

SL: Your brand is forgettable

PV: And how to fix it in 90 days

Remember when you started your beauty brand?

You had this vision. This fire. You knew exactly who you wanted to help.

Now you're posting into the void, wondering if anyone even cares.

I get it. Because here's what nobody tells you...

Having great products isn't enough anymore.

Perfect makeup skills? Not enough.

Posting every day? Still not enough.

You know what separates the beauty brands making \$30K months from the ones begging for likes?

They stopped competing on talent. They started competing on connection.

Let me explain.

I spent years building beauty brands from scratch. No team. No investors. Just me and a laptop.

The first brand? Crickets for months. Great products, zero sales.

The second one? Hit \$10K in month two.

Same skills. Same work ethic. Completely different approach.

The difference was learning how people actually choose which brands to buy from.

It's not about who has the best formula or the prettiest feed.

It's about who makes them feel something they can't get anywhere else.

That's exactly what I teach in my brand scaling course.

Not theory . But just the EXACTt system I used to build multiple six figure beauty brands solo.

Here's what changes when you implement this:

You stop guessing what content to create. You know exactly what your audience craves.

You stop underpricing out of fear. You position yourself as the premium choice.

You stop chasing trends. You become the brand others try to copy.

You stop trading time for pennies. You build systems that scale without you.

Davina went from charging \$40 for makeup sessions to launching a \$200 masterclass that sold out in 48 hours.

Sola turned her side hustle skincare line into her full time income in just 4 months.

They weren't special. They just learned what actually moves people.

Here's what you need to know:

You DON'T need 10K followers to start.

You DON'T need perfect branding yet.

You DON'T need to figure this out alone anymore.

You just need someone who's been where you are to show you the path.

That's what this course does. Takes you from invisible to unforgettable using proven frameworks, not wishful thinking.

If you're tired of working harder for less while watching others scale past you, this is ALL you need.

SCALE PAST YOUR COMPETITORS

James

P.S. That vision you started with? It's still possible. You just need the right roadmap to get there.