



HOW I TURNED
A £0 NOVEMBER

*into a
£3k one!*

PICTURE THIS...

I'm going to start this guide by setting a scene for you

You have the BEST wedding season ever!!! You're travelling round the world for weddings, filling up your diary with 3 weddings a week plus previews and the buzz is on!!! Then you get to the end of October, your exhausted and ready to enjoy a slower pace! Enough work to get by, but not rammed! This would be the dream now as you wind down for Christmas. You check your diary to see how November & December look..... only to see NOTHING!!!!

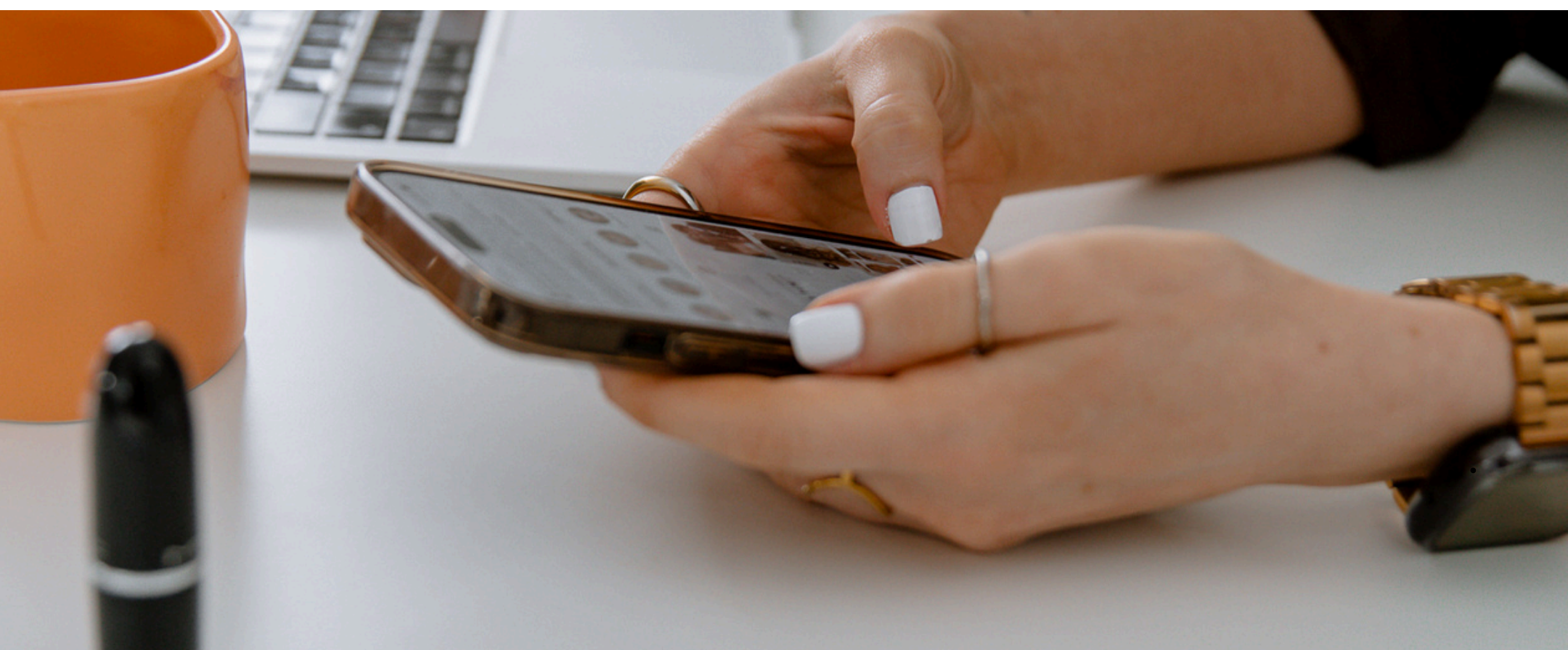
You start thinking....

"Zero work until Christmas, FUCK!!!"

"I shouldn't have bought that fancy new coffee machine with my summer wages!"

"Christmas is cancelled kids!"

"How am I going to pay all my winter bills!?"





Sound familiar??..... The problem is, we are so busy in the summer, we loose focus of our business and get swept away in the wedding season. Then, winter comes along with a crash back down to earth and nothings coming in!

We were so busy, we did NOTHING to actually market & promote our business to appeal to an audience other than brides!

This is where the mindset sneaks in

“Winters tough, I need a winter job to get through”

“Its hard in the winter, its not a sustainable career”

Well, I’m here to tell you that mindset is only giving up control of your business and allowing you to accept this as your truth.

Less weddings do happen in the winter, or though I see this on the rise! But, we have to learn to think outside the box for other streams of income within our trade!



MY STORY

If you listened to my podcast on the things we can do in the winter months, [\(Click here if you missed it!\)](#)

You will of heard my story:

Pre covid, I was having the busiest wedding season I had ever had! I was flying to Italy, France, Doing 3-4 weddings a week. This went right through to October! I just assumed this would keep coming and I would never need to push for business ever again! Ignorance Is bliss right!?

I looked ahead at my November & December diary and freaked the fuck out!! How did this happen!!??? So did my previous business partner, who actually got herself a part time job to cover the empty diary.

I lived on my own at the time, renting a house and paying bills myself, with outgoings up to 3K a month in total.

I couldn't let an empty diary happen!

I thought, "fuck this, I'm not having this!" So I got to work!

Before I knew it, I had turned my dead November into a 3K month! All my bills were covered and this carried through to December also! I didn't have to cancel Christmas... YAY!!



So, how did I do this?????

Well, I'm about to share with you, the exact process I did to generate these last minute sales through the winter....

Are you ready for this!???.....

1

I Emailed every single bride I had ever done, with some information on my makeup lessons! I sold it to them as if it would be a great way to learn how to recreate their bridal look themselves, with discount to products used and at a "Totally You" (my business name) bridal discount of 10% off.

I also mentioned that vouchers were available for their newlywed partner to purchase for them. It was getting closer to Christmas and would be a great way to re-live the wedding morning and feel empowered to apply her own makeup, for more of their special moments together as husband & wife (or whatever they identify as) I also posted every day on my socials with makeup tutorials, tips etc. As a result I booked in 6 makeup lessons and sold 8 vouchers!!

Giving me a revenue of £2,250 over November/December.

2

I advertised for brides to beat the January rush and if they book and secure their deposit through November & December they get their mum in for FREE!

I did this through social media. I set myself a challenge to post daily for 30 days. Showing up consistently is key guys because it takes the average person to see you **7 times** before they book you!!

This offer gave brides more incentive to book sooner and meant I had brought in 12 new bookings and a revenue of £1,200 of deposits through November/December. Plus a big increase in weddings booked for the following year of course!

3

I Contacted a couple of big local corporations with an offer for group (3 or more) Christmas party hair & makeup at a discounted rate

(only £5 each off in total but the offers still sell). They sent this round the offices and got me 8 new bookings for hair & makeup with a total revenue of £1,160

4

Finally, my proactiveness and visibility meant I ended up with 2 last min weddings for December & a few other random hair & makeup requests for events!

**Totalling my revenue at around
£3-3.5K!**

LESSON LEARNT!

I was exhausted from the stress of it and the last minute hustle, BUT it worked!!! You cannot expect to sit back and let the work find you!

But, you also don't want to have to work like this! The constant hustle is not sustainable!

We need regular CEO days to implement strategies for building consistent and predictable income ahead of time for more balance and less burnout and panic!!

Learn how you can open your business for other streams of revenue, plan ahead & get to work!

If you need some guidance with this, then my workbook "Building a consistent stream of income for your bridal hair & makeup business" is available now!



NEED SOME HELP?



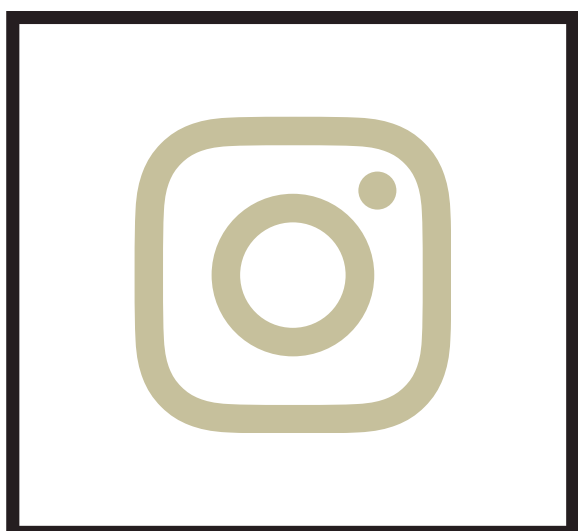
BOOK A CALL

Book your FREE discovery call to discuss your strategies!



GET THE WORKBOOK

Your guide to a more balanced income all year round!




INSTAGRAM

Follow me on instagram for more helpful advice & updates



CLAIRE

OWNER OF TOTALLY YOU
BRIDAL BUSINESS COACH & MENTOR

 07936362986

 info@clairejane.co.uk

 www.clairejane.co.uk

 @clairejane_coach