads to put one paying client in your chair.

It is NOT what one lead costs. A lead is just a phone number. CAC is the spend it takes to turn leads into one booked, shown, paying client.

The funnel, on average, per 100 leads

Here is what happens across our artists for every 100 leads the ads bring in. Read it as a shape, not a rule.

STAGE	OUT OF 100
Leads in	100

Text back	~65
Book a consult	~18
Actually show up	~11-12

This scales straight up. 300 leads is roughly 33-36 shown consults. 1,000 leads is 110-120. Same shape, bigger numbers.

Then your chair closes those shown consults. That is the part you already know how to do.

Do the math and one client ends up costing about \$40 in ad spend. That is your average CAC. Forty dollars.

Number two: LTV (what one client is worth)

LTV stands for Lifetime Value. It is everything one client pays you over the years you keep her.

Most artists only count the first visit and stop. That is why the \$40 scares them. They are comparing a \$40 cost to one number when they should be stacking five.

\$300-800

First visit (her brows, the thing that got her in the door).
Across my last 90, mine averaged about \$500.

\$150-200

Perfecting touch-up 1 to 3 months later. Mine are \$150, and they added \$3,600 over six months.

\$300-500

Long-term touch-ups, every 2 to 4 years, basically forever.

\$500-800

Lip blush, liner, or lash line once she trusts you. My add-ons averaged about \$600 and added \$6,000.

\$20-60+

Tips. I collected about \$5,000 across those 90 appointments, so call it \$55 a client.

1 in 7

How many sent me a referral. 12 referrals off 90 clients, worth about \$500 each, and I paid nothing to get them.

Stack it up and one client is worth \$1,500 to \$3,000 and up. You paid \$40 to get her.

Why I RAISE my price instead of discounting

Once you see those two numbers next to each other, discounting feels insane. You are slashing a \$2,000 relationship to win a \$40 race you are already winning.

A discount cheapens the work and trains her to wait for the next sale. A higher price makes her trust the result more, not less.

PRICE

I raised mine from \$550 to \$850 a brow (touch-up included), the highest in my area, and I book MORE, not less. Discounts attract tire-kickers. A confident price attracts the woman who pays for the rest of the stack.

“The ad cost is fixed and small. The client is worth thousands and grows. You never win that trade by cutting price.”

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual CAC was about \$40. She spent \$1,188 on ads and booked 30 clients at full price (\$550-600), so that is \$1,188 divided by 30, right around \$40 a client. Each one is worth thousands to her over time. That is the whole game in one line.

Two numbers. Keep CAC near \$40, treat every client like the \$1,500-3,000 asset she is, and you stop guessing whether ads work. You already know.

Sell The Consult, Not The Service

The offer that fills your calendar isn't a deal. It's a free look in the mirror.

A DISCOUNT AD

Pulls in mostly price shoppers hunting the cheapest option. Pricier leads, lower show.

A FREE-CONSULT AD

Pulls in everyone, including the women with money who just want someone to trust.

Here is the mistake almost every artist makes. They run an ad for their service, or worse, they slap a discount on it.

I tried running discount offers on my own studio before I cracked this. The winner wasn't even close, and it was not a discount.

The offer is a free preview, not a price cut

My ad never sells brows. It sells a free brow-mapping preview. I draw your shape on, you see it on your own face, you go home wearing it.

That is the whole offer. No price. No discount. Just a free, low-pressure look at what you'd actually get.

NAME IT LIKE A DELIVERABLE

Don't say "free consult." Say "20-Minute Brow Preview and Plan." A name that sounds like a thing she receives books better than a vague freebie.

Why free beats a discount, every time

A discount only attracts one kind of person. The price shopper. The one who's gone the second someone undercuts you by twenty bucks.

A free preview attracts everyone. Including the woman with money who doesn't care about price at all. She just wants to trust the hands going near her face.

That woman is your best client. She'll book, she'll show, she'll pay full price, and she'll refer her friends. A discount scares her off because cheap reads as risky.

A discount filters for the cheapest. A free preview filters for the readiest. One of those buckets pays your bills.

And here's the part nobody tells you. Free-preview leads are also cheaper to get. More people raise their hand for "free look" than for "\$100 off," so your cost per lead drops.

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual leads ran about \$2 to \$3 each. In her first phase she pulled 337 leads on just \$762 in spend. That's what a free offer does to your lead cost.

Why I don't send them to a landing page

Everyone wants to build a pretty "pick a time" page. I did too. Then I watched the numbers.

Landing pages barely opt in. And the ones who do book? Lower confirmation, lower show. They picked a time before they ever trusted you.

Because a real woman has questions before she commits to a time. Is it going to look fake. Does it hurt. How much. A page can't answer her at 9pm on her couch.

A text conversation can. So we send the lead straight into a text thread, answer her right there, and offer her times once she feels safe.

A page asks for a commitment before trust exists. A conversation builds the trust first, then asks. That's why the conversation books more, and gets more of them to actually show.

“I don't discount my work. I let her see it on her own face for free, and the work sells itself.”

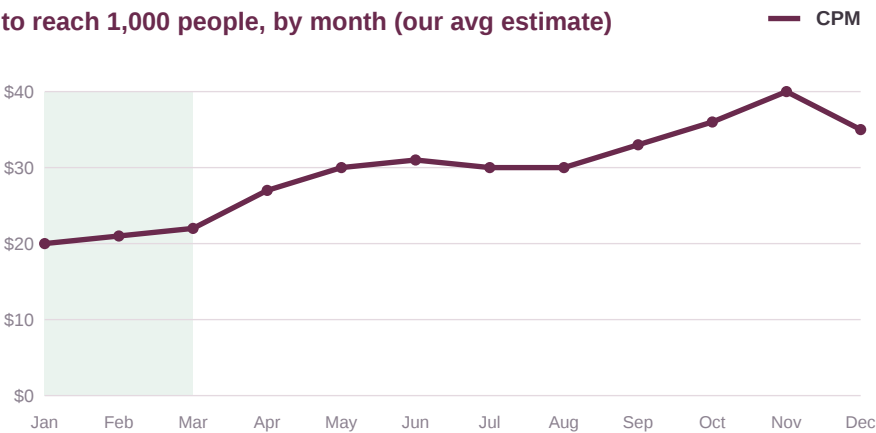
— Isabelle

CHAPTER 7

The Ads That Actually Win (Steal Ours)

Every ad that prints money for us looks the same. Here is the recipe.

Cost to reach 1,000 people, by month (our avg estimate)



Let me save you the two years and the burned ad budget I went through.

Every single ad that actually works for us looks like the same thing. A real person, a real phone, filmed vertical.

It is always UGC video. Never a pretty graphic.

Not a polished studio edit. Not a Canva slideshow. A vertical, phone-shot, "talking to a friend" video.

That is the format. Every one of our top performers is some version of it. The fancy stuff loses to the homemade stuff almost every time.

HEALED BEATS FRESH

Post your HEALED results from 4-6 weeks out, not the fresh same-day brows. Fresh looks bold and a little scary on camera. Healed looks natural and believable, and believable is what books. Pay a client to come back for the healed photo if you have to.

“Artists post to impress other artists. Your client just wants to still look like herself.”

— Isabelle

The scroll-stopper hack

Here is the one that prints. Draw brows on a friend with regular makeup, then film a "reveal."

The viewer does not know it is not permanent. The before-and-after stops the thumb cold, and the thumb stopping is the whole game.

Film YOUR hands doing the work. Your studio, your face, your voice. The most efficient ad WE have ever run is just me, in my chair, talking straight to the camera about a result.

You are not making content to impress. You are making a 15-second pattern interrupt that makes a woman stop scrolling and think "wait, I want that."

Steal these three (they are public)

I am not going to describe winning ads and leave you guessing. Go watch them, then go film your own version this week.

WINNING AD	WATCH IT
Healed brow reveal	youtube.com/shorts/JIHFeK4PU5U
Hands-in-chair UGC	youtube.com/shorts/taf4wPZlqms
Natural before/after	youtube.com/shorts/FTYfwavS14s

Run it yourself: the 3 non-negotiables

1

Vertical phone video

Shot on your phone, held upright. No landscape, no slideshow. If it looks like an ad, she scrolls past it.

2 Hook in 2 seconds

The reveal or the result has to hit in the first two seconds. Lead with the after. Nobody waits for your intro.

3 Healed, natural results

Show healed work, not fresh. Believable beats bold. She is buying "still looks like me," not "look what I can do."

The copy formula

Your caption follows one shape. Pain, reward, offer, CTA. That is it.

1 Pain

Name her exact frustration. "Tired of drawing your brows on every single morning?"

2 Reward

Paint the after. "Wake up with full, natural brows already done."

3 Offer

A free deliverable, never a discount. "Free 20-Minute Brow Mapping + Preview."

4 CTA

One clear ask. "Tap below and I will text you a couple times that work."

NEVER PUT PRICE IN THE AD

Price only comes up once she inquires. Leaving it out forces a conversation, and the conversation is where she books. Putting a number in the ad just filters out the woman who would have happily paid once she trusted you.

Give it a fair test

This is where most artists quietly kill a winner. They panic on day three and shut it off.

Jasmin did exactly this. She was running \$15 a day, we moved her up to \$30, and three days later she pulled it straight back down because the number felt like too much money. I told her not to.

“I had it on \$30 for like 3 days and I was like, no, never mind, let me move it back down. I'm glad I trusted it.”

— Jasmin

Run it at \$30/day for 30 days, or \$15/day for 60. Either way you are giving it a real runway, not a weekend.

Do not judge a single ad until it has had about 1,000 impressions. Below that you are reading noise, not results.

Month one the platform is learning and so are you. Month two she starts recognizing you. Month three it compounds. Trust the marketing process like you trust the healing process.

THE BANK FLAG

The first time you spend on Meta ads, call your bank or text them in the app and tell them the charge is coming. Card companies love to flag a brand-new ad charge as fraud, freeze it, and silently kill your campaign mid-learning. One two-minute heads-up saves you a dead account.

If you are brand new

No healed photos yet? No problem. Start by building proof.

1

Model Call

Run a few brows at a discounted model rate to build your portfolio fast. You are buying content and confidence, not profit. Raise your price after.

2

Trial Reels

Post organic before-and-afters and the fake-reveal hack to your own page first. Find the clip that gets saved and shared, THEN put money behind it.

One more thing on cost

What you pay to show your ad to 1,000 people (that is CPM) moves with the calendar.

Jan-Mar

Cheapest window of the year, around \$20 CPM averaged across our accounts.

November

Priciest, around \$40 CPM, because every retailer on earth is bidding for the same eyeballs.

Those are OUR-AVERAGE estimates across our accounts, not a guarantee. The takeaway is simple: the new year is the cheapest time to start, and the holidays cost more. Plan around it.

JASMIN, HER ACTUAL NUMBERS

Jasmin did not invent a new ad. She ran this exact format, vertical UGC video, healed results, free preview offer, no price in the ad. Her leads came in at about \$2-3 each (337 leads on \$762 in her first phase). Then \$1,188 in spend turned into about \$17,250 in 45 days. Same recipe, her face.

The ad is not the magic. The format is just the ticket in. What you do with the lead after she taps is where the money actually lives, and that is the next chapter.

CHAPTER 8

80 Seconds: The Bot That Texts Like You at 2am

Fast enough to catch her, human enough she never knows.



The result-photo collage the bot texts mid-nurture.

The 80-second sweet spot

When a lead raises her hand, she is interested right now. Not tonight. Not when you finish your client.

So we text back in about **80 seconds, median**, day or night, seven days a week. (Average across our artists.)

That is the sweet spot. Fast enough to catch her while she is still on her phone, slow enough that it never feels like a robot fired off a form reply.

A lead who waits an hour for a reply is a cold lead. A lead who hears from you in 80 seconds feels seen.

The brutal truth about replies

Here is the part nobody tells you. **40 to 60 percent of your leads will never reply.** That is normal for cheap ad leads, and the math still works because the leads are cheap.

Now the part that actually matters. Of the leads who DO reply, look at when they do it.

~50% of the leads who reply do it after your very first text.

~80% have replied by the third message.

~95% have replied by the fifth.

Read that again. Half of your repliers are hiding behind messages two through five. If you text once and quit, you leave most of your bookings on the table.

FOLLOW UP

You paid for these leads. They volunteered their number. Following up is not pestering. It is the job.

It takes about 9 nudges to book

A booked consult takes a **median of about 9 follow-up nudges** across our artists. Booking is a nurture, not a transaction.

The full cadence runs **40 days**. The bot does every one of those touches, in your voice, so you never have to chase anyone.

WHEN	WHAT GOES OUT
Minute 1	Ringless voicemail in your voice + a text + one example brow photo

+5 hours	A small collage of healed result photos
+16 hours	A little humor to restart a quiet thread
Days 1-4	Friendly check-ins, then a graceful "no worries if not, just say so" out
Day 7 + Day 14	Fresh, specific times to choose from
Day 40	A re-awaken text, because timing changes

What a real booking actually looks like

This is the part people get wrong. They jump straight to "want to book?" A real conversation earns it first.

Hey Jess! It's Isabelle. Saw you asked about brows. I do very natural results, never the harsh blocky look. What made you start looking into it?

honestly mine are so patchy from over plucking lol. but I'm nervous they'll look fake

That fear is the #1 thing I hear, and it's exactly why I map your shape on first with removable makeup so you SEE it before anything is permanent. You leave wearing it.

oh that actually makes me feel better. how much is it usually?

The consult itself is totally free, and pricing's custom since I map your exact shape in person (payment plans available too). Want me to grab you a time?

yeah let's do it

Love it. I've got Thursday at 2 or 6, or Saturday at 11. Any of those work?

Saturday 11 is perfect

Done, Saturday at 11 is yours. I set that time aside just for your mapping, so I'll send a reminder and the address. Can't wait to show you your new shape!

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual funnel ran on this exact engine: 105 consults booked, 60 showed, 30 booked at her full \$550 to \$600. The follow-up is what filled it.

"I don't want to be talking to AI"

This is the objection every artist has, and Jasmin had it worse than most, because she had already heard it from her own leads.

“Even when I was answering my leads on my own, I would get people like, oh, is this AI? Or, I don't want to be talking to AI. So yeah, I was very skeptical.”

— Jasmin

Her exact fear was that it would sound like ChatGPT. That it would type something that sounded nothing like her, get a fact wrong, and she would end up jumping in and answering everybody herself anyway.

That is a fair fear, and it is exactly why Evan spent a year and a half building this instead of wiring a chatbot together in a weekend. Building AI systems is his actual job, and this bot is the thing he has been refining that entire time. It learns how YOU talk, and anything you do not like, you change.

“I love how customized it was. How we can tweak certain things that I didn't like about how it responded.”

— Jasmin

The thing she actually noticed day to day was not the writing. It was the hours.

“It's literally having an employee. The bot's just constantly working overtime. It'll be 7am and it'll be booking consultations, where I know before, I would not be able to do that.”

— Jasmin

Why we do this over text, not Messenger

People ask why we don't run messaging or Messenger campaigns. We tested it. They flop.

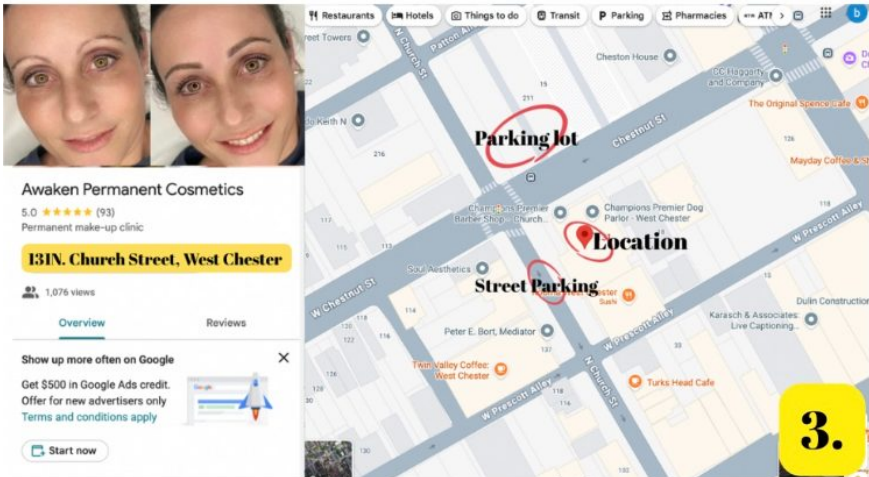
Two reasons. First, the platforms block you from auto-following-up more than 24 hours after her last message, so your 40-day nurture dies on day one. Second, nobody lives in Messenger.

Everybody is on their text messages. That is where the 9 nudges land, and that is where she books.

CHAPTER 9

She's Already Decided Before She Walks In

How we took no-shows from half her calendar to almost none.



The pre-visit pack: who you are, where to go, where to park.

Here's the dirty secret nobody tells you. A booked consult and a shown consult are two completely different things.

When I started, about half my consults just didn't show.

I'd block the time. Get my station ready. And nobody walked in.

Jasmin lived this too. In her first stretch, booking every consult by hand with nothing behind it, she booked 36 and 21 of them canceled or never showed. She got 15 women through the door out of 36.

21 of 36

Jasmin's consults that canceled or no-showed while she was booking them by hand, with no show-up system behind her.

60 of 71

Once the show-up system was on, 60 of the 71 women who kept their appointment on the calendar actually walked in. That is an 85% show rate, and only 11 no-shows out of 105 bookings.

I will be straight with you about the number I just skipped. Another 29 told her ahead of time that they could not make it. That is a cancellation, not a no-show, and it is a completely different problem. A cancellation hands you your slot back. A no-show costs you the hour, the setup, and the mood.

A no-show is almost never about you

I used to take it personally. It's not personal.

She's not flaking because she changed her mind. She's flaking because she's nervous, she's busy, and you're still a stranger she found on her phone.

So we stopped trying to "remind" her harder. We started building trust before she ever arrives.

Two levers move the show rate: help her picture walking in, and make her feel cared for before she does. That's it.

Lever one: help her picture it

People don't show up to a place they can't picture. Confusion is a silent no-show.

So the day before, we text her a little pre-visit pack. Not a cold address. A picture in her head.

1 A photo of me in my studio

She sees my face and the actual room she's walking into. Now it's a person, not an appointment.

2 My door, circled

A photo of the entrance with the exact door circled. She knows she won't be standing in a hallway feeling dumb.

3

A parking map

A marked-up Google Maps screenshot showing exactly where to park. One less reason to bail.

4

How the consult will go

A short note: we'll map your shape, you'll see it drawn on your face, no pressure, no commitment. The unknown is what scares her, so we remove it.

PICTURE IT

A lead who can see herself parking, walking in your door, and sitting in your chair has already half-shown-up in her mind. The body tends to follow the picture.

Lever two: make her feel cared for

This is the cheap one that almost nobody does. The day before, we make her feel like a guest, not a transaction.

The morning of, my favorite text in the whole system goes out.

Hi Sarah! I'm getting your spot ready for this afternoon. Quick question, would you prefer coffee or sparkling water when you come in?

omg coffee please so excited

Perfect, I'll have it waiting for you. See you at 2! The door with the gold handle is mine, parking's easiest right out front.

Look at what that text really does.

It's a show-up nudge wearing a hospitality hat. The second she answers "coffee," she's committed. People don't pick a drink for an appointment they're planning to skip.

THE DOUBLE-CONFIRM

We pair the care text with a gentle re-confirm. Not "you better show up." Something like, "I set this time aside just for you, want to double-confirm it still works 100%?" A tiny yes the day before quietly locks in the show.

Why this works

She walks in already feeling like she knows you. She's not meeting a stranger. She's meeting the woman who circled the door and is holding her coffee.

The sale gets easier too. A warm, cared-for client trusts you before she ever sits down.

"People decide whether they trust you long before they're in your chair. The pre-visit pack is where that decision actually happens."

— Isabelle

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual numbers: 105 consults booked, 60 showed. That's the engine that turned \$1,188 in ad spend into about \$17,250 in 45 days. Half those shows came from a calendar that used to leak.

A confirmed booking is a maybe. A cared-for, can-picture-it lead is a show. Win the day before, and you win the consult.

The Chair Is Where You Get Paid

She is already in your studio. Now you just have to not talk her out of it.

The ad got her curious. The bot got her booked. The chair is where the money actually changes hands.

A strong artist closes 60 to 80% of the consults that show up. That is our average across artists who have run real reps.

JASMIN, HER ACTUAL NUMBERS

Jasmin's actual close rate today is 50%, 30 booked out of 60 who showed. And it climbs every single week, because closing is a skill that compounds with reps just like brows did.

She drove to you. She is sitting in your chair. This is the warmest she will ever be. Do not wing it.

The 5-step flow that closes

- 1 Connect**
Before brows, be a human. Ask about her day, her drive, why now. A regulated, warm you outsells a nervous, rushed you every time. People buy the person first.
- 2 Find her why**
"What made you finally book this?" She tells you the pain. Maybe she is sick of drawing them on every morning. Maybe she has a wedding. Whatever she says, that is the thing you sell back to her later.
- 3 Educate and kill the fear**
Her #1 fear is looking fake or too dark. Disarm it before she raises it: "We can always add more, but we can never take away. That is exactly why we go natural first."

4 **The preview (this IS the close)**

Map her shape and lightly fill it in with makeup so she sees the brows on her own face. Do not stop until she genuinely loves it. She is now looking in the mirror picturing them permanent. The sale is basically done.

5 **Price, then book**

Only now do you talk money, and you book her before she leaves. Never end with "let me know." End with two specific times and a deposit.

THE MIRROR MOMENT

The preview is the whole game. Tell her up front "this is a rough draft to show you the idea, at your appointment I use rulers and tools for perfect symmetry." That one line stops the nitpicking before it starts and makes her fall in love instead of audit.

Build the value WHILE you map

Do not map in silence. Narrate the dream while your pencil moves.

“Imagine waking up like this. No pencil, no 20 minutes in the mirror, you just open your eyes and your brows are already done.”

— Isabelle

People buy on emotion and justify with facts. The preview is the emotion. The price comes after she already wants it.

Two ways to handle price. Pick one. Never go vague.

The fastest way to lose a sold client is a cold, wide range like "somewhere between \$400 and \$700." She hears the high number and starts guessing. Pick a lane instead.

STRATEGY	HOW IT SOUNDS
Anchor	"Brows are \$X all in, and you can split it with a payment plan. Today was free." Use when your price is simple and clear.

Defer to the free
consult

"Pricing is custom so I quote your exact number once I have mapped you, which we just did. We have interest-free plans too." Use when your price is higher or she is price-sensitive.

The 3 objections, and exactly what I say

1

"It might be too dark"

"I hear that a lot. Here is the good news, we can always add more, but we can never take away. We start soft and build, you are in full control." (This line also sells the paid perfecting visit.)

2

"That is expensive"

"Totally fair. Quick question, if I had a payment plan, would you feel comfortable moving forward today?" If she says yes, it was never about money, set it up. If she still hesitates, it is fear, not price, so go back to healed photos and reviews.

3

"Let me think about it"

"Of course. Just so I know I explained everything right, what part are you unsure of?" Nine times out of ten she names the real objection, and now you can actually answer it.

The deposit and the touch-up

Frame the deposit as fairness, not a hurdle. "I take a \$150 deposit to hold your spot, it just protects the time I am setting aside only for you." When you act professional, people treat you professional.

Then close with two times and the deposit in one breath. "I can do Wednesday at 3:30 or Saturday at 10. I take the \$150 now to lock it in."

BOOK THE TOUCH-UP NOW

Book her perfecting visit before she walks out the door. She is already excited and already in your calendar. Rebooking a healed client weeks later is twice as hard, so do it while she is sitting right in front of you.

You learned PMU by doing it on real faces. You learn the close the exact same way. Every consult makes the next one easier.

The Machine That Pays You Twice

Paid ads bring the client once. The engine keeps cashing in on her forever.



Here is the part nobody tells you. The ad is the cheap part.

Paid ads bring me a steady 15-20 new clients a month. That alone would be a great business.

But every one of those clients is not an ending. She is a seed.

One client does not stay one client

Watch what one new brow client actually turns into.

1**She leaves a review**

About 2 weeks after her touch-up, when she is happiest and her brows have healed natural, she leaves a 5-star review. That review pulls in free organic bookings forever.

2**She refers her friends**

A double \$50 card (one for her, one to hand a friend) turns one happy woman into two, three, four more clients I never paid an ad dollar for.

3**She books another service**

Once she trusts me with her brows, lip blush, liner, and lash line are an easy yes. One client, three more appointments.

4**She becomes my proof**

Her healed photos go into my portfolio, which makes the NEXT sale easier and pushes my close rate up.

So one ad lead does not just become one client. She becomes a review, a referral, three more services, and a piece of proof that closes the next ten. That is compounding.

The two loops that never stop

Reviews feed the first loop. More reviews mean more free organic bookings, which means more clients, which means more reviews. I have 100+ five-star reviews now, and they book people while I sleep.

Reps feed the second loop. Every consult makes me sharper. More clients means a bigger portfolio means more proof means an easier close means a higher close rate.

THE COMPOUND

This is the difference between a job and an asset. A job pays you once for the work. This engine pays you again every time a client reviews, refers, rebooks, and becomes proof. You build it once and never turn it off.

JASMIN, HER ACTUAL NUMBERS

Jasmin started closing about 50% of the consults who showed (30 of 60). As her reps and her portfolio grew, that number kept climbing toward 60-80%. Same ads, same spend, more money out the other end.

\$1,500-3,000+

The real lifetime value of one PMU client once you count the touch-ups, the long-term returns, the other services, the tips, and the referrals she brings.

The 4 habits that multiply every client

This is the whole engine in four moves. Do these every single time.

THE HABIT	WHAT IT DOES
One model, 10 pieces of content	A single appointment becomes before, mapped, after, reaction, FAQ, testimonial, healed. Most artists shoot one pic and stop.
The review ask, framed right	Ask 2 weeks post touch-up, and frame it as helping the next nervous woman feel safe, not a favor to you. Text the Google link right then.
The double referral card	\$50 toward her next visit, \$50 for a friend. Two physical cards so she keeps one and passes one.
The same-day add-on	Only after she is sold on brows: \$50 off lip blush or liner booked the same day.

The ad gets her in the door once. These four habits are what turn that one visit into a client who pays you for years and sends you three friends.

“I stopped chasing clients the day I built something that brings them to me, then keeps paying me long after they leave the chair.”

— Isabelle

Could You Do This Alone? (Yes. Here's What It Costs You.)

I just handed you the whole machine. Now let's be honest about running it.

Here's the part no one in this space will tell you. Yes, you can do every bit of this yourself.

I just gave you the offer, the ads, the texts, the close, the follow-up. It's all in your hands.

So the real question isn't "can I." It's "do I want my week to look like this."

One lead, start to finish

A lead comes in. To book her, you reply in about 80 seconds, day or night.

Then you follow up. Not once. A median of 9 nudges over 40 days before she books.

That's our average across artists. One lead. Now multiply it by 200 leads a month.

40 to 60 percent of leads never reply at all. The money is in the ones who do, and they only book because someone chased them for six weeks straight.

Your actual week, by the hour

These are my own estimates, from running every one of these jobs myself, week after week, before I automated them.

THE WEEKLY JOB (DIY)	HOURS/WEEK
Film and edit new UGC video (ads fatigue fast)	4

Build, launch, and read your ads	2
Reply to every lead within ~80 seconds, 7 days	5
Follow up ~9 times over 40 days, per lead	4
Chase reviews and referrals every week	2
Confirm, remind, send the pre-visit pack	1
Total	~18 hrs/week

Eighteen hours. That's a second part-time job sitting on top of the brows you already do.

So do the math on YOU

My time is worth about \$150 an hour now. That's not a flex, it's just where the work took me.

Eighteen hours a week at \$150 is \$2,700 of my time. Every week. Gone into admin.

THE REAL PRICE

The ads aren't the expensive part. YOUR TIME is. You're not "saving money" doing it yourself. You're paying yourself \$150/hour to text strangers at 9pm.

And that's if you do it well. Miss the 80-second window or quit at follow-up number three, and you just bought leads you'll never book.

So automate in this order

Eighteen hours is real, and most artists cannot find eighteen hours. So do not try to run all six jobs at once. Buy your time back in the order that pays best.

- 1

The 80-second reply, first

This is the single highest-leverage hour in the list. Even a saved auto-text that says "hey, it's me, give me a few minutes and I will get you sorted" holds her attention until you can answer for real.

2 Then the follow-up cadence

Nudges two through five are where most of your bookings are hiding. Put the nine touches on a calendar reminder if that is all you have. A dumb reminder you actually follow beats a clever system you abandon.

3 Then the pre-visit pack

Write the studio photo, the circled door, and the parking map ONCE. It is the same three images for every lead forever, and it is the cheapest show-rate lift there is.

4 Then the content

Batch it. One model appointment shot properly is a month of ads. Filming weekly is what burns people out and it is the first thing to drop when you get busy.

The order matters more than the tooling. Speed first, follow-up second, show-rate third, content last. Fix them in that order and every hour you spend lands on the biggest leak you have left.

And be honest with yourself about the hours you can actually protect. Half this system run consistently beats all of it run for three weeks and then dropped.

You became a PMU artist to do brows. Not to become a part-time media buyer, copywriter, and 9pm text responder. Spend your hours where you're worth \$150 an hour.

“I learned the hard way that the most expensive thing I owned was my own time. The day I stopped doing the busywork is the day the business actually grew.”

— Isabelle

You're Already Good Enough. You're Just Missing The System.

The two numbers, one more time, and the three moves that start it.

Let me bring it all the way back to Jasmin.

She is not a celebrity artist. She is not the most talented brow tech in the country. She is good, and she wanted consistent.

JASMIN, HER ACTUAL NUMBERS

\$1,188 in ad spend turned into about \$17,250 in 45 days. That is Jasmin's actual Phase 2 result, before a single tip, referral, or repeat client.

105 consults booked. 60 showed up. 30 said yes at her full price of \$550 to \$600.

That is a 50% in-studio close (30 of 60), with zero discounting. And it is still climbing.

THE PART NOBODY TELLS YOU

Jasmin's close started at 50%. Across our artists, once you get reps in the chair, it climbs to 60-80%. The skill you already have plus the reps the system feeds you is what compounds. You are not starting over. You are getting leverage.

Read this slowly

Your brows are not the problem.

You already do work people would pay \$500, \$700, \$900 for. I have seen it.

What you are missing is the machine around the chair. The ads that bring new women every month. The follow-up that does not quit at one text. The consult that closes.

You don't need to get better at brows to get booked out. You need the system that puts the right women in your chair, on repeat, every single month.

"I lost over \$10,000 to agencies and courses before I cracked this for my own studio. I wrote this so you do not have to bleed that to learn it."

— Isabelle

So here is where to start this week

Do not try to build the whole machine at once. Three moves, in this order, and you will know inside a month whether this works in your market.

1

Change the offer first

Stop advertising your service and start advertising the free preview. Name it like a deliverable, "20-Minute Brow Mapping and Preview," and take the price out of the ad entirely. This one change costs you nothing and it moves everything downstream.

2

Film one honest vertical video

Your phone, your hands, your studio, healed results. Lead with the after in the first two seconds. Then put \$30 a day behind it for 30 days and do not touch it, because judging an ad on day three is how most artists kill a winner.

3

Answer fast, then refuse to quit

Reply in about 80 seconds, then follow up nine times across 40 days whether she answers or not. This is the unglamorous part, and it is the part that separates the artists who stay booked from the ones who stay busy.

That is it. No new skill, no new certification, no waiting until your work is better.

You've already done the hard part. You learned the craft. Let's go put it in front of the women who are looking for you right now.

I'll see you on the other side.

Isabelle

Every term, decoded

CPL, Cost Per Lead

Ad spend divided by leads. Under ~\$5 is strong.

CPM, Cost to reach 1,000

What Meta charges to show your ad to 1,000 people.

CTR, Click-Through Rate

Of people who saw it, how many clicked. A read on the video.

CAC, Customer Acquisition Cost

Total ad spend divided by new clients. Keep it far below LTV.

LTV, Lifetime Value

Everything one client pays over time: first visit, touch-ups, future work, referrals.

Speed-to-lead

How fast you reply. The sweet spot is ~80 seconds: quick, never robotic.