

1:1 MAKEUP LESSONS WITH  
*Laura Elizabeth*



Private 1:1 coaching  
sessions for  
beginners &  
beauty enthusiasts

# A BIT ABOUT LAURA

Laura is a qualified freelance makeup artist, having worked professionally in the industry for over 5 years. Laura has had the pleasure of working on thousands of different faces, of all different ages, particularly within the event makeup industry.

Laura pays very close attention to detail and prides herself on enhancing one's natural features while still ensuring coverage and the longevity of the makeup.

After working with many different products across numerous brands at different price points, she has a thorough understanding of what products are best used for specific skin types, textures, tones, desired looks etc.

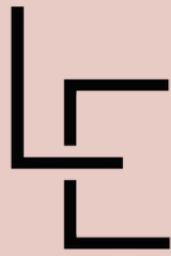
Laura is constantly refreshing her makeup skills and techniques to remain on-trend and up to date with the forever evolving world of beauty!

## **Why should you come to Laura for a 1:1 coaching lesson?**

The makeup industry can be incredibly overwhelming for any beginner or individual who has been doing their own makeup for years! It's very easy to fall behind with the trends, get stuck in your current routine or need a professional to help you elevate your current makeup look. By Laura not representing specific brands means that your lesson is not sales or brand-focused. You can trust that Laura will give you unbiased advice when it comes to the right products for you and your preferred price point.

A 1:1 coaching lesson with Laura is all you need to get excited & feel inspired about makeup again! It's time to create an enjoyable routine that works for you and your budget.

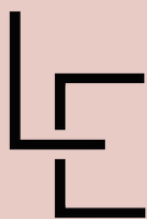




*Makeup by Laura Elizabeth*

# LESSON LIST

What lesson is best suited for you?  
Continue reading to discover the 4 different  
types of lessons Laura offers.



# LESSON LIST

LESSON 1: BASICS FOR BEGINNERS / MASTERING THE NATURAL, DAY MAKEUP LOOK

LESSON 2: INTERMEDIATE REFRESH / ELEVATE YOUR CURRENT MAKEUP ROUTINE

LESSON 3: FULL GLAM / EVENT STYLE MAKEUP INCLUDING LASH APPLICATION

LESSON 4: FOCUSING ON ONE MAIN AREA OF THE FACE



# LESSON 1: BASICS FOR BEGINNERS

MASTERING THE NATURAL, DAY TO DAY MAKEUP LOOK  
FOR THOSE NEW TO MAKEUP/ INTERMEDIATE REFRESH

## WHO IS THIS LESSON FOR?

Are you a beginner who is overwhelmed by all the different products on the market and need help perfecting the basics? This might be your introduction to makeup, or you might just need help understanding makeup a little more and further refining your makeup technique.

## WHAT IS INCLUDED?

In this lesson, you will learn techniques to perfect your own daytime, natural glam makeup from start to finish, makeup, brushes, and skin prep and more. Focusing on simplifying makeup as much as possible, ensuring you walk away with a straightforward understanding of makeup overall and creating a routine that will be easy to replicate over and over again. You and Laura will also go through your current makeup bag so that you can make the most of the products that you already have before looking to incorporate any new products.

## KEY FOCUSES:

- Breaking down the basics.
- Nailing the natural, day-to-day look & ensuring you can easily replicate it regularly at home- especially in a hurry.
- Focusing on simplifying makeup, product application, skin prep & tools.
- Carefully going through and noting any new products that are used from Laura's professional kit for you to purchase during your next shopping trip.

## WHAT YOU WILL RECEIVE:

- Beauty wish list; a hand written shopping list, curated by you throughout your session (strictly for beauty and makeup items only)
- Face chart (optional); for you to make note of what product goes where.
- Notebook for note taking throughout your appointment.



# LESSON 2: INTERMEDIATE REFRESH

## HOW TO ELEVATE YOUR CURRENT MAKEUP ROUTINE

INTERMEDIATE REFRESH / REGULAR MAKEUP WEARERS

### WHO IS THIS LESSON FOR?

Do you have a go-to glam you're always doing on yourself every-time you go out? Down packed the basics, been wearing out the same face of makeup for a few years and you now want to elevate your look! Maybe you feel like you have more to learn? Getting ready in a hurry? Laura knows exactly how to spice up your look even when you're time poor.

Makeup trends are forever evolving and it's so easy to fall behind with the trends, this time spent with Laura will allow you to test and trial the techniques you might have seen appear on your IG or TikTok FYP for yourself!

### WHAT IS INCLUDED?

In this lesson Laura will go through simple yet effective ways you can transform your makeup look and update your techniques in the process. Laura does specialise in event makeup, however you might decide focusing on a look you would wear day to day might suit you better, natural or full, either can work well for this service. Working with the products you might already have in your collection and experimenting with new products from Laura's kit you might wish to purchase yourself, post-lesson. Your choice of eyelash application will also be included. Laura has plenty of useful tricks to make eyelash application as seamless as possible. She will also lightly touch on simple ways you can elevate your final look using accessories and hair styling - after all makeup is just one component as a part of a final look.

### KEY FOCUSES:

- Using this session with Laura to learn and have a play around with different techniques and products.
- Your choice of makeup and lash look. (If you're hoping to focus on something a bit more dramatic, Lesson 3 might be better suited to you.)
- Elevating your overall look outside of makeup application.

### WHAT YOU WILL RECEIVE:

- Beauty wish list; a hand written shopping list, curated by you throughout your session (strictly for beauty and makeup items only)
- Face chart (optional); for you to make note of what product goes where.
- Notebook for note taking throughout your appointment.



# LESSON 3: EVENT STYLE MAKEUP INCLUDING LASH APPLICATION

INTERMEDIATE REFRESH / REGULAR MAKEUP WEARERS

## WHO IS THIS LESSON FOR?

You might be a daily makeup wearer or you might not be, you just want one look you can always rely on for your special occasions, something budget proof that you know will always leave you looking and feeling your absolute best before a night out.

## WHAT IS INCLUDED?

In this lesson Laura will go through similar techniques and products she would typically use on her event clients that are after a glamorous look, showing you how you can alter the look to suit both day and night time events. The correct use of particular products to ensure it's going last and remain looking flawless all night long. As well as working with colours, how to coordinate your eye look with your outfit and how the correct use of colours can bring out the tones in your eyes.

Your choice of false eyelash application will also be included. Laura has plenty of useful tricks to make eyelash application as seamless as possible, especially when working in a hurry. We're all about efficiency while still looking like you've put hours of effort into your appearance!

Laura will also share her favourite touch-up methods, and what you can do with as little product as possible when out and about.

## KEY FOCUSES:

- Using products to ensure makeup longevity.
- How to create a simple, yet effective go-to eye look appropriate for your outfit and hair choice.
- How to apply false eyelashes.
- Touch up techniques.

## WHAT YOU WILL RECEIVE:

- Beauty wish list; a hand written shopping list, curated by you throughout your session
- Face chart (optional); for you to make note of what product goes where.
- Notebook for note taking throughout your appointment.



# LESSON 4: FOCUS ON ONE AREA

FOR MORE INTERMEDIATE- ADVANCED MAKEUP WEARERS

## WHO IS THIS LESSON FOR?

Naturally, this lesson is for someone with already a fair bit of experience in makeup, for those wanting further knowledge and perfect one particular area of the face.

Feel like you've nailed your base, but when it comes to your eyes you struggle on knowing what goes where? and lashes are a definite no go? Time to get that eye down packed, so for your next outing you feel confident applying lashes and creating the most effortless, diffused smokey eye, maybe a shadow wing? Doesn't have to strictly be eyes, it can be your base makeup you're wishing to master. This lesson is perfect for you!

## WHAT IS INCLUDED?

Once your area of choice has been discussed, and understanding your current competency level with beauty and makeup, Laura will breakdown everything in regards to your focus area. The more popular and often over complicated area of the face - the eyes, most individuals have no idea where to begin. Laura will talk you through each step, closely looking at application and tools. Explaining and understanding what you can do to enhance and work with your certain eye shape.

## KEY FOCUSES:

Highlighting one key area of the face:

- Eye: Eyes and Brows
- Prep: Skin, Base and Brows.
- Setting: Highlighting, Blush, Bronzer and Contouring.

In the chance you were wishing to focus on the 'Setting' aspect of the makeup application, Laura will ask for you to come either partially ready or with your foundation to apply it as if you normally would before working on your area of choice.

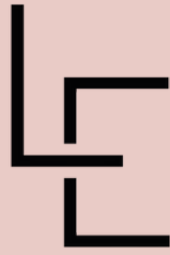
- Full in-depth breakdown of your selected area, nothing will go overlooked.

## WHAT YOU WILL RECEIVE:

- Beauty wish list; a hand written shopping list, curated by you throughout your session (strictly for beauty and makeup items only)
- Face chart (optional); for you to make note of what product goes where.
- Notebook for note taking throughout your appointment.







**COST:**

\$300 for one individual (1:1)

**DURATION:**

2 hours

**LOCATION:**

Laura's studio space, Caringbah 2229.  
Address sent out upon confirmation.

**WHEN:**

Lessons are available Monday-Friday and Sunday's  
depending on availability.

**HOW TO BOOK:**

1. You can book directly through Makeup By Laura Elizabeth's timely link, or via email if your desired time is not shown on timely page.
2. The cost of the lesson must be paid in full in order to secure your lesson.
3. Once everything has been confirmed, you will be sent a Google Survey you must complete in order for Laura to create and devise a personalised lesson based on your responses given in the survey.

# A FEW REMINDEES

Don't forget, your session with Laura is tailored completely to you and what you wish to get out of this coaching session. The lesson will be structured around the type of lesson you have selected, along with your answers provided in the Google Survey sent out upon booking confirmation.

Laura and you will work together to decipher what products and brushes are best suited for your own regular, personal use. Based on your budget, what beauty items you already own, the time you normally allocate to doing your beauty routine & makeup application. Laura aims to take the complexity out of your makeup routine so you can easily achieve the look done in your lesson at home with as few products as possible.

Any questions that arise along the way Laura will happily answer, and anything that you wish to remember and look back on after your session can be noted down in the notebook provided by Laura.

If you're struggling to decide which type of session is best suited to you, please don't hesitate to get in contact with Laura. Along with any further questions regarding this service.

Stay tuned for lessons dedicated to the aspiring makeup artists and industry professionals, which will delve into more content creation and working on clients side of things!

Time to book in your one on one session with Laura!



Can't wait to have you in!

xx *Laura*