



# Coach Yogi

FREE GUIDE

**My name is Coach Yogi, and I'm not here to sell dreams—I'm here to build careers.**

**I've been in the makeup industry long enough to see the truth behind the glam. Talent is everywhere, but direction is not. I've watched gifted makeup artists struggle, burn out, undercharge, and question themselves—not because they weren't good enough, but because no one showed them how to turn makeup into a real, sustainable career. I didn't become a makeup coach by accident. I became one because I lived the challenges most artists are facing right now. I learned the hard way what works, what doesn't, and what actually moves the needle. Over time, I built systems, standards, and strategies that transformed my artistry into consistency, confidence, and income.**

**As a makeup coach, my mission is simple: to help makeup artists stop guessing and start building with intention.**

**I coach artists on three core areas that change everything: skills, mindset, and income.**

**Not just how to do makeup—but how to think like a professional, operate like a business, and move with confidence.**

**This guide—and my coaching—is for makeup artists who are tired of being talented but stuck.**

**Artists who know they're meant for more, but need structure, clarity, and guidance to get there.**

**If that's you, you're in the right place.**

**COACH YOGI-**

# The Industry Lie

The beauty industry sells the lie that talent equals income.

It doesn't.

Most artists stay stuck because:

- They attract price shoppers
- They don't know their ideal client
- They rely on social media instead of strategy
- They confuse being busy with being profitable

Skill will get you booked.

Business gets you paid.

The Reality Check

If you don't control:

- Your positioning
  - Your pricing
- Your client experience

Your clients will.

And they will run your business into the ground.

## Pillar 3 – Client Acquisition

Followers don't equal clients.  
Exposure doesn't equal income.

Six-figure artists build:

- Referral systems
- Repeat clients
- Strategic visibility

Not desperation marketing.

## Pillar 4 – Systems

If your business collapses when you stop posting, you don't own a business.

You need:

- Clear booking systems
  - Strong policies
- Boundaries that protect your time

Systems create freedom.

## Pillar 5 – Sustainability

Burnout is not a badge of honor.

Six figures should feel:

- Stable
- Predictable
- Aligned

Not chaotic.

# BUSY DOES NOT MEAN SUCCESSFUL

Being booked is not the same as being profitable.

Many artists confuse motion with progress.

Common red flags:

- Fully booked weekends, empty bank account
  - Constant posting, inconsistent income
    - Lots of inquiries, few solid clients
      - Long hours, no real growth

If your income:

- Changes every month
- Depends on how much you post
  - Drops when you take a break

You don't have a business.

You have a hustle.

Real careers are built on:

- Clear offers
  - Predictable pricing
  - Repeatable systems
- Confident decision-making

Six-figure artists don't work harder.

They work with intention.

# The 6-Figure Makeup Artist Operating System™

Six figures is not luck.  
It's structure.

This system has 5 non-negotiable pillars.

## Pillar 1 – Positioning

If everyone is your client, no one is.

Six-figure artists know:

- Who they serve
- Who they don't
- Why they're chosen

Your work attracts attention.  
Your positioning attracts money.

## Pillar 2 – Pricing Authority

Your price is not the problem.  
Your confidence is.

Premium clients don't ask for discounts.  
They look for certainty, professionalism, and ease.

## Ideal Client Clarifier (Exercise)

Answer honestly:

- Who pays easily?
- Who respects your time?
  - Who drains you?
  - Who refers you?

Your next level requires letting some clients go.

## Revenue Reality Check

If your average service is \$150:

- 4 clients per week = \$31,200/year
- 8 clients per week = \$62,400/year
- Systems + premium pricing change everything

You don't need more hustle.  
You need structure.

# WHY TALENT ALONE IS KEEPING YOU STUCK

Talent opens doors.  
Structure keeps them open.

Most makeup artists were never taught:

- How to position themselves professionally
  - How to attract aligned clients
  - How to set prices without fear
- How to build income that doesn't exhaust them

So they rely on:

- Hope
- Social media likes
- Word-of-mouth only
  - Trial and error

That costs years.

Guidance collapses the learning curve.  
Structure removes confusion.  
Coaching creates momentum.

You don't need more motivation.  
You need a framework.

And that's what separates artists who survive  
from artists who scale.

If this workbook exposed gaps in your business, that was intentional.

I teach this framework in real time inside my community.

Join my free Skool community where I break this down deeper, answer questions, and coach artists at every stage.