

Business, Branding & Money Dictionary

for Lash Artists

Business Basics

Revenue

The total money your business brings in from all services and product sales, before subtracting any expenses.

Profit

What's left after paying all your expenses. Profit = Revenue – Expenses.

Expenses

All the costs of running your lash business: rent, supplies, insurance, software, and more.

Overhead

Ongoing monthly business costs that don't change much like rent, Wi-Fi, or booking system fees.

Net Income

Your actual "take-home" pay after all business expenses, taxes, and costs.

Gross Income

The total amount you earn before expenses or deductions.

COGS (Cost of Goods Sold)

The direct costs of the products or materials used during a service (like lashes, adhesive, tape, etc.).

Cash Flow

The movement of money in and out of your business, healthy cash flow means you can pay bills and still save.

Break-Even Point

The amount you need to earn each month to cover your expenses, anything above this is profit.

ROI (Return on Investment)

How much you earn compared to what you spend.

Example: You spent \$100 on ads and made \$300 → ROI = 200%.

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Financial Confidence Terms

Pricing Strategy

The method you use to set service prices that cover costs, reflect your value, and attract your ideal clients.

Value-Based Pricing

Charging based on the transformation and experience you provide, not just your time or cost of products.

Profit Margin

The percentage of money you keep after covering your costs.

Example: If you charge \$100 and it costs \$40 to do the service, your margin is 60%.

Income Goal

A target amount of money you aim to earn monthly or yearly, helps guide your pricing and bookings.

Budget

A plan that tracks where every dollar goes so you can manage cash flow and hit your goals.

Emergency Fund

Money saved (ideally 3–6 months of expenses) to cover slow seasons or unexpected costs.

Tax Deductions

Business-related expenses you can subtract from income to lower your taxable amount, like supplies, education, and marketing.

Bookkeeping

Tracking your business income and expenses, either by spreadsheet, app, or accountant.

Business Account

A dedicated bank account used only for business money, separate from personal funds.

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♥ Branding & Marketing Terms

Brand Identity

The visual and emotional personality of your business: your logo, colors, fonts, tone, and vibe.

Brand Voice

The consistent way you “sound” in captions, DMs, and emails. Friendly, confident, expert, etc.

Target Audience

Your ideal client — who you’re speaking to and designing your brand around.

Unique Value Proposition (UVP)

What makes you different from every other lash artist in your area, your unique edge.

Client Journey

The path your client takes from discovering you → booking → returning for fills → becoming loyal.

Funnel

A marketing system that moves potential clients from awareness to booking — like ads → IG → link in bio → appointment.

Call to Action (CTA)

A phrase that tells your audience exactly what to do next: “Book now,” or “Click here for the guide.”

Rebranding

Refreshing your visual look or message to better align with your growth or audience shift.

Brand Equity

The trust and reputation your brand builds over time, it’s what makes people pay more because it’s you.

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Client Relationship & Communication

Client Retention

How well you keep clients returning for fills, your repeat business rate.

Rebooking Rate

The percentage of clients who schedule their next appointment before leaving.

Referral Program

A reward system that encourages clients to bring in new business (like "\$10 off when your friend books").

CRM (Client Relationship Management)

A system or software to organize client info, notes, and appointment history.

Policy Enforcement

Upholding your booking, cancellation, and refund policies, a form of self-respect and professionalism.

Boundaries

Limits that protect your time, mental health, and energy, essential for long-term success.

Entrepreneur Mindset Terms

Scalability

Your ability to grow, adding team members, retail, training, or online income without burning out.

Passive Income

Money earned without direct time exchange — like digital downloads, affiliate links, or online courses.

Diversification

Having multiple income streams (services, products, education) to make your business more stable.