

Incise
ACADEMY

FROM ARTIST TO AUTHORITY



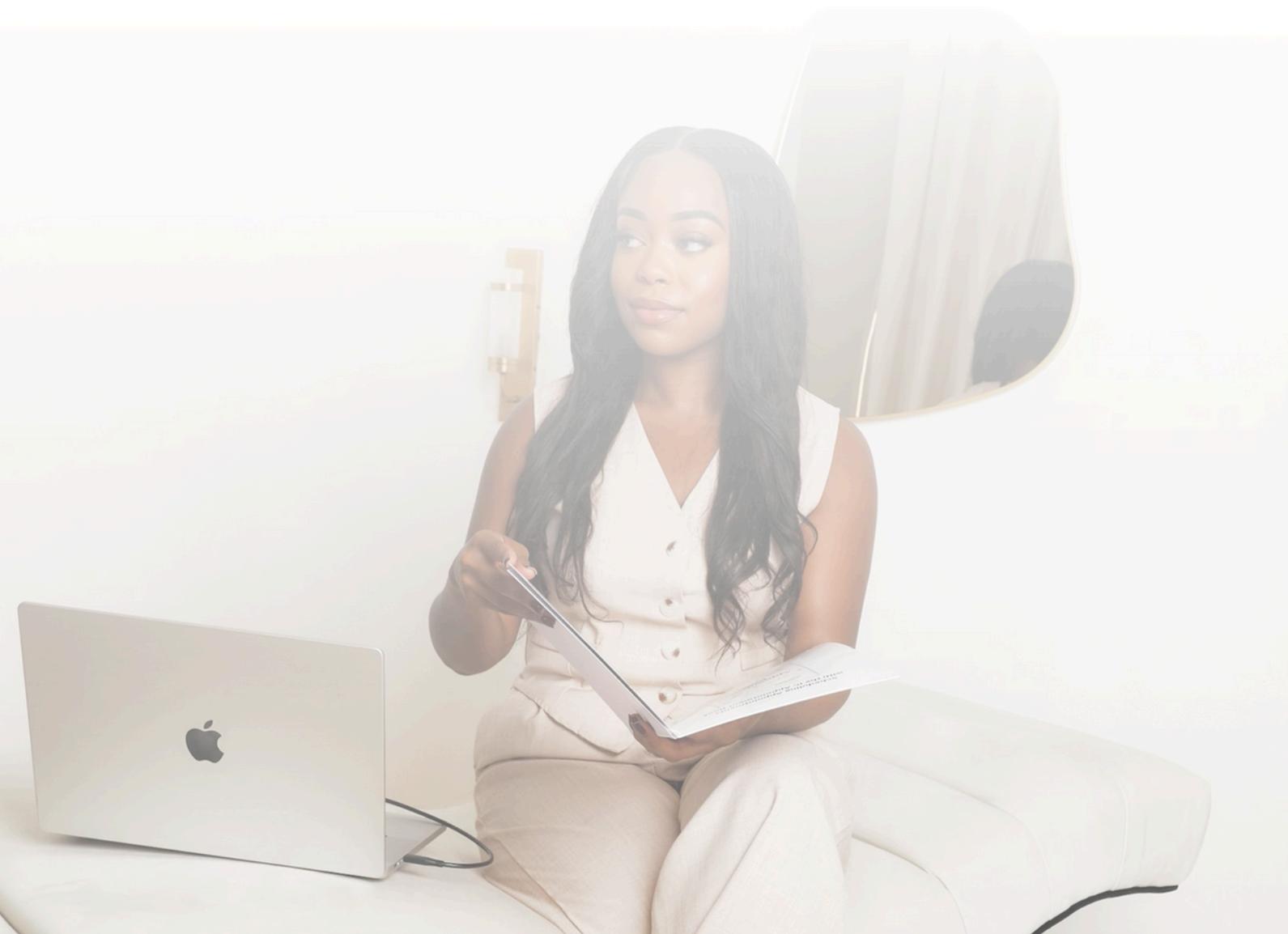
*The Beauty
Empire* E-Book

Build a Brand That's Booked, Branded & Borderless

Allow me to introduce myself....

I'm Shavante a passionate brow artist with 8 years in the industry. I started in my living room with nothing but a treatment bed, a passion for beauty, and a dream to create something bigger. That dream led me to open my own beauty salon, step into the role of an educator, and scale my business across the UK and globally to Dubai.

Now, as I venture into new global markets, my mission is to help ambitious beauty professionals elevate from being 'just an artist' to becoming a recognised authority in their industry creating brands that are booked, branded, and borderless.



Your First Shift Starts Here

You didn't choose this industry to play small.

You chose it because you wanted freedom. Creativity. A way to make your mark and build something that's yours. But somewhere between the dream and the day-to-day, it got messy.

Maybe your week is filled with back-to-back appointments, but your bank account still doesn't match your effort. Maybe you're creating beautiful work, but your name isn't being mentioned in the same breath as the leaders in your field. Or maybe you've been watching others expand their brands, launch products, work internationally and wondering, what do they know that I don't?

I've been there. Before I was an international brow artist, before Dubai, before the mentoring and the brand, I was just another skilled professional trying to figure out how to turn my craft into a career that could carry me anywhere.

I made the mistakes. I undercharged. I overworked. I hid from the spotlight. I let trends dictate my style instead of developing my own. And then I made a decision, I was going to stop thinking like "just an artist" and start operating like a brand.

This guide is your starting point for doing the same. It's not a full training program, that's what my mentoring programme is for but it is a clear, unapologetic breakdown of the 5 shifts that took me from being a good local artist to an in-demand name preparing to dominate in one of the world's most competitive beauty markets.

By the end, you'll know exactly:

- *How to stop competing on price and start competing on presence*
- *What high-paying, loyal clients actually look for (and it's not the cheapest deal)*
- *Why educational content will become your most powerful sales tool*
- *How to think like a leader before anyone else sees you as one*
- *Why you should never wait until you're "ready" to step up*

And most importantly you'll understand why mentorship is the fastest route to getting there.

Lets dive in...

Chapter 1

The New Beauty Economy

The industry you started in is not the same industry you're in today.

Five years ago, the biggest names in beauty were winning because they had the most flawless work and the biggest Instagram following. Now? The landscape has shifted. Clients are looking for authority, trust, and an experience that goes beyond the treatment itself.

Here's the hard truth:

- *The Instagram-savvy artist with 50K followers isn't guaranteed a fully booked diary.*
- *The most technically skilled artist isn't automatically the most sought-after.*
- *Competing on price will keep you working hard and earning small.*

What actually wins now?

- *A clear brand story*
- *Visible expertise*
- *Consistency in every client touchpoint*

The 4 Traps Most Artists Fall Into

1. *Undervaluing Their Time - Charging less than £50 for work worth hundreds.*
2. *Imitation Over Innovation - Copying popular styles instead of creating a signature.*
3. *Chasing Everyone - Serving "anyone who needs it" instead of a defined audience.*
4. *Trend Hopping - Constantly changing style and brand identity to keep up with others.*

When you think like a worker, your day revolves around filling slots. When you think like a brand, your day revolves around building value so your slots fill themselves

How Authority Changes the Game

Luxury clients don't compare you to the artist down the road they compare you to the idea they have of the best in the business. They're not looking for a "deal," they're looking for certainty.

They want to feel:

- *You've done this before flawlessly*
- *Your results are consistent*
- *Your brand reflects their lifestyle*

Your Action Step:

Take out a journal. Write down:

"Am I building a brand, or am I just staying busy?" Your honest answer will set the tone for every business decision you make from here.

Chapter 2

The Anatomy of a Luxury Brand

Going “luxury” isn’t about sticking a higher price tag on your service. It’s about raising your perceived value so the price feels like a natural extension of your offer.

High-paying clients pay for:

1. *Unshakeable Confidence* - They sense when you’re certain about your value.
2. *A Signature Method* - They want something they can’t get anywhere else.
3. *An Elevated Experience* - They expect details that make the appointment feel special.

Brand Signals Your Clients Notice Without Realising

- *Branded booking confirmations and aftercare emails*
- *Thoughtfully designed packaging for products or aftercare*
- *A cohesive, intentional social media aesthetic*
- *Your tone of voice and the way you speak about your craft*

I built my authority around what I call The 3-Pillar Client Experience consistency, signature style, and confidence. I break down the full system in my mentorship programme but I can tell you this: once your process is repeatable, your presence becomes magnetic.

Your Action Step:

Decide on three feelings you want every client to leave with. Write them down, and make sure every single part of your process from booking to goodbye, creates them.

Chapter 3

Lessons From the Climb

I didn't start at the top. My biggest lessons came from mistakes:

- 1. Underpricing - Fear told me no one would pay more. I believed it. I was wrong.*
- 2. Trying to Appeal to Everyone - Watered down my \ message and slowed my growth.*
- 3. Skipping Training - My skills stagnated, my bookings slowed.*
- 4. Hiding on Social Media - Waiting for perfection kept me invisible.*
- 5. No Systems - Manual bookings, inconsistent pricing, total burnout.*

What Changed Everything

- I hired a mentor and followed their framework.*
- I developed a recognisable, consistent method.*
- I raised my prices and clients respected it.*
- I created templates for every part of my brand.*
- I committed to constant learning.*

Your Action Step:

Write down one mistake you've made, then list what it taught you. That lesson is now part of your authority story.



Chapter 4

The Authority Shift

Authority isn't a title – it's a way of showing up.

The most in-demand artists aren't the ones with the most years under their belt, they're the ones positioning themselves as leaders. And one of the fastest ways to do that? Educational content.

You don't need to give away your full technique, but you do need to share insights that show you know your craft inside and out.

This could be:

- *Myths you debunk for clients*
- *The philosophy behind your method*
- *Why you do things differently than the average artist*

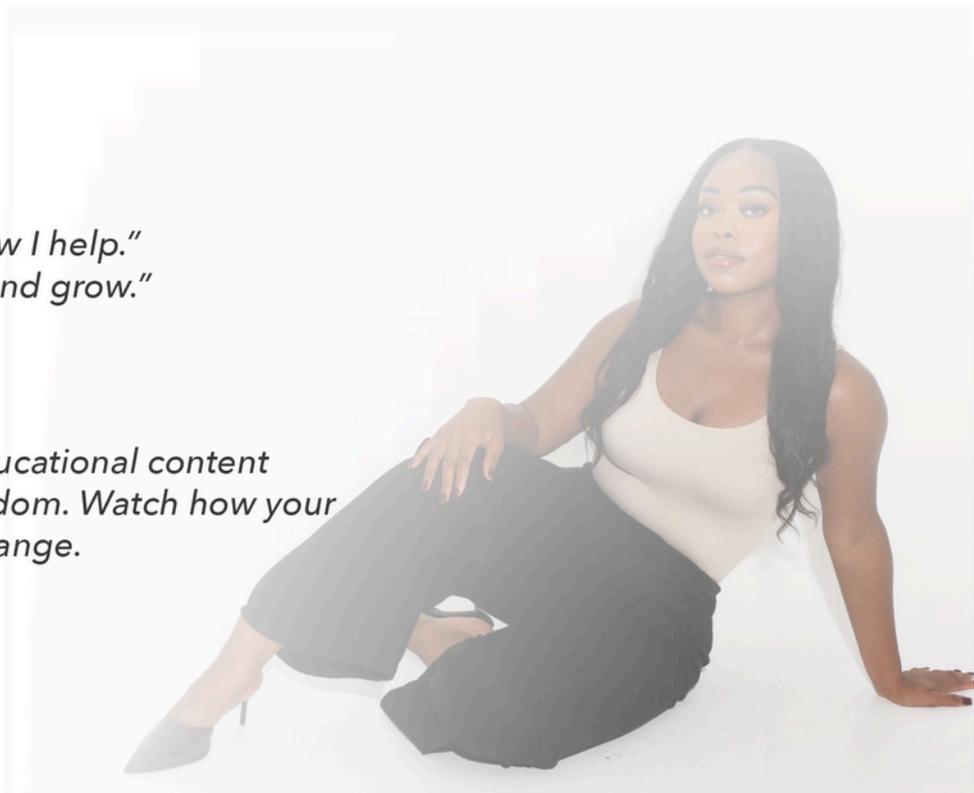
When you teach, you build trust. When you build trust, you can charge more.

Mindset Flips:

*"I'm just getting started" "Here's how I help."
"I'm not ready" "I'm ready to start and grow."*

Your Action Step:

Commit to posting one piece of educational content a week. Make it intentional, not random. Watch how your engagement and your enquiries change.



Chapter 5

The Fast Track:

Mentorship & The International Beauty Formula™

You can figure this out on your own but it will take longer, cost more in trial-and-error, and likely lead to burnout.

Mentorship isn't just guidance. It's:

- *A shortcut to avoid mistakes*
- *A framework tailored to your goals*
- *A direct line to someone who's done it before – and done it well*

Inside my mentoring and The International Beauty Formula, I guide you through:

- *Creating your signature method*
- *Positioning for high-end clients*
- *Scaling into international markets*
- *Building a brand that runs without you*

This eBook is your invitation. You've seen the shifts. You know what's possible.

The only question is: are you ready to lead?

Next Steps:

- *Apply for a Power Hour Mentoring Session with me*
- *Join the waitlist for The International Beauty Formula*
- *Follow me on Instagram for brand strategies*

Instagram - @incisecosmetics

Waitlist : [Click here to join!](#)

Website : www.incisecosmetics.co.uk

