



BROW SECRETS™  
INTERNATIONAL

Special Report



# Confessions of a Salon Growth Expert

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# COPYRIGHT

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# CONFESSIONS OF A SALON GROWTH EXPERT!

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When it comes to owning and running a beauty spa or salon, I can tell you there is a single “secret question” that holds the power to catapult you and your business with more authority and speed than anything else. It is not only the key to unlocking the door of success in the beauty industry, but the solution for staying there.

Running a business you love is very different to running one that leaves you feeling trapped, drained and little or no time for growth. In this special report, you will discover how to remove one of the highest stress factors out of your business and finally start building rather than coping.

My name is Elle Wilson. I am the President and Co-Founder of Brow Secrets™ International and the creator of the world’s premium brow brand, TrueBrow™. I have worked with countless entrepreneurial women as they begin to not only grow their businesses, but find a deeper fulfillment and happiness in their lives.

I always love to connect with salon owners from around the world and I’d love to hear directly from you. Please feel free to send me a friend request on Facebook by clicking the link <https://www.facebook.com/ellewilson524> . If we connect on Facebook, I’d be happy to add you to our exclusive group called the “Art of Entrepreneurship”. It’s designed specifically for business entrepreneurs and I would love you to join us.

Don’t let anyone tell you balance isn’t important in your life. You need it and unless you put certain essential key factors in place in your business, you will always be trying to achieve it.

Your life needs balance as you juggle your children, families, friendships and all that need you. True success is about all of them working like a well-oiled machine. More on this soon.

I truly believe through honest and authentic storytelling, we learn and often experience realizations that transform us.

In this confession to you, the salon owner, I had to choose and choose well. I wanted to open my world up to you and give you an intimate view of me and let you in on exactly how I was able to build a premium brow brand.

Why?

To offer you everything I've got that can take you to the next level in your life and your business, without making the same mistakes I did; without the stress that I and so many other salon owners endured in building a brand. Stress is not only a mental health issue, it is also one of the biggest causes of physical ailments, big and small.

Removing stress whilst building a brand is essential for your happiness and success. Balance can be available to you right now, trust me, I know.

Before we get into the practicalities of turning your brand into a wealth building enterprise, a little about me...

My life was not always glorious because I wasn't.

At the ripe young age of 19, I developed anorexia and bulimia. Was it a disease? Yes, of course, a dis-ease of thought and feeling. Looking back, I really was simply trying to sort out living and got caught in the lack of knowledge and understanding that I had. It was a very, very big misunderstanding of mine and extremely painful.

Why is this important to share?

Because this negative mindset of anorexia and bulimia isn't reserved for the anorexics and bulimics of this world. Negativity is the one greatest 'enemy' you have in your world that prevents you from living a glorious life. Its insidious nature comes in so many forms that you may not even be aware of.

Let me outline a few for you here:

- Competition
- Excuses
- Comparisons
- Lack of self-worth
- Dissatisfaction
- Fear of not being enough
- Fear of being exposed
- Gossip
- Fear of... Should I go on?

It took me decades to learn the insidious nature of negativity and where it came from. Negativity serves a purpose, this is why we chose it and it was putting me 'in the corner.' Even then, I never believed I was a victim of the state of the economy, my bank balance, whether I was being loved, had enough clients or a great team. I also had a side of me that was infinitely positive, however, I took a wrong turn.

It was and has been the greatest wake-up call ever!

The anorexic and bulimic mindset was simply the blown up version of the tiniest speck of negativity we harbor within us.

Whether it is a tiny speck or the full, blown up version, it is still the same thing. We think one is better than the other and yet, even the tiniest speck of negativity shuts down our potential. Remember, this mindset has a purpose which of course has its core roots in fear.

It will keep you feeling drained, overwhelmed and coping with your life rather than living it and building your dreams. Do you recognize the following? Come... let's have some fun.

- Busy week... clients coming on time... no cancellations – wow I am happy!
- Cancellations... no sunshine... gloomy days... team members off sick – unhappy, down in the dumps.
- Doing great work... clients writing lovely reviews – happy days!
- The client was not satisfied and complained... bad review... team member leaves – sad days!

Can you see this sinister pattern? This was mine, like dust in the wind. Where were the roots a strong, formidable tree needs to grow and blossom?

A mindset of negativity always seems to become stronger when things get tough or more pressure is being experienced. That is because when things are going well, we don't need it so much; we're satisfied and life goes on. However, as a budding or a full-blown entrepreneur when is life easy? Not very often.

So, whenever we are not getting what we believe we need or want our 'trusted ally', you know that little voice, rears up to help out.

It comes in and says very quietly, "I can help".

If you are wondering why I want you to set yourself free of this mindset prior to me sharing the "secret question", it's because all the problems you experience in your life are fuelled and recreated by this.

This includes your team building issues, relationship issues, family issues, health issues and the unconscious issues you have with success.

I know you have a burning desire to build your brand and let the world experience your message. This desire doesn't need to put your life and your families in the firing line. If it is, you are doing something wrong.

A key characteristic of a negative mindset is that it believes it needs to take to get. It has no concept of love, sharing, and abundance. It exists in lack and therefore, is always in survival mode. It continually takes and when it does give, there is always a hidden agenda.

Therefore, whenever the negative/fearful mindset wants something, or even worse, thinks it needs something, it has no qualms about how it gets what it needs or wants. This is where the inner negotiation begins. We can justify our way through anything, even the most awful behaviour.

Here, we see the misunderstanding so many team members have about their salon workplace. Here, is where we see them justify that it is perfectly okay to steal clients from their employers using underhanded behaviour. This type of person is still under the spell of the negative/fearful mindset.

There is no justification for taking what doesn't belong to us. Ultimately, it breeds insidious fear and lack in our lives. If these people knew the true consequence of their actions, they would probably avoid this behaviour like the plague.

Let me share how I broke free and began living a life I loved, with strong roots and a tree that continues to blossom, regardless of the weather.

My anorexia and bulimia were a cry for help. The wrong turn I took had devastating consequences. I had no idea how to climb out of the deep well I had built. No love, no peace, no trust, no meaning, no matter which direction I turned.

However, the tiny little voice within me began to find a way.

## WHAT IS SUCCESS?

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But before we get to it, let's look at the term "success".

It is so easy when we look out into our world, which now includes countless social media platforms, what the 'world' defines as "success", everywhere!

But what is success really to you? Is it financial freedom, beauty, relationships, recognition from your peers? Until you knuckle down and work this out you will not know what you are striving for.

It took years to recognize what the true meaning of success was for me. Was it about doing the most beautiful brows in the world? Owning the world's premium brow brand? Having hundreds of students and salons around the world? No. All of these things are a product of what I value the most in my life.

They all became my reality as I began to give all of my attention and total focus to what I found most meaningful... and that is, love.

This might sound corny to some of you, but without love being the driving force of everything you do, you will fall prey to all things negative.

When I was courageous and brave enough to see the love within me, be the love within me, and choose it, everything changed. I take this new perspective and knowledge in everything I do... Everything!

When it's missing, so am I. Love showed me the way as I began to replace false principles in my life with true principles; principles that gave me a life I really, really loved living. Surprisingly enough, this is where I found my self-worth and value; these qualities no longer perceived outside of me. I became a woman that I really liked.

What's your version of true success?

Even though I was undoing the 'cunning' mind of fear, it wasn't an easy ride.

Fear disguises itself up in all kinds of wrappings. Throughout this report, I will let you in on some of the easiest ways you can avoid being tripped up. This information is gold for someone who wants to live a meaningful, purposeful life. This is what the typical education system leaves out. The world is craving this right now.

# SUCCESS UNSHARED IS FAILURE

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When Gandhi said “be the change you want to see in the world”, this is what he was talking about.

Pick up the gauntlet here and begin not only changing your life, but extending it out into your world. You have everything to gain and nothing to lose.

Your business’s success depends on this and soon I will show you why.

## SO, WHAT IS THE “SECRET” QUESTION?

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One of the big red flags of the mindset we have been speaking about is the difference between ‘building’ and ‘breaking down.’ The negative/mindset has no qualms with breaking down anything. It thrives on it and it all begins with how you see and know yourself.

It became clear to me that no one and nothing outside of me held the power to my success, to me building a glorious life. I began undoing the mess within and I mean really undoing it right to its core.



The beginning of authentic success came from changing my inner needs and wants. Replacing the false with the true. A whole new world opened up to me. I began tasting my future self and my entire focus was on being that woman.

When you begin the task of undoing the parts of you that lack the honesty, maturity, and knowledge to believe in what you really are, things begin to open up.

We do have the power to choose in every moment. Even when we get it wrong, we can pick ourselves up and choose again. We have the strength and courage within to find powerful solutions in our lives. We can become the very best and most glorious part of ourselves and at all costs stay connected with each other.

It happened for me. I let go of thinking I knew everything and had the courage to accept what I didn't know. The courage to be wrong or not know something opened up inner resources within me which, as you will soon see, changed my world.

Everything had changed. My heart and my mind were open and the day came when my brow work became a true reflection of what I had access to within.

There I was, staring at my client's eyebrow and knowing deep within I had no idea how to make it beautiful. Yet, I had a deep willingness to know.

Standing in front of her, speechless, my focus was on opening up to the universe of possibilities. I wondered if Michael Angelo, Leonardo da Vinci or Einstein had the same openness; the same access.

A new creativity had opened up within me as I had let go of the mindset of lack and what began to emerge was what has now (more than 15 years later) developed into the TrueBrow™ System.

I recognized how futile it was to let my ego into this process because it just never worked!

I had to relax, open, and soften into what already had it handled. I began looking at a woman's brow in a completely new way. My perspective had completely shifted. Instead of concepts and ideas about how a brow should look, my work had a soft and effortless flow.

Every brow was a new opportunity and new invitation to transform my client. Over the years, more and more opened up as the TrueBrow™ System began to truly reach its potential.

Throughout this time, even without me really noticing, something became incredibly obvious. My business was growing exponentially.

My marketing budget was down to zero! No exposure, just ordinary, average brows walking in and breathtaking brows walking out.

I had created a new and unique difference in my business by offering my clients a skill they had never seen before, and desperately wanted.

Chanel, Dior, and Valentino were taking care of the fashion. I was taking care of the brows.

My brow work took me out of the competitive arena, which we all now know comes from the old mindset, and into an arena of my own. I had no competition, except to continue producing the beautiful work that became my brand. A brand now reaching women around the world.

My stress levels decreased incredibly. I no longer focused on making decisions for my business that were based on fear from looking at what others were doing and trying to keep up with them.

As business owners, we are building a brand 24/7 and building a brand that will withstand the test of time is a skillful exercise.

My marketing was walking around on two legs, and I was challenged to fit in all the referrals and maintenance work.

My brand had grown all on its own by offering a service so extraordinary and one every woman wanted.

What I'd accidentally stumbled upon was actually a very well-researched marketing principle known intimately to MBA professors at top institutions such as Harvard University as being the number one way to grow any business, including YOUR beauty salon or spa.

At that point, I'd neither studied nor heard of it before.

It's the principle revealed by the secret question I alluded to earlier.

This is not a new question. What's new is recognizing that EVERYONE is quietly and continually asking it.

Once you know that, you'll realize what your number one job is as someone building a brand. If you want to have a hugely successful brand, your number one job is to answer this question effectively, and we're going to show you exactly how you can do that.

So, what is it?

Here's the secret question:

As a consumer in your marketplace, "Why would I come to your spa/salon rather than any other in your area? Why should I choose your brand over all other brands to trust and be loyal to?"

That is the million-dollar question!

Everything you do in your business is trying to fulfill this one question for your clients and prospects, isn't it?

Most business owners don't even realize that answering this question meaningfully is the key to exponential salon growth and taking their brand to a new level of success.

That's why it's a secret.

Trying to answer that question comes with a whole host of potential pitfalls. In fact, most salon owners get it completely wrong.

That's why in the remainder of this special report I'm going to guide you through step by step exactly how to answer that question in your business, the right way!

Let's get started...

# MULTI TASKING IS A MYTH

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The only limitation you have as the owner of your business is your focus.

As humans, we can only effectively focus on one thing at a time. What this means is that because your time is limited, what you're focusing on is a huge factor in determining your success.

Everyone has the same amount of time in a day; 24 hours.

Top executives who run multi-million dollar empires, the presidents of countries, entrepreneurs who have their hands in owning and operating 15 different businesses simultaneously, and you in your beauty spa/salon... what do you all have in common?

That's right, you all have 24 hours in a day. No one has any more or less than that.

So, if you want to build a successful brand, you simply must focus on one thing... creating your meaningful difference that your brand offers the marketplace that no one else in your area can offer.

Notice the word "meaningful". It's not about just being different, it's about a difference that is meaningful to your clients and prospects. What makes your brand meaningfully special?

Remember, this is all about answering the question, *“Why would I come to your spa/salon rather than any other in the marketplace?”*. You are working on this every minute of the day, even when you are not at work, you are trying to figure this out in your mind.

You have to give the market an incredible reason. A real reason. And I’m about to show you how.

The beauty industry is fraught with competition. If you don’t answer this question in a meaningful way, you’ll be struggling and balance will always elude you, as will steady salon growth.

So, stop and consider this right now, as it stands today, how is your brand truly unique? What makes it different to any other salon/spa in your area?

And it better be something that you can over deliver on in a way that none of your competitors are able to. Because if you make claims and cannot over deliver on them, no doubt, your business and reputation will suffer greatly!

Do you have an answer to the question?

Can you demonstrate it? Can you show it to me?

What answering this does is create what’s called your USP.

If you’ve not heard of that term, USP stands for “Unique Selling Proposition”. Some people also call it “Unique Sales Positioning”. The meaning is the same. Your USP is your key point of benefit-oriented difference you offer to the marketplace.

So, how do you develop it?

I'm going to show you how I did it with eyebrows. Specifically, why my brow system works more effectively at this than any other service I've ever seen in the beauty industry. I'm also going to share the pitfalls to avoid in this process.

## # 1 DISCOUNTING – DON'T DO IT!

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Firstly, DON'T try to build your business difference through discounting. You're in business to make money. Discounting is the direct opposite to that. Discounting is giving your money away. Discounting is not the way in the beauty industry to build a highly profitable business. Discounters are people who have no faith in what they offer. That isn't you!

Many salon owners will discount even the most outstanding treatments to a 1/3 of the price; treatments you have paid thousands of dollars to implement and train in.

If you're like me, you've no doubt had your hair stand on end when you drive by and see the beauty discount signs or read the coupon offers in the local media. Where others fail to see what really works, I step in. My way of looking at the world is to see opportunity everywhere. You are not in competition with discounters unless you want to be.

So, rather than waiting for other business owners to do the right thing, let me show you how you can shine.

## **#2 STOCKING MAINSTREAM BEAUTY PRODUCTS – IN TODAY’S MARKET, IT’S NOT THE WAY!**

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Many salons are driven by beauty industry products and the companies selling them. They can often be seduced into making decisions rather than by their own inner guidance.

As a result, many salon owners forget to consider this next step.

When choosing a product to stock in your salon, if it does not align with your brand’s values, that means YOUR values, then you cannot be completely in love with it. If you’re not completely in love with it, you won’t convince your clients to fall in love with it either. You can’t fake it, no matter how hard you try, your clients will know.

Because ‘Brands of the Future’ are built on authenticity, in this day-and-age with the speed of information and communications, trying to retail anything we are not madly in love with is impossible.

We hear it all the time in the beauty industry; salons and spas with their money locked up on their shelves.

You end up giving a large portion of your salon revenue to the big, mainstream product companies instead of investing it in a product you love and want your clients to have. A product that aligns with your brand.

How did high-end brow services solve this in my business?

I built a real skill that was in high demand, couldn't be taken from me and was extremely difficult for other salons to offer and compete (more on that in a moment). Plus, I was building trust with my clients and keeping my money in my pocket in the process. I was building a brand with a foundation of excellence and a specialty brow service.

Don't get me wrong, we need exceptional brands to partner with, my point is, choose wisely.

## **#3 BEAUTY EQUIPMENT – IT'S AN EXPENSIVE EXERCISE!**

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I've been there and tried that.

Another way salons try to develop their uniqueness is by purchasing expensive, specialized beauty equipment. Many even take out loans and lease machines and equipment in the hope that their business will thrive.

The problem with this is that the salon owner around the corner is often thinking and doing the very same thing; being approached by the same companies.

It can be shaky ground and can leave you feeling a little vulnerable if you based a large part of your business on this model.

Another issue with equipment differentiation is that it almost always requires big purchases.

As a result, it can tie up your cash flow and put you in debt.

In just a few years, it's often dated and/or worn out and needs upgrading so you end up out-of-pocket, again, trying to catch up. You're like a hamster on a beauty wheel, constantly looking for that 'thing' that will have your clients by-pass hundreds of other businesses and choose you.

When you think about it, why did you enter the beauty industry? Was it to create beauty through your skill and expertise? Beauty equipment can often lack real job satisfaction for you and your team. It lacks the passion and meaning of a creative brow service. It doesn't draw out creativity and stimulate personal ongoing internal resources, skill building and the personal development that my brow system does. Everyone loves to grow and evolve, whether it is in their personal life or skill level, we get the best out of ourselves and others when we are always able to reach our potential.

That is why you MUST...

# MAKE SURE YOU CHOOSE AN “IN DEMAND” SERVICE

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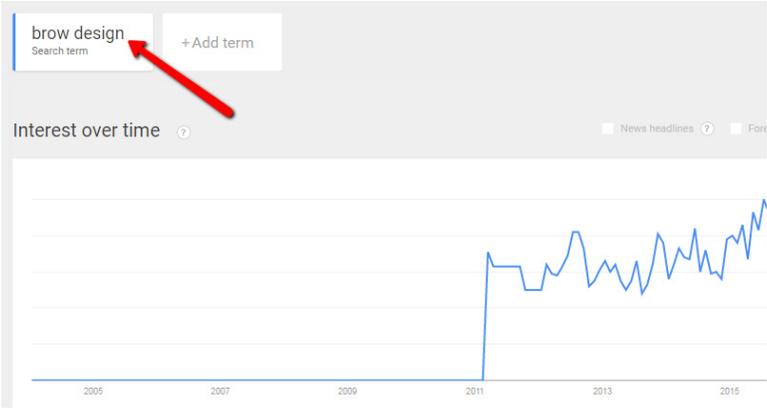
Your USP done the right way is not about your business; it's about your marketplace. Like in other aspects of life, it is about the “person”!

If the way in which you create your unique offering is not through an “in demand” service, you're wasting your time, money and effort and failure may be just around the corner.

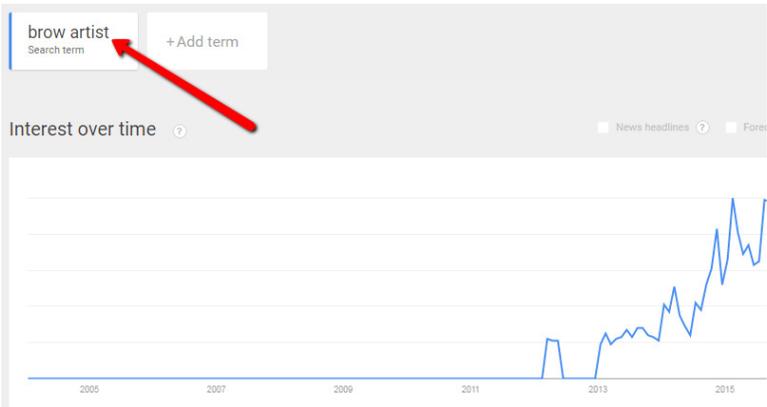
Don't fight statistics. Go with them.

Look at these results from Google Trends.

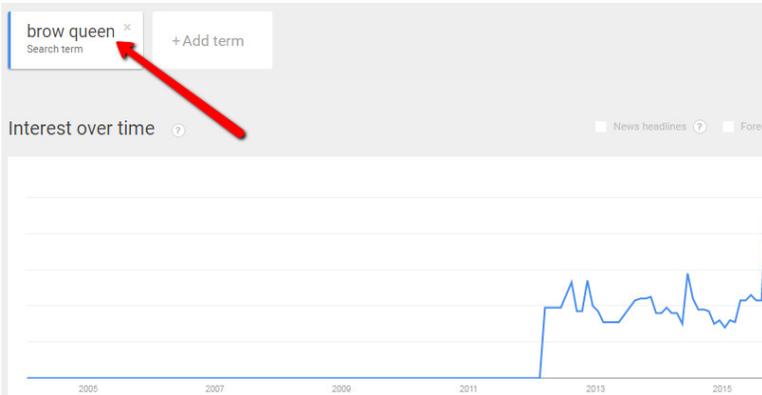
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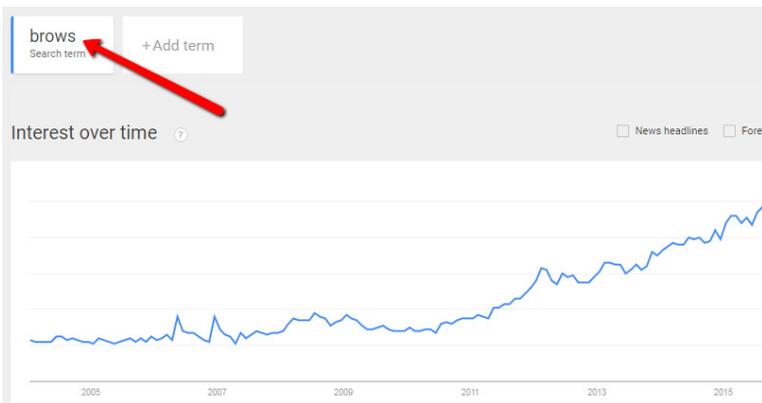
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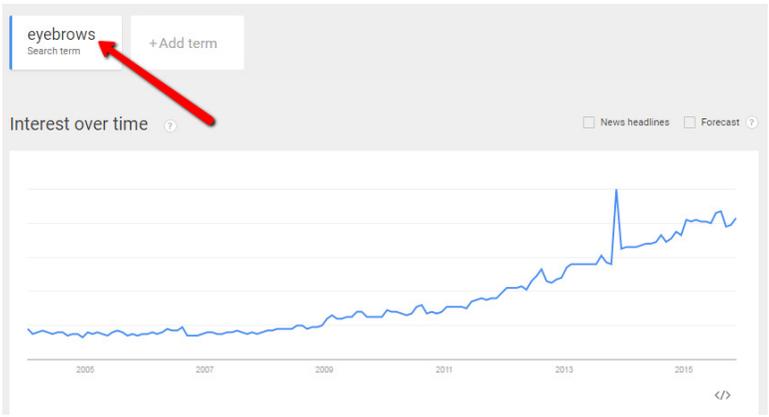
Search term: "Brow Queen"



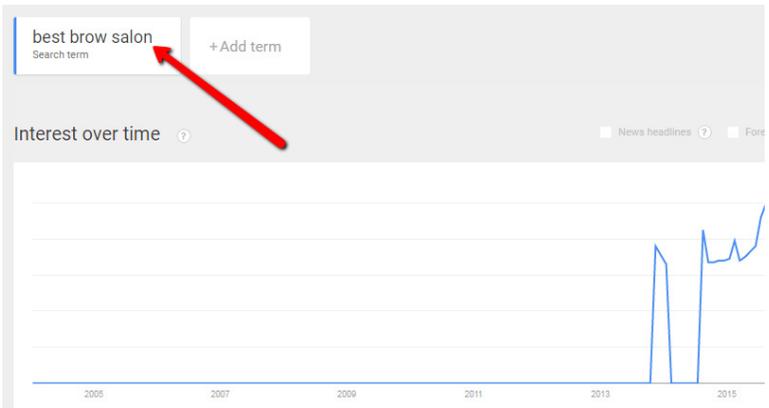
Search term: "Brows"



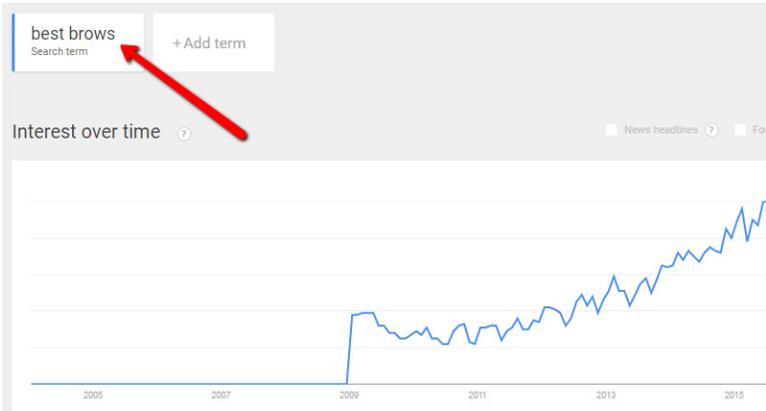
Search term: "Eyebrows"



Search term: "Best Brow Salon"



Search term: "Best Brows"



Conclusion, natural brow restoration and design are hot!  
That's obvious. They are in demand and rising.

# FOLLOW TRENDS - NOT FADS!

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Huge mistake. Never try to build your uniqueness with fads. A brand that will withstand the test of time is never built on fads or quick fixes.

Brows are huge, that's obvious. They're certainly in demand.

But knowing that doesn't give you your meaningful difference in the marketplace. Don't get caught out here.

We know brows aren't going anywhere. Your brows are in the center of your face and high-end brow design will always be an "in demand" salon service. That's the good news.

But not all brow services are created equal, and there are many fluctuating fads in the brow industry.

Let's talk about how new fads enter the marketplace. First, there is a demand; somehow the word gets out that women want a solution to a problem.

Everyone wants to have a beautiful brow and the marketplace is filled with solutions.

Brow extensions, micro-blading, semi-permanent tattoo, skin staining... the list goes on and you, the professional, are left to make one of the most important decisions in your business.

After all, your clients are not guinea pigs and they may let you give this or that a go, but they will not tolerate incompetence. We, as beauty professionals, only have one go at it and we need to make it count.

Loyalty from your clients comes not from trying everything and hoping for a positive result, but rather, by you making powerful decisions based on what will ultimately solve their eyebrow problems; giving them the real deal.

When you offer to naturally restore your client's brow instead of an alternative, even when she believes it impossible, you will begin to experience the real meaning and strength of loyalty and trust.

Your responsibility is to do your research and make the right decisions. Fads are not loyalty worthy. They lose you clients faster than you can think and they simply do not have the longevity you need to build a long-term successful business.

Microblading or feather stroking is one of these services; with outcomes so shaky and the bad experiences so painfully obvious to the client. This is the fastest way to client attrition and you know how fast bad news travels.

When you get women to drive two hours to your business, as they drive by hundreds of other spas and salons, without ever having laid eyes on your salon décor or experienced your salon ambiance, you know you have nailed 'differentiation' in your business. Your USP has been mastered.

How do I know?

This is what happened to my business. This is how my business grew within months to a level where it was a business asset I was able to sell three years later for a very healthy profit.

This is how my business attracted women from over a two hours drive away just for their brow appointments. It blew me away. I couldn't honestly believe it was happening.

But one thing I now know is the joy I feel as I extend this knowledge out to women around the world and watch the very same expansion and loyalty happening for them in their business.

No fad can make this happen, so choose your brow training and your brow brand wisely. Find out how one decision you make can take you off the hamster wheel and put you on the path to success.

High-end brows are a woman's best friend. That's why mastering the real principles of natural brow restoration and design is so powerful.

Brows can, more powerfully than anything else I've seen in my 30+ years in the beauty industry, answer the secret question, "Why would I come to your salon rather than any other in the marketplace?"

"But everyone does brows! They're not unique!" I hear you say.

Not everyone charges \$250 for a brow design as I do. Not everyone charges between \$90 and \$145 as many of my students around the world do.

Everyone doesn't do brows like this...

**BROWS BY: Sabrina Brow & Skin**



BROWS BY: Artisan Brow & Lash Studio



BROWS BY: Jaimee-Lee Beauty & Brow Design



# GO WITH WHAT YOU KNOW WILL WORK

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When creating your uniqueness, include all the elements you know people fundamentally want.

For example, there is always a strong market for a “natural” solution.

That’s why Brow Secrets™ International offers TrueBrow™, the world’s first and only natural brow restoration and design system.

Why is that important and why does mastering that skill offer your brand the cutting edge? Because it’s what women actually want!

Given the option, show me a single woman who would rather have adhesive and fake brow hair stuck to their forehead or tattooing or skin staining for that matter, rather than experience the transformation that occurs through having their own natural brow fully restored with exquisite world-class design.

*“My brows are looking great with TrueBrow™. I’m 64 with years of over plucking behind me. Now three months into this, my brows look thicker and healthy, they are filling in with a soft, natural look. Try this, you’ll love it!” Deb. P. Iowa, USA*

Brands dedicated to solving their client's brow problems are immediately elevated in their client's eyes and the client becomes theirs for life.

Mastering one skill, a skill that offers your client what she really wants, is not only a powerful differentiator for your business, it is also an incredibly satisfying endeavor.

## **YOUR USP SHOULD EXPAND YOUR GEOGRAPHICAL MARKET**

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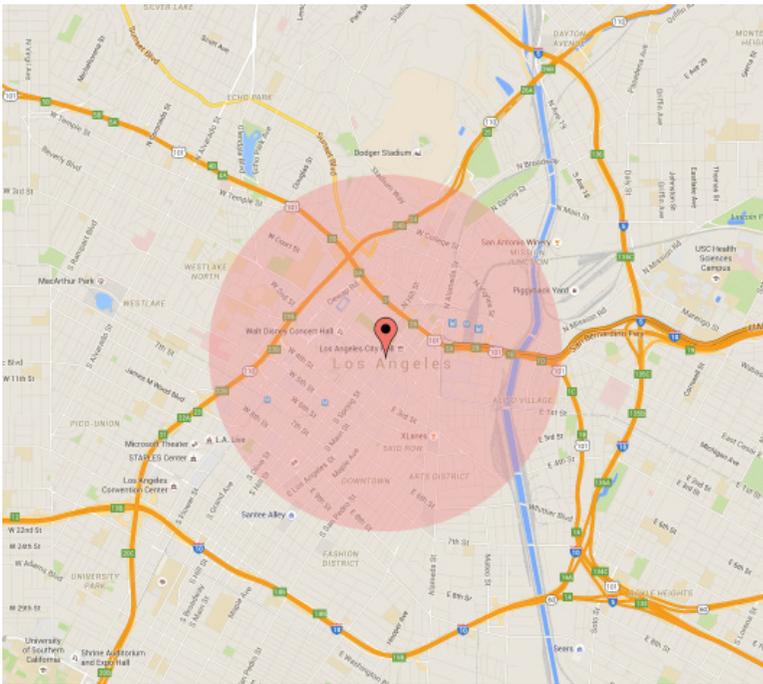
In answering the key question I shared with you earlier, you naturally and effortlessly solve the innate salon/spa problem of being geographically restricted in the market you serve. You do this by eliminating the competitive model in your mind first and then, externally. You are no longer in competition with the outside market. You are sought after for your commitment to excellence and the brand you are partnering with.

This has been proven over and over again; salon owners tripling their income in eighteen months, increasing their salon size by six new team members, waiting lists of 70 women just for brow appointments. This is no fantasy, it's the reality of the true differentiation that comes with TrueBrow™.

Marketplace competition kills many businesses. The more effectively you can differentiate your business, the more you expand your market.

Here is an example of the change, differentiation can have in a competitive marketplace as you give the market a reason to travel.

Here's the market a salon/spa services before having your unique selling proposition...





# DON'T DISCONNECT YOUR BUSINESS FROM YOUR LIFE!

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Don't put your business before your life. Differentiate your business with something that you love and can grow to love more. Something that develops "you" along with your business.

By becoming a TrueBrow™ Specialist with the support of a highly respected brand, the reconnection to your inner creativity offers more career satisfaction than any other treatment or position I've seen in the entire beauty industry before.

The response you receive from your client when she looks in the mirror and you have offered her what no other beauty professional had the skill to thus far, is priceless.

We have many reports from our students around the world of clients breaking down and literally crying with joy at the brow work that's been performed. This not only feeds your soul, but builds incredible trust between your salon and your clients.

# TRUST IS EVERYTHING!

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Building a successful brand is all about developing leadership in your industry and in your marketplace.

You must choose a way to differentiate your brand that builds trust with your clients.

Trust is everything.

Trust is leadership.

And that trust you build transfers into all other offerings within your business. It's like an automatic upsell to your clients.

Clients who were coming in for one thing, all of a sudden come for all things. That's how you really build exponential and rapid growth in your beauty business.

But that's just one side of trust. The trust also often transfers to your team as they begin to look at you as a leader. Attracting powerful team members is about becoming a powerful leader. It's all about trust, leadership and being brave.

One of the most challenging problems in our industry is building and keeping a powerful team.

That's why you must know how to become a worthy leader, someone who understands and values their team members and sees them as equals.

Become a worthy leader, firstly, through mastering a skill that is admired. Secondly, by being the type of woman who has the maturity and the commitment to make this her reality.

Become the woman your team wants to become and see their futures as significant as you see yours.

This is the correct mindset... the love mindset and you better believe it, it works.

Whether it works out perfectly each and every time, you will have instilled in another woman the seed of what she can become.

And that is a worthy cause.

## **NOW TO THE MOST CRITICAL POINT OF ALL!**

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Differentiation can NEVER just be a marketing claim!

You absolutely MUST be able to over deliver in a very real and meaningful way above and beyond what you claim.

Otherwise, in a short space of time, your marketing will damage your reputation and your brand.

This is the biggest mistake salon owners make. They think that differentiation exists in their marketing material or in their business.

**IT DOESN'T!**

It exists only within the mind of your prospect or client.

That means you **MUST** truly be at the top of your game, not just claim you are.

That is exactly what Brow Secrets™ International shows you how to do.

**[www.browsecrets.com](http://www.browsecrets.com)**