

# 01

## COMPLETE BEGINNERS

BEGINNERS PMU  
HAIRSTROKES TRAINING COURSE

HAIRSTROKES | POWDER | COMBINATION



NEW 3 part learning experience...

- 1) Online Learning - an online platform full of Presentations, Workbooks, Video and Educational Learning
- 2) 4 Days In-House Practical Days
- 3) Case Studies & Live Assessment



ABT Accredited Training  
Qualification

£4995

Level 4 OCN Accredited  
Training Qualification

£5995



Easy to follow  
step by step  
learning



Fully Accredited  
Training Courses



Recommended  
Insurance  
Providers



Supplier list for  
all consumables  
for when you  
pass!

## In-depth Education



Pre-study



Virtual Classes



Handouts



Workbooks

Practical  
Exercises

Live  
Demonstrations

Live Models



# Starting your Course

ARE YOU READY?

## Step 1

Select the course you wish to learn

## Step 2

**Book & Pay Deposit**

email [training@thepmuschool.co.uk](mailto:training@thepmuschool.co.uk) to book your training

## Step 3

**Receive your Kit**

As soon as you have paid your deposit we will post out your Beginner Kit. The Kit is split into two parts, one will be posted and the other you will collect while you are at your Practical Days.

## Step 4

**Online Learning**

We recommend a minimum of 4 weeks to complete all the modules of the Online learning. This Online learning is your theory section of the course. You will have your kit which you can use for practice before you take your 3 days training. Practice makes Perfect so do try to do as much as you can.

## Step 5

**Practice, Practice, Practice**

We appreciate hands-on training is essential for this skill, however we send your kits out to you so you can get familiar with how to get set up, practice machine speeds, movements and try to learn the basics. We will be covering all techniques in class.

We find students who practice at home before their 3 days practical pick up the tattoo techniques quicker than those who do not.

## Step 6

**Practical Days & Qualification**

Practical days are your final stage in your training before you complete your case studies and return for assessment.

Once you have completed your case studies and passed your assessment you will be a fully qualified Permanent Make-up Artist!



## BEGINNERS PMU



Earn  
**£49,400**  
a year for  
12 hours work  
a week!!!



# Earning Potential |



The potential earnings for a successful PMU artist can be very very high indeed. In comparison with other beauty treatments the margins for a permanent make-up treatment are around 70% higher.

On average if you charge £350 per client for a new set of eyebrows, and aim for just 3 new clients a week your earnings will be £18,200 just for those new clients. That is around 6 hours work a week...

If you complete 3 new clients in a week and carry out 4 annual colour boosts charged at £150 your earnings increase to £49,400!! That is around 12 hours work a week...

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A margin is where you need to deduct any costs you have paid out to carry out your treatment, this will include for example:

- Consumables for the treatment (Cotton Pads, Wipes, Pigments, Needles)
- Insurance for treatments
- Room Rent or Rental for the property
- Marketing Costs
- Website
- Booking System

Luckily Permanent Make-up is a high end treatment and we can charge much more per treatment than other beauty treatments.

As an artist as well as a teacher I would always recommend students go in with a high charge/fee. You can then create and offer or discount to build a portfolio. It is much harder to increase charges once you have built a client base.



A great way of enticing new clients is to do a competition, offer 5 FREE treatments but in your diary maybe book in 10. This means you will be able to take lots of images for each treatment, the more images you take the more you will peak peoples interest. You will look super busy and in demand...