arch.
COSMETICS

a guide for brow artists

THE CONSULTATION *Blueprint*

The exact consultation process I use to build trust, protect my standards and make my price feel obvious, before a single stroke.



KENADI · ARCH COSMETICS · FREE GUIDE

start here

USE THIS TOMORROW

1 · COPY THE CHECKLIST

Add these questions to your enquiry form or keep them beside you in every consultation.

2 · SAVE THE EMAILS

Paste my accept and decline templates (next page) into your inbox as drafts.

3 · READ THE WHY

Each chapter explains the thinking, with real client examples. Dip in when you need it.

MY CONSULTATION CHECKLIST

Every question I ask, in the order I ask them. Chapter 2 explains each one.

- [ ] How long have you been considering this treatment?
  GAUGES HOW CONSIDERED THE DECISION IS
- [ ] Why are you having this done?
  BUILDS CONNECTION
- [ ] What don't you like about your brows, and what are you hoping this treatment will fix?
  SHAPES YOUR TECHNIQUE
- [ ] What do you like about your brows that you want me to keep?
  STOPS YOU "FIXING" WHAT THEY LOVE
- [ ] What's your daily routine? Do you wear makeup often, and do you always do your brows?
  SETS THE RIGHT LEVEL OF DEFINITION
- [ ] When you do your brows, what are you trying to create? Do you like the outcome?
  REVEALS THEIR COMFORT ZONE
- [ ] What isn't working about your current brow routine? Why isn't using product enough?
  FINDS THE REAL PAIN POINT
- [ ] Can you show me brows you love — and ones you don't? I won't be offended!
  CHECK WHOSE WORK THE EXAMPLES ARE
- [ ] What's your lifestyle like? Sun, swimming, retinols?
  PREDICTS HEALING AND LONGEVITY
- [ ] Describe your skin type. Are you sensitive? Oily? Dry?
  DECIDES YOUR PATTERN

copy & paste

MY TWO EMAILS

Send one of these after reviewing every enquiry's photos. Chapter 4 explains the vetting system behind them.

TEMPLATE · DECLINE — COPY & TAILOR

Subject: **An update on your form submission**

Hi,

Thank you for reaching out and showing interest in my work.

After reviewing your photos and desired outcome, I believe that the results you're seeking may not align with what I can deliver to the highest standard. My priority is ensuring you leave with work that will complement what you currently have, age well over time, and meets my professional standards.

(Insert specific reason here — e.g. previous work being too dark and advising laser removal, or inspo photos being very far from what's achievable with their current hair, or suggesting a different service for them.)

For now, I don't believe my work is the best option for you. I am happy to discuss this with you further if you have any questions, or discuss possible alternatives.

Kind regards,
Kenadi

TEMPLATE · ACCEPT — COPY & TAILOR

Subject: **One step closer to your dream brows**

Hi,

Thank you for taking the time to fill out our consultation form. After reviewing your submission we believe we can work together to create something great for you. Your needs align with the work we love to create and it would be a pleasure to give you your dream treatment.

Here's how it works — we will provide you with all you need to know in this email. If you still have questions, or would like to book an in person / virtual consultation, there is a link at the bottom of the email to do so.

(Continue with your booking process, pre-care, aftercare, cancellation policy and all relevant information.)

hey artists

ABOUT THE ARTIST



KENADI — OWNER OF ARCH COSMETICS

Rochester · Kings Cross

Hey artists! I'm Kenadi. I've been doing permanent makeup for over seven years, and one major thing I've discovered is that success isn't just about having the best technique — it's about everything that happens before the treatment even begins.

The consultation is one of the most overlooked, yet most powerful parts of our job. Most artists see it as a quick pre-treatment chat. But it's a golden opportunity to stand out, position yourself as a premium artist, and make clients want to choose you over anyone else. It's why I'm often booked months in advance.

This is the exact process I use, start to finish.

1 WHY MEDIOCRE CONSULTATIONS ARE HARMING YOUR BUSINESS

2 THE ART OF ASKING THE RIGHT QUESTIONS

3 TURNING ANSWERS INTO EXCEPTIONAL RESULTS

4 NAVIGATING DIFFICULT CONSULTATIONS

5 MANAGING NERVOUS CLIENTS

6 YOUR CONSULTATION AND YOUR PRICE

CHAPTER ONE

WHY MEDIOCRE CONSULTATIONS ARE *harming your business*

1

Most consultations stop at the basics — and that's where things go wrong.

in 30 seconds

- Medical history, patch tests and aftercare are the minimum, not the consultation.
- Tick-box consultations lead to work you're not proud of, and chip away at your confidence.
- Being selective is what builds trust — and demand.

Of course, it's important to cover the basics — medical history, patch testing, pricing, aftercare, all that good stuff. But we're offering a service that's meant to be tailored to each client, right? When you don't dig deep, you miss out on figuring out what your client truly needs, how you're going to provide it, or even whether you should take them on in the first place.

When consultations feel like a tick-box exercise, you end up taking on work that doesn't align with your standards just to keep the booking. And sure, it's another client in the bag, but afterward? You're dreading their next appointment, doubting your decisions, and wishing you'd handled things differently. Trust me, I've been there.

Consultations are your chance to have real conversations about what they want, what's realistic, and whether you're the right fit for each other — ideally before they book. If someone isn't comfortable with your process, they're not the client for you. And honestly? That's okay.

HOW STRONG CONSULTATIONS BUILD DEMAND

My clients travel from other countries and wait months just to book with me. It's not just because they love my work. It's because they trust me. They know I won't take them on if I don't believe I can do a good job. When you do the same, you'll attract clients who value your expertise and will wait as long as it takes to work with you.

TRY THIS

Think of the last client you took on against your gut. What did you find out too late — and which question would have caught it?

BUSINESS BUILDER · LESSON 1

Clients look at 8–12 artists and book the one who makes them feel safest. The Brand lesson makes that person you.

TAKE A LOOK

CHAPTER TWO

THE ART OF ASKING *the right questions*

2

The questions you should have circling your mind during every single consultation — and why each one matters.

in 30 seconds

- Ask about the why, the routine and the inspo — not just the medical form.
- What they like about their brows matters as much as what they don't.
- If every inspo picture is someone else's work, that's a red flag.

1 HOW LONG HAVE YOU BEEN CONSIDERING THIS TREATMENT?

Years of thinking about it is a great sign — they'll trust your suggestions. Booked a week after finding your page? Not always a red flag, but if it's based on a trend or a quick fix, educate them. This isn't something to rush into.

2 WHY ARE YOU HAVING THIS DONE?

Some just want to skip drawing their brows on. Others have personal reasons — brows that never grew back after chemo, a scar, bullying, trichotillomania. Asking shows you care and creates a deeper connection.

3 WHAT DON'T YOU LIKE, AND WHAT DO YOU HOPE THIS WILL FIX?

Most will mention unevenness or that they "can never get them to match." This is essential when selecting your technique — the one you initially have in mind might not solve their problem.

4 WHAT DO YOU LIKE ABOUT YOUR BROWS THAT YOU WANT ME TO KEEP?

Maybe a scar they love, or a growth pattern they want replicated on the other side. You need to know so you don't accidentally "fix" something they adore.



CASE STUDY

My client's fronts grew in various directions. She didn't want the front of her brows looking neat or perfect — she just wanted them looking more similar. We embraced the texture of her natural brow and used microblading to imitate it and slightly fix asymmetry.

5 WHAT'S YOUR DAILY ROUTINE? DO YOU ALWAYS DO YOUR BROWS?

A full-face, bold-brow client wants something much stronger than someone terrified of looking "too different." Skip this and you can create brows that are technically perfect but outside their comfort zone.

6 WHEN YOU DO YOUR BROWS, WHAT ARE YOU TRYING TO CREATE?

Pencil hairs? Pomade? Fluffy, laminated brows? Pair their routine with their natural growth, and you've got the foundation for brows that feel custom-made.

7 WHAT ISN'T WORKING? WHY ISN'T PRODUCT ENOUGH?

Do they want a better base for makeup, or to ditch brow products altogether? Are they actually unhappy with the way they do them every day?

8 DO YOU HAVE EXAMPLES OF BROWS YOU LIKE?

Brows are tricky to describe. Always ask what about that set they like — you could both be looking at completely different elements.

9 AND BROWS YOU DON'T LIKE?

Often more telling. They may not be able to explain it — a pattern, a high spine — but the examples help you avoid designs they're not drawn to.

10 SUN, WATER, RETINOLS?

Lifestyle predicts how their brows will age, which pigment you choose and how long you can honestly say the result will last.

RED FLAG

If all the examples they show are someone else's work and none of yours, that's a red flag. You wouldn't ask Picasso to paint you something and then send him Van Gogh's work for inspiration.

TRY THIS

Tick the questions on the checklist you're already asking. Which three aren't you asking yet? Add them to your enquiry form today.

BUSINESS BUILDER · LESSON 3

Turn these questions into a client flow that runs itself — with booking systems, DM templates and a weekly schedule.

TAKE A LOOK

CHAPTER THREE

TURNING ANSWERS INTO *exceptional results*

3

How to take those answers and turn them into decisions that lead to transformations your clients will rave about.

in 30 seconds

- Skin type and undertone decide your options first.
- Their makeup routine tells you how full they really want it — whatever they say.
- Draw on their brows to show why an inspo pattern will or won't work.

1 · CHOOSE YOUR APPROACH

Establish the client's undertone and skin type first, as this determines what options are available. If my client is oily, I know I need a pattern with lots of negative space. Then look at what they dislike — usually missing areas at the fronts, arches or tails — and decide which technique best imitates the existing hair. If you only offer one service, be honest with yourself about whether it's suitable.

REAL EXAMPLE

A client's brows were 50% sparser on one side. Pencil looked too dark and harsh on her mature skin, and she only wanted the sparse brow to match the fuller one. If I only offered powder brows, I wouldn't have been the right artist for her. Because I also offer microblading and nano brows, I could choose a pattern to match her naturally fuller brow.

2 · FIND THEIR COMFORT ZONE

If they never leave the house without pencil, they likely want a fairly full result — even if they say "natural." Healed hairstrokes alone may not feel like enough. Ask what colour product they use, whether they like how they currently do their brows, and about grooming habits: waxing, tinting, lamination, gels — and whether they'll keep it up.

REAL EXAMPLE

My client has dark, downward-growing brows she always laminates and gels up, and wanted the fluffy patterns she saw on my Instagram. If she ever stops laminating — or fluffy brows go out of fashion — she'd be left with strokes going against her natural growth. I recommended a very soft powder brow instead: a polished shape with no maintenance.

3 · BE HONEST ABOUT WHAT'S POSSIBLE

Before adding thickness, consider their other features — fuller lips can carry thicker brows, while a smaller mouth area can look top-heavy under a bold brow. For asymmetry, map them sitting up with eyes open, and explain that muscle movement will always create some unevenness. Only Botox can fully address that.

4 · BREAK DOWN INSPO PHOTOS

Draw the pattern directly on their brows to show why upward, fluffy strokes won't work on dense, downward-growing hair. Clients need to see it to understand. And check the starting point: sparse brows won't get the same effect from the same pattern as full ones — you may need shading.

MY FAVOURITE PRE-DRAW TOOLS

The Tina Davies pencil in black (I never find the brown pencils as pigmented) with the HD Brows sharpener. I sharpen between every few strokes!

TRY THIS

Pick a past client. Using their skin type, routine and inspo, would you choose the same technique and pattern today? Why?

BUSINESS BUILDER · LESSON 5

Goes further than this guide: why your consultation justifies your price, and reading the room before you say a number.

TAKE A LOOK

CHAPTER FOUR

NAVIGATING DIFFICULT *consultations*

4

How to minimise the need for difficult conversations — and handle them well when they arise.

in 30 seconds

- Vet every client before they book. It's the system that changed the game for me.
- Use professional reasons, not "I don't think it'll look good."
- Refund the deposit rather than go ahead with work you don't believe in.

Set up a system to vet clients. Making it clear that I choose whether clients are selected makes them want it more. It puts your services in a premium category, meaning you can charge premium prices. Clients trust you more because you're not taking on just anyone willing to pay. And it's SO easy to do.

01 · SCREEN FIRST

Ask for photos of their natural brows, reference images and the reason they want them done — before booking.

02 · ALWAYS CONSULT

In-depth consultations before any treatment: goals, realistic outcomes, red flags.

03 · USE TEMPLATES

Send a pre-written accept or decline email (see page 3), tailored slightly each time.

TOP TIP

Ask about contraindications at the screening stage. You don't want them at the appointment, signing their consent form, only to find out they can't actually have the treatment.

IN THE ROOM: FOUR MOVES

REASSURE THE CLIENT

Remind them they're under no obligation to proceed. Make it clear you have their best interest at heart, not just your own.

> *It's important to me that we're on the same page before moving forward. I do not want to give you something that I know won't look good further down the line. We can always revisit another time, or discuss other options.*

ASSESS COMPROMISE

Can their request be modified to align with your standards — and will it still be work you're proud to showcase? If so, suggest a modified version.

EXPLAIN YOUR STANCE CLEARLY

Avoid "I just don't think this will look good." Professional terminology shows your concern comes from expertise, not preference.

> *Based on previous experience and seeing work age over the years, I believe this approach may not suit your facial structure and could lead to results that don't look as good as you're imagining. My main priority is delivering a result that enhances your natural beauty and will continue to look good in future.*

STAND BY YOUR STANDARDS — AND REFUND THE DEPOSIT IF YOU MUST

It's your work that represents your brand. Never compromise your integrity for fear of losing a client. If you don't go ahead, refund their deposit — you don't want them going through with it just to avoid wasting it.

> *I would rather we pause here than proceed with something we are not 100% confident about. I'm happy to refund your deposit — I do not want you to feel that just because you are here and have partially paid, that you have to go ahead with anything.*

TRY THIS

Write the one-sentence reason you'd put in the decline email for the two "no" situations you see most.

BUSINESS BUILDER · LESSON 4

Vetting only works when enquiries keep coming in. The Visibility lesson shows how to turn followers into bookings.

TAKE A LOOK

CHAPTER FIVE

MANAGING NERVOUS *clients*

5

How to identify concerns early, reassure effectively, and know when to say no.

in 30 seconds

- Find the root of the nerves: pain, appearance or colour.
- A signed-off pre-draw removes the guesswork for both of you.
- Some clients are too anxious for PMU — and it's okay to decline.

When a client arrives, ask **"How are you feeling today?"** Then pinpoint the concern and address it directly:

PAIN

Explain the numbing process, work carefully, and stop if they feel excessive discomfort.

APPEARANCE

No work proceeds until you've discussed and agreed on the outcome.

COLOUR

Start lighter and go darker at the top-up. You don't have to go from 0 to 100 in one day.

Pre-draw, check in, ask again. A detailed pre-draw reduces their nerves — and mine. Ask what they're nervous about, complete consent forms after the consultation once they've seen the shape, and before starting ask, "Are you still feeling nervous?"

THE CLIENT WHO TAUGHT ME THIS

A very nervous client wanted extremely minimal work. After treatment she mistook early-stage redness for permanent pigment, after a lot of (inaccurate) online research, and eventually demanded a refund — which I didn't honour, as the treatment had been delivered exactly as promised. It taught me to give clear, proactive guidance about healing to nervous clients, up front.

SIGNS A CLIENT IS TOO NERVOUS FOR PMU

- Constantly questioning every step, after you've already explained clearly
- Over-researching and presenting inaccurate information
- Unable to relax, even after reassurance
- Someone else suggested the treatment — not their own decision

If you're unsure, a small, undetectable test — one or two strokes or a small shaded area — shows them the sensation. If they still panic, it's best to politely decline.

> *I've worked with very nervous clients before, and trust me, this process takes time and healing. If you're feeling this stressed now, the entire experience — including the whole healing phase — may cause you unnecessary worry. Semi-permanent makeup may not be the best option for you right now.*

TRY THIS

Write how you'd explain early healing redness in one sentence a nervous client would understand.

BUSINESS BUILDER · LESSON 6

Protecting your time and energy is a business skill. The Owner lesson covers capacity and building a business that doesn't burn you out.

TAKE A LOOK

before you go

THIS IS THE BEGINNING *of something good*

Running a beauty business is all about balancing the art with the people side of things — and now you've got some solid tools to handle both. Every client you meet is a learning opportunity. You've got this — and I'm cheering you on every step of the way.

- Not every client is the right fit, and that's okay.
- I am the expert, and it's my responsibility to guide clients toward the best results.
- Strong consultations build stronger client relationships — and a stronger reputation.
- Setting boundaries now avoids stress and dissatisfaction later.

WITH LOVE

Kenadi x

your consultation and your price

A GREAT CONSULTATION ONLY WORKS *when enquiries come in*

Why do some artists get asked "why are you so expensive?" while others never hear it? It's rarely the price. It's what happened before the price was mentioned.

Everything in this guide makes your price feel like the cost of getting it right. But a consultation can't tell you what that price should be — and saying no only feels easy when your diary is full. If your bookings come in waves, the fix is everything that happens before someone fills in your form.

That's what the **PMU Business Builder** covers. Six self-paced lessons, built from what actually worked in my own studio.

01 · THE BRAND
Why clients choose who they choose, and how to make that you.

02 · THE VISION
Your real numbers and a 90-day income plan, with the live pricing calculator.

03 · THE STRUCTURE
Client flow, DM templates and systems that buy your time back.

04 · THE VISIBILITY
Content that turns followers into bookings, and talking on camera.

05 · THE CONSULTATION
Everything in this guide, plus how your consultation protects your price.

06 · THE OWNER
Working on the business, not just in it — without burning out.

£400 one-time · lifetime access · all six lessons unlock the day you enrol · split it with Klarna

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TRY THE FREE CALCULATOR
Find your real minimum price