

The Imposter Syndrome *Buster* Guide for Lash Artists

You're not behind. You're just building something real.

If you've ever thought "I'm not good enough to charge that," or "Who am I to call myself a lash artist? You're not alone. Imposter syndrome hits hardest when you care the most. This guide is here to remind you of your value, your power, and your purpose, especially on the days you forget.

Common Thoughts of Imposter Syndrome (& Truths)

Thought: "I'm not as good as other artists I see online."

Truth: You're only seeing their highlights, not their learning curve.

Thought: "My work isn't perfect yet, so I shouldn't charge more."

Truth: Growth doesn't mean discounting your worth. You're allowed to earn while you learn.

Thought: "If I raise my prices, people will leave."

Truth: The right clients stay. The wrong ones make room for better ones.

Thought: "I just got lucky with that last client."

Truth: That wasn't luck, that was skill, energy, and intention.

Journal Prompts to Rebuild Confidence

1. What would I charge if I truly believed in my value?
2. What do my clients thank me for the most?
3. What makes my lash style or experience unique?
4. What have I overcome in this journey already?
5. What would I tell another artist who felt the way I do now?

Quick Reset Practices

- Screenshot a recent review and save it to your favorites
- Spend 10 minutes refining your portfolio to remind yourself how far you've come
- Record a voice note hyping yourself up yes, really
- Change your phone wallpaper to a reminder of your "why"
- Take one tiny action that moves your business forward (post, message, follow-up)

You're Not the Only One

Imposter syndrome is a sign you care deeply, but it doesn't get to decide what happens next. Your growth, your prices, your space in this industry? You've earned them. Keep going. Stick this guide somewhere visible. Open it when doubt creeps in. And remember, just because you feel like an imposter doesn't mean you are one.