

How to Build Confidence

**Master Your spray Tan Skills &
Build Your Business with Confidence**

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IMPOSTER SYNDROME OR YOU JUST HAVEN'T DONE IT YET!



Confidence is one of your most powerful tools. Confidence isn't something you're born with—it's something you can build through the right training and practice.

Action Items:

- Confidence sets the tone for your entire client experience. When you're confident in your skills, your clients will know, like & trust you, feel comfortable during their appointments, and are more likely to rebook and refer your spray tan services. In a competitive beauty industry, being confident and knowledgeable can set you apart.

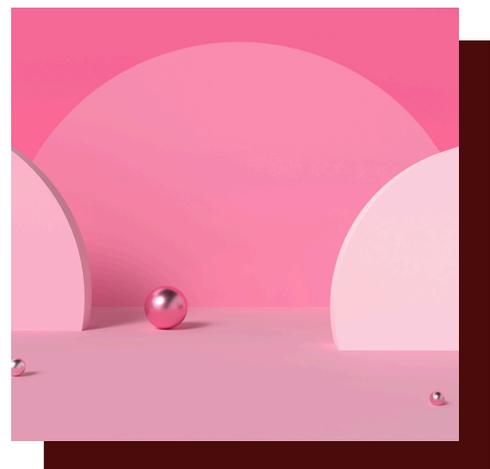
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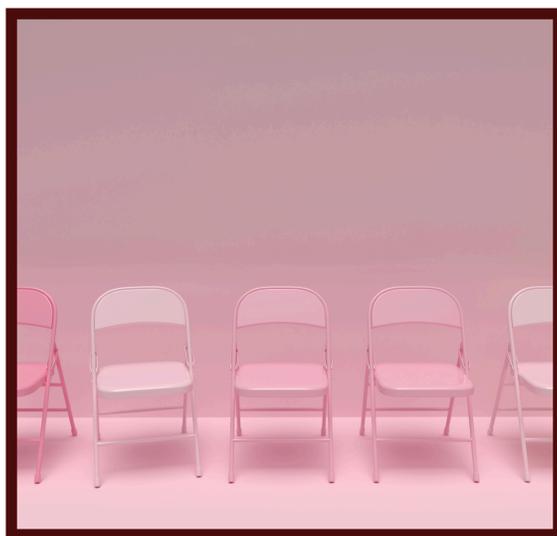


Training gives you hands-on experience with your spray tan equipment, solutions, and techniques. Learning how to control your spray gun, blend tricky areas like hands and feet, and customize shades for different skin tones ensures you deliver flawless results every time. When you know your craft inside out, your confidence naturally grows.



MASTER TECHNICAL SKILLS

Don't wait for that dreaded phone call. Educate your client every session.

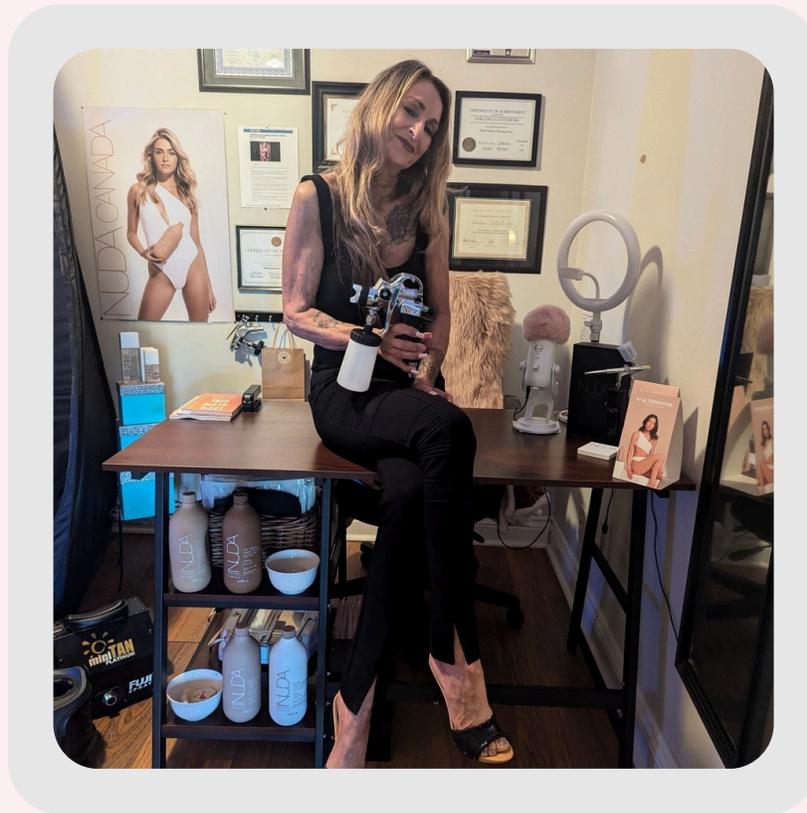


Overcome Common Challenges:

Every spray tan artist encounters challenges – uneven tans, nervous clients, or tricky skin types. Training programs often include real world scenarios and solutions to these common problems. The more prepared you are, the less intimidating these challenges will feel. For example, learning how to handle clients who skip their pre-tan prep or understanding how to adjust your technique for different skin types can turn potential disasters into success stories.

Build Business Knowledge:

Confidence is about knowing how to run your business effectively. Training can teach you how to create strategic systems, market your services on social media, and provide exceptional client care. When you're equipped with business knowledge, you'll feel empowered to take your brand to the next level.



Hello my friend!

You're here because you're ready to grow your spray tan business the smart way – without burning money on ads or begging strangers online for attention.

And let me tell you something right out of the gate: to succeed, invest in yourself, put strategies & systems in place. Policies & Procedures. Stay professional and lead with your heart.

I created this guide to show you how simple, a system can be when you do it right. No awkward scripts. No pushy sales tactics. Just genuine connection and strategies that work in the real world.

As a Master Spray Tan Artist and trainer, I've spent years learning what keeps clients coming back – and what gets them talking about you to everyone they know. This guide gives you the exact tools I use and teach inside my professional training programs.

By the time you're done, you'll have systems & checklist you can plug into your business today... and start seeing results fast.

You're building something meaningful here.

Let's get you booked out the right way.

#FollowYourGlow

Darlene Clatterburg

Liquid Sunshine Spray Tan

Sunless Academy

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