

## Email 1 – Prepping Skin For Makeup

Hi (Insert name)

All the makeup in the world isn't going to look great if it isn't applied properly. You can buy the most expensive foundations and the most costly lipsticks, but truth be told, if your skin hasn't been prepared properly to receive the makeup you have so lovingly picked, then you may as well bin your cosmetics.

I always tell my clients to do 4 things to help prepare their skin before using makeup, and so should you. Before clients book with you, it's always best to advise them of how to prepare their skin before coming to see you.

First and foremost, invest in a skincare routine. Applying makeup to skin which hasn't been cleaned properly is the equivalent to applying paint to a dirty and uneven canvas.

Secondly, you should always exfoliate your skin at least twice a week. Exfoliating is more than just smoothing the skin. It helps deal with any imperfections in the skin and gives you a soft and luminous finish. And think about it like this, your exfoliator will remove all the dull and flaky patches which would make applying foundation a nightmare.

Thirdly, use a moisturizer suited to your skin type – and let it sink in thoroughly before applying any makeup at all. If you have oily skin, you may need a mattifying or oil absorbing moisturizer. Dry skins need a richer moisturizer – but be careful since too much or too thick an application may mean your foundation doesn't adhere to the skin and slides off instead.

Lastly, always use a primer. In the same way that you would first prime a wall before painting it, you should prime your face. There is no need to buy an expensive primer, but any well known high street brand should do the job nicely.

These four steps alone will ensure that your skin is soft, smooth and has an even finish to it. Your makeup will glide over the skin, resulting in a natural and even coverage.

As a final tip, ensure that at the end of the night, you remove all of your makeup thoroughly, no matter how tired you are. For those of you who have hectic lives and tend to flop into bed with barely enough energy to turn out the lights, keeping a supply of cleansing makeup removing wipes next to your bedside is the next best thing.

Until next time,

Stay Beautiful!

Leora Calmus

PS – In tomorrow's email, I'm going to share some secret foundation tips which will **guarantee** a flawless finish!

## Email 2 – Applying Foundation Like a Pro

Hi (insert name),

Yesterday I shared with you some pointers in how to prep your skin to make the application of makeup as easy as possible. Today I am going to talk to you about how to apply foundation like a pro.

Before you start though, you need to take a good long look at your skin. Is it prepped properly? Have you allowed the moisturizer to sink in for at least 10 minutes before applying your primer? If so, you are good to go!

When selecting the correct foundation, always buy one which covers two purposes. Firstly, it should match your skin type. Secondly, it should match the finish you are after. If you have dry skin and want a matt finish, this may be difficult to achieve, since naturally, foundations designed for dry skins are more moisturizing and have a dewy finish.

Choosing foundations suited to oily skin and using it on dry skin will make your skin feel tighter and possibly drier. So always choose the correct texture. As for application, I suggest you use either a disposable sponge or a foundation brush in long, downward strokes.

Here's a little tip for you – dot your foundation all over and smooth in and blend away carefully. Avoid applying too much. Always use small amounts of a good quality foundation instead of lots of it. If you use too much, you will end up looking caked and very fake!

Next, I strongly suggest you build coverage in layers. The same is most certainly true for your clients – use lighter layers and blend, blend, blend. Don't blend upwards, since this can make the tiny hairs on your face move up and give an uneven finish.

Always work downwards and out towards the hairline. Blend over the jawline and continue down the neck to ensure your face and neck match.

Once you have applied your foundation, apply your concealer wherever it is needed – blemishes and dark circles mostly. Again, apply sheer layers instead of a heavy layer and always blend into the skin. Your final step is to set your look with powder. Apply with a puff and flick away the excess with a large dusting brush.

You don't have to invest a lot of money into buying lots of foundations for different types of coverage either. Adding a drop of foundation to your moisturizer gives you a perfectly toned tinted moisturizer – perfect for makeup free days when you want to ensure your skin looks good.

Use these tips on your client to ensure your application of makeup to their skin is perfect each and every time.

Stay beautiful,

Leora Calmus

PS – Stay tuned for tomorrow when I show you an easy way to create the perfect ‘no makeup’ look.  
You won’t want to miss it!

### **Email 3 – The Secret to a ‘No Makeup’ Look**

Hi (Insert name),

Makeup can be fun and extremely addictive. It’s a fantastic way to get creative and see which new look you can come up with next. And the best part? You get to wash it off when you are done or want to try something new.

However, you might not always want to look so made up. And believe you me, even paying clients might want a no makeup look when they are going to conservative conferences and meetings. You might be lucky enough to work with students at a drama school or do a no makeup look on set somewhere exotic.

So what are the hallmarks of a no makeup look? A perfectly glowing complexion and a sparkle in the eye is usually what’s needed. Luckily, both can be faked! Start with the tips from the last two emails to prep your skin and apply your foundation to your moisturizer for a sheer and light finish.

Now before you set the face with powder, here’s the secret – use a liquid blush or crème blush in a similar color to the natural color of your cheeks when they are flushed. Think pink or red. Lightly dot the blusher onto the apples of the cheeks and blend upwards and outwards towards the temples.

Whatever you do, you want to keep this as light as possible. The idea is to look like you have been out for a walk, not out at a party! Now apply your powder and buff it into the skin with a large fluffy brush.

Once you have taken care of the blush, define the eyes using a brown and not black pencil. This gives a much softer and less dramatic finish. Use eyelash curlers to curl the lashes and then add a slick of petroleum jelly to define the lashes and separate them with a lash comb. You can use clear mascara which adds a little more oomph to the lashes.

Now another secret here – pick an eye shadow in a neutral flat shade which is one shade lighter than your skin color. Apply this sparingly to the eyelid to make the eyes pop. If you want a little more drama, make the shade shimmery, but again, keep the application very light indeed.

Ensure your eyebrows are well groomed and remove straggly hairs. Neaten them up and define by using a dark eye shadow in a similar color to your eyebrows and using a small angled flat brush, fill in any patches on your eyebrows.

Finally, to bring the look together, finish off with a slick of gloss – either go for a clear gloss, or a color similar to your natural lip color. Pick a transparent gloss which works best with a look like this.

And there you have it! Your very own ‘no makeup’ makeup look! Make sure you practice on yourself several times before trying on a client!

Incidentally, if you have loved the tips I have shared with you so far, be sure to check out ‘The Event Makeup Artist Course and Certification’ – a must have for all inspiring makeup artists and those considering an alternative and well paid career.

You learn all the best tips of the pro's and learn how to apply these to yourself and your clients. You can learn more here ([Insert link to sales page](#)).

Stay beautiful!

Leora Calmus

PS – tomorrow I am going to show you how to take this 'no makeup' look and build upon it to take you to a completely dramatic night look!

## Email 4 – Create a Dramatic Night Time Look from the No Makeup Look Quickly and Easily

Hi (Insert Name),

In the last few days I have explained how to create the basis for different looks. In yesterday's email, I showed you how easy it is to create a 'no makeup' look. Well, today, I would like to build upon this key look and create something dramatic – perfect for an evening out or a black tie event.

You will need to ensure you have followed the 'no makeup' look first. Your skin should be perfectly clean, prepped and made up, ready to work your magic on. Trust me when I say that this look is perfect to complete on your clients to get them from a day to evening look with minimum time and effort.

Starting with your 'no makeup' look, you are going to add some high impact to your eyes. But first, powder your face carefully to keep your skin looking matt.

Start with a soft black pencil to line your waterline with. Ensure it is the darkest and richest pigment possible – and the softer the texture the better. You need to line the entire waterline, including the upper lashes. This will instantly define your eyes.

Now using a shimmery charcoal color and a flat shading brush, apply eye shadow to your eyelids following the natural shape of the eyes. Using the edge of the flat brush, dip it into the eye shadow and create a thin line which literally hugs the bottom lashline – it should look like the color has been taken all the way around the eye.

Use a cotton bud or larger dusting brush to flick away the excess, but this is meant to be a 'lived in' look – soft, smudgy and smoky is what we are going for. Now add two coats of extremely black mascara. You can add false lashes for extra impact.

For your blusher, you simply want to add a very sheer layer of blush to your already blushed cheeks. Keep this toned down though – as it very much is a look that needs to keep the rest of the face understated. Your blusher will simply balance the face.

Add highlighter to the top of your cheekbones as well as down the center of your nose and in the arch underneath your brows. Blend in really well on your cheeks. Now, finish off the look with nude lips – the easiest way to do this is choose a caramel shade or one similar to your skin coloring with a little bit of brown or pink undertones in it – you want to look sexy, not scary!

Line your lips with a matching lip liner first, fill in with the lipstick and then cover with a slick of clear gloss. And that's it! You are done. With a little practice, you can create this look within about 10 minutes – and it's the ideal way to take a client from simple day makeup to full-on glamour!

Stay beautiful,

Leora Calmus

PS – Watch out for tomorrow's email – I am going to discuss some of the best ways you can turn your art and love of makeup into a new career!

## Email 5 – How to Have a New and Exciting Career as a Makeup Artist

Hi (Insert Name),

Over the last few days I have talked about a variety of ways to get you looking gorgeous in next to not time at all. Hopefully you will have had a great time playing around with colors and textures and just having a lot of fun!

However, have you ever considered a career in makeup as a working makeup artist? Apart from the fantastic fun and exciting projects you will get a chance to work on, your work will allow you to meet new people and travel the world too!

But perhaps the biggest benefits of working as a makeup artist is the complete freedom you have over your life and the financial independence you get too – all while working a job that is never, ever dull or boring! It can be the perfect antidote to modern stressful jobs and being stuck at home.

But what is the best way to go about it? Well, you have several choices. You could opt to self-study and get some books on makeup and start teaching yourself. However, without someone showing you exactly what to do, it can be difficult to grasp the techniques properly.

You could enroll with a home study course – either an online course or one where you receive the materials at home. While these courses are a great introduction to the world of makeup and can be done in your own time, they can be expensive – upwards of \$500 or more.

The other main problem with these types of courses is that they don't teach you how to build your business or how to market yourself and get clients. In fact, it's pretty safe to assume that you would need to buy an additional course on marketing just to be able to run your new business.

Another way you can learn makeup artistry is by going to a traditional makeup school or academy. Although the instruction you would get is great, there is a huge downside to going down the traditional route. Firstly, it can cost literally thousands to attend a course like this, and add to that the expense of building your artist's toolkit and resources, it's not for everyone.

The other main problem with a traditional school is that because there are so few of them, the most likely scenario is that you would have to travel a fair bit to get to the school in the first place. If you have a job, then going to a traditional school may well be near impossible. Finally, a traditional makeup school may teach you a lot of things, but one thing that it doesn't teach you is how to build your business and market yourself.

What's the point in paying thousands of dollars to learn such amazingly creative skills and then not having a steady stream of clients to at least recover the cost of your training? Surely there has to be a better way?

Finally, you could choose a makeup artistry course which not only teaches you the essential skills to become a makeup artist, but shows you how to market yourself and build your business.

Fortunately, 'The Event Makeup Artist Course & Certification' covers all bases and shows you how to build a rock-solid business as well as give you skills needed to become a professional makeup artist.

You can learn more about this course here (insert link to sales page)

Certainly food for thought, but if you really want to do something worthwhile on a part time or full time basis, then a career in makeup could be just the ticket to a happier and more fulfilling life.

Here's to your future success,

Stay beautiful,

Leora Calmus

## Email 6 – Change Your Career, Change Your Life!

Hi (insert name),

Over the last week, I have shared with you some great tips on creating some easy looks and sharing important tips that you would need to know to get the best from your makeup. Yesterday, I talked about making a career change into the world of makeup artistry, and more specifically, I talked about ‘The Event Makeup Artist Course & Certification’.

I wrote this guide with my good friend Michele Des Grosillers – a Hollywood makeup artist with years of experience working with celebrities on red carpet events and TV shows!

‘The Event Makeup Artist Course & Certification’ is the at home alternative to expensive makeup courses and tuition fees for traditional bricks and mortar makeup schools. It is the only completely affordable solution which not only teaches makeup instruction in a detailed guide, but also provides over three hours of detailed instruction by Michele on 6 different ethnic models.

What is really fantastic about this course is that it combines the best of both worlds – it teaches you business skills as well as makeup skills. How I wish this had been around when I started out – it would have saved me so much hassle.

The course is ideal for those who are new to makeup and even for advanced users – there’s just so much information crammed into this course that for the price, it is outstanding. Put it this way, Katrina Currie, a professional makeup artist who works as a beauty editor for the Examiner said:

There were no ways you could review what was done or if you could the allotted times were so short you couldn’t grasp everything in a practical manner. Some programs that provided DVDs (for review) were so overly priced, the value was not equal to the education. These videos provided by The Event Makeup Artist are a **must have** for novice, amateurs, entry and even seasoned makeup artists. **The value of these videos are far beyond their economical cost and outstanding training.**

I’m sure you will agree with me that coming from a professional, that’s quite a statement!

With ‘The Event Makeup Artist Course & Certification’, you are going to get all the information you need to set up a thriving business as a working makeup artist who will always be in-demand. The videos are taught by Michele, so you can be certain that you are learning from a real pro.

The course is designed to be extremely user friendly and is perfect for anyone wanting to switch careers, for stay at home moms wanting to get back into the workplace and for anyone craving financial independence and freedom from the daily grind.

To find out more, simply go to (insert link to sales page)

Here’s to your successful career,

Leora Calmus

PS – the course is covered by a 100% money back guarantee, so what are you waiting for? Go change your life for the better now!