

🔥 You're Great at What You Do So Why Aren't You Fully Booked?

What every ambitious solo esthetician needs to know about why your talent isn't translating into consistent bookings yet.



Hey, my name is *Stephanie Brand*, I am a Licensed Esthetician, Coach, Speaker and founder of The Skin Jeanie Inc.

I've been exactly where you are... trying to figure it all out, working long hours, and wondering if I could really build something sustainable. I know what it feels like to grow a business from scratch while trying to stay balanced, aligned, and true to yourself.

That's why I created a space for Estheticians *and* Med Spa owners to scale with clarity, confidence, and purpose without the burnout.

Since starting this journey, I've had the honor of helping over 100 beauty pros step into their next level whether that's getting fully booked, building a loyal clientele, launching products, or expanding into leadership and education.

I'm not here to promise overnight success. I'm here to walk alongside you as you build something real, something that lasts and actually supports the life you want to live.



Are you a passionate esthetician who:

- Struggles to fill your books consistently?
- Feels nervous or unsure during consultations?
- Isn't confident talking about products or recommending retail?
- Gets overwhelmed with content creation but knows you need to be visible online?

- Feels stuck when it comes to packaging your services and stacking value?
- Wants clients to keep coming back, but doesn't know how to build true loyalty?

If you've been working hard but still feel like you're spinning your wheels, you're not alone. Many solo estheticians struggle with the exact same challenges and it's not because you're not good enough, it's because you've never been shown how to confidently run the business side of things.

The good news?

I've created a hands-on, step-by-step system that teaches you how to:

Jeanie Effect: The 8-Week Roadmap to a Booked-Out, Balanced, and Thriving Esthetics Business

If you're tired of struggling to fill your books, second-guessing your consultations, and wondering how other estheticians are making real money while you're still figuring it out, this program is for you.

This isn't another cookie-cutter course. The Jeanie Effect is hands-on, step-by-step coaching designed specifically for solo estheticians who want to:

- **Finally feel confident in consultations (and stop dreading when it's time to talk pricing or retail).**

- Learn how to package services + stack value so clients keep coming back (instead of treating you like a one-time facial).
- Sell retail and products without feeling “salesy.”
- Create content that actually brings in clients (without spending hours glued to your phone).
- Build a clientele you can depend on, not just hope someone books this week.
- Retain clients so you’re not stuck in the constant cycle of chasing new ones.

REAL TESTIMONY:



Here's What You Get Inside the Program:

1. The 8-Week Coaching Roadmap

📌 *Step-by-step strategy to grow your clientele, fill your books, and stop guessing what to do next.*

📌 *Simple marketing & branding strategies that actually work for estheticians (no fluff, just what gets clients).*

📌 *Systems that save you time so you're not burning out while trying to grow.*

2. Consultation & Sales Confidence Training

💡 *Learn exactly what to say in consultations so clients trust you (and book again).*

💡 *Scripts + frameworks to confidently recommend products and services without feeling pushy.*

💡 *Packaging strategies so you're not just selling "a facial" you're selling results.*

3. Content Made Easy

📱 *Plug-and-play content prompts designed for estheticians so you're not wasting hours trying to figure out what to post.*

📱 *How to create posts that actually attract paying clients not just likes.*

4. Client Retention BLUEPRINT:

💎 *How to create experiences that turn first-time clients into loyal, long-term ones.*

💎 *Strategies to fill gaps in your schedule and keep repeat business flowing.*

5. Eight 1:1 Coaching Calls with Me

🎤 *This is where we dive deep into YOUR business no generic advice, only what's going to move the needle for you.*

🎤 *Each call focuses on one of the key areas above, giving you clarity and action steps you can implement right away.*

I offer a FREE Kickoff Strategy Call with me(valued at \$250 usually): and it sets the stage for your 8 weeks of growth.

5. What did you love most about working with Stephanie or being inside the program?

Was it the coaching style? The support? The structure? The energy? The community?

What I loved the most working with you was your style. You are truly unique. It's unlike any other program I have ever been in, and I have been in a few. Honestly, I was a little taken aback at first because I didn't fully realize how personal and deep it would go. It felt like business coaching mixed with therapy in the best possible way. You didn't just hand me cookie-cutter worksheets like we were in college type (i do love those though lol) you actually sat with me and walked through it and said " ok, tell me what you did, how do you feel about it, show me let's tweak it." that personal approach is what I needed even though I didn't know I needed it until I was in it.

I also have to say the community you have built is incredible. It's real, genuine, and its filled with other esthy's who are going through the same growth, mindset shifts, and even the same blocks. And the best part? We're all supporting each other without the cattiness. It's rare to find a like this and I enjoy being part of it.

Exclusive Bonuses:

- **The Esthetician's Self-Care & Time Management Toolkit: Stop burning out while building your dream. Tons of BLUEPRINTS AND STRATEGIES WE DESIGN SPECIFICALLY TO YOU AND YOU'RE ESTHETICS BUSINESS!**
- **MANY BLUEPRINTS and TIPS**
- **Bonus Module: Build Your Signature Brand: Learn how to stand out in your market so clients are excited to invest in YOU.**

🔥 Why This Program is Unlike Any Other:

Unlike generic business coaching programs that focus only on the tactics, **this program emphasizes a holistic, human-centered approach** that addresses both your business growth and personal well-being. It's tailored to estheticians who want to:

- Scale and market their business without sacrificing their mental, emotional, or physical health.
 - Build a brand they're proud of and show up authentically in their work.
 - Avoid burnout and overwhelm while creating a thriving, sustainable business.
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⌚ Don't Miss Out – Limited Spots Available!

Spots for this intimate, results-driven program are limited. This isn't just about business growth, it's about taking back control of your life, your brand, and your future.

If you're ready to stop feeling stuck, break through the overwhelm, and finally build the business (and life) you've always dreamed of, **take action NOW** and secure your spot.

Here are some common objectives that pop up:

👉 “I’m already overwhelmed how am I supposed to add one more thing to my plate?”

I get it running a solo business means wearing *all* the hats. But that's exactly why you need this program. It's not about adding more work, it's about working *smarter*. I'll show you how to create systems that make your business run more smoothly, attract clients consistently, and give you back your time. Less chaos, more control.

👉 “I’ve tried other programs before, and they didn’t work.”

I hear you. The difference? This program is built *specifically* for estheticians by an esthetician. I know the unique challenges you face: cancellations, slow months, social

media stress and I've created a step-by-step roadmap that addresses them head-on. This isn't fluff, it's a proven strategy that works.

👉 **"I'm scared to raise my prices what if I lose clients?"**

That fear is normal, but undercharging is keeping you stuck. In the program, I'll teach you how to position yourself as a premium service provider so you can confidently charge your worth *without* scaring off clients. The right clients will value your expertise and I'll show you how to attract them.

👉 **"What if I fail?"**

What if you succeed? Staying stuck in the same cycle of inconsistent bookings and burnout is the real risk. This program gives you the tools and support to finally break through. And you're not doing it alone. I'll be with you every step of the way, helping you adjust and succeed.

🌟 **Take the Leap Today & Secure Your Future!**



SOME TESTIMONIALS RECENTLY

"Before coaching with Stephanie, I was getting maybe 1-2 clients a week. Now? I'm fully booked 3 weeks out and had my first \$5K month. I finally feel like a business owner."

"I used to overthink every post and never knew what to say. Stephanie gave me the tools AND the confidence. Now I go live, show up on stories, and book clients directly from Instagram."

"Stephanie helped me make more in 1 month than I did in 3"...

"I was undercharging, overwhelmed, and constantly second-guessing myself. After working with Stephanie, I raised my prices, launched a mini offer, and brought in \$3,200 in 4 weeks."

HERE'S WHAT MY STUDENTS SAY

HUGE CLIENT WINS OVER THE LAST WEEK

"I quit my job and went full-time in my business."

"This program gave me the guts and the guidance to finally go all in. I used to juggle a salon job and dream about being my own boss. Now I'm booked out, confident in my pricing, and getting consistent referrals. I don't just have clients I have a brand."

"I finally feel like a business owner not just a service provider."

"I used to just 'do facials.' Now I run my business with intention. I know my numbers, I know my goals, and I'm proud of what I'm building. I'm no longer just hoping for success I'm creating it."

"I launched my first offer and made back my entire investment in the first week."

"I was scared to even put myself out there. But with Steph's guidance, I created an offer that felt aligned, shared it the way she taught me, and within DAYS I had multiple bookings. I made my investment back plus some. This program paid for itself and then kept giving."

HUGE CLIENT WINS OVER THE LAST 2 DAYS

Ahhh omg!!!! I just had my first fully booked week EVER. Like every single day filled. I literally cried after I locked the door. This program is insane. THANK YOU!!

Omg I got 3 new bookings today just from the reel I posted using that hook you helped me write. Like?? I've been trying to do that for MONTHS."

Monday 8:16 AM

Good morning! Had some big wins this past weekend! I have 2 new clients from the businesses I went to coming this week and 2 clients that rebooked this week. I also connected with more influencers in my area and joined more networking groups, they're having a meeting the second week of July that I am going to attend :)

Monday 2:24 PM

Jamie New Skin On Starting 4/29/25, sent an audio message from

8:46

Gmail

6. If someone is unsure about joining *The Jeanie Effect*, what would you tell them?

Think back to who you were before you joined. What would you say to that version of you?

I would say...do it girl! Take the leap! What do you honestly have to lose? The truth is, you'll lose more time and more money by holding yourself back and trying to figure it all out alone.

This program gives you the strategies from someone who's been actually in our shoes, someone who gets it. You'll save yourself the frustration of trial and error and actually start building momentum. And remember, your clients are waiting for you. They deserve the version of you who shows up fully for them, and you deserve to finally show up for yourself.

Are you ready to grow your business, reclaim your energy, and create the life you've been dreaming of? Sign up now, and let's get started on your journey to success! If you are serious, text your first name and last name and say The Jeanie Effect to (631)786-3450!

