

Leon Studio Autoresponder Series

Email #1

SUBJECT LINE: I Hated Putting Things Back...

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One, and I want to ask you something...

Did you ever have to put things back you couldn't afford?

My friend's family struggled financially growing up. He told me money was really when grocery shopping.

If his mom didn't keep track of how much she had in her cart, she'd have to ask the cashier to take items off the total.

And it was always when there was a long line of people behind them.

He told me how he'd feel his face turn red every time it happened.

His story really stuck with me.

I want to make the tuition for this new career a "non-issue" for you.

Just click on the link below to submit a federal student aid form quickly and easily:

Click [HERE](#) to fill out the form.

Now, let me say “Congratulations!”

Filling out the contact form on the Leon Studio One website to get the federal student aid form was an important first step towards quickly and easily starting your new career in Cosmetology!

And I applaud you for it!

Over the few weeks, I'll be telling you more about why Cosmetology is such a smart career choice:

- Creativity – You'll be able to showcase your awesome creative side!
- Helping Others – You'll feel great helping people feel better about how they look.
- Constant Demand – No matter what happens in the world, people will always need to take care of their hair!
- And MUCH more!

Don't forget – click on the link below to go to get the free federal student aid form...

Filling out the federal student aid form allows you to get a low-interest federal loan, meaning you can get started in your new career even faster!

Go ahead and do this now – you'll be glad you did.

Click [HERE](#) to fill out the form.

Good--now look for another message from me within the next day or so.

Until then, thanks again for checking out our School of Beauty Knowledge, and I'll be talking with you soon.

Warmly,

Brenda

P.S. Again, filling out this federal student aid form (FAFSA) will help launch your career much faster! Take care of it today.

Click [HERE](#)

You'll be glad you did.

Leon Studio Autoresponder Series

Email #2

SUBJECT LINE: "Wait...You Did This?"

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One. My friend was just showing me her daughter's latest TikTok video...

I watched the video and thought her daughter did a great job – her lips matched perfectly with the song that was playing.

After it was over, I asked my friend, “What song was that? I don’t recognize it.”

Then my friend told me something that blew me away.

“She wrote that song,” she said.

WOW!

I couldn’t believe it. To me, writing and singing an original song is so amazing.

Of course, I thought TikTok was mostly lip-syncing and dancing to famous artists’ songs.

Shows what I know.

Here’s the thing: My friend’s daughter reminds me of great hairdressers.

What if I told you that you could become just as talented and creative as some of those people you see on TikTok??

But instead of singing or dancing, your creative outlet is hair!

Guess what? I can help you set your inner creativity free.

[Click HERE](#)

With Leon Studio One’s School of Beauty Knowledge, you can finally show the world what’s inside of you.

If you're considering a career in the beauty industry, you've probably felt the creative urge bubbling up for years.

Maybe you just haven't figured out a way to channel it yet.

Or maybe you've tried other things, but they just didn't satisfy that burning desire to express yourself.

Finally, your search is over.

By scheduling your free, no-obligation tour at our School of Beauty Knowledge, you'll find out exactly how you'll have the perfect outlet for your creative desires.

And it's a career that pays well, too.

[Click HERE](#)

Let's face it, creativity is incredibly fulfilling, but getting paid for it is an awesome perk.

When you think about it, a well-paying career that lets you express your creative side is the perfect answer you've been looking for.

Schedule a free tour of our state-of-the-art facilities TODAY, while you're thinking about it.

And really, don't you deserve the chance to show your creative side to the world?

[Click HERE](#)

Good—I'll see you on the next page...

Brenda

P.S. Look, I'm going to level with you.

Joining our School of Beauty Knowledge will take work. You can't just snap a finger and have the information downloaded inside your brain.

But by scheduling your FREE, no-obligation tour of our facilities, you'll see how much effort we put into making it as easy for you as possible.

You'll be getting the most current training imaginable.

Your free tour of our studio will show you just how far we go to make mastering these techniques quick and fun.

But you gotta take the next step first.

Schedule your free tour TODAY while you're thinking about it.

Ready to show everyone what you're made of?

[Click HERE](#)

Look for another message from me in two days...

Leon Studio Autoresponder Series

Email #3

SUBJECT LINE: An Entire Industry Goes 'Poof'...

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One, and the other day I was talking with my friend who saw his entire career collapse overnight...

This guy was rockin' it too.

He had just bought a beautiful \$200,000 home. And a new car. By himself.

Then COVID hit.

In one day, his entire industry evaporated right before his eyes.

As a professional magician, he traveled 200 days a year across the country living his childhood dream and getting paid very well for it.

It was just magicians, either. All live entertainers - DJs, singers, comedians, and many more – all saw their world crumble.

When I think about him, I have to admit I feel relieved.

Because I chose an industry that's never going away.

Of course, I'm talking about being a hairdresser.

Look, COVID hit everyone hard. But there's a silver lining to it. When people began to go out in public again, what happened?

They flocked to their hairdressers. They couldn't wait to get their hair done after weeks of being locked up.

I know of one hairdresser who runs a one-person salon who worked 18-hour days when things started reopening.

She had to work those crazy hours for weeks to meet the demand.

And because she's good at what she does, she retained 98.6% of her clients.

You can have that kind of security too,

[Click HERE](#)

When you schedule your free, no-obligation tour of our facilities, you'll see how much our School of Beauty Knowledge prepares you for an awesome career.

A career that practically guarantees you'll be in demand.

No matter what craziness happens in the world.

As long as people have hair, they're going to want it cut, colored, and styled.

And after the craziness of the COVID pandemic, isn't that what you want?

[Click HERE](#)

And even if you've never done anything with hair other than your own, don't worry.

Our trained staff and instructors will guide you every step of the way.

When you finish our program, you'll be armed with knowledge. And the skills to go to any town in the county and make good money.

Because people will always want to look and feel their best.

Ready to check out our facilities?

[Click HERE](#)

This is your chance to make sure you'll always have a skill set that people will gladly pay for.

No worrying about whether your education will be "obsolete."

Want to take the tour?

[Click HERE](#)

Until next time,

Brenda

P.S. Schedule your FRE, no-obligation tour of our school NOW, while you're thinking about it.

You'll get to see the facility, tools of the trade, and even your instructors.

Go here now to get started on your path to security...

[Click HERE](#)

See you in two days with another message...

Leon Studio Autoresponder Series

Email #4

SUBJECT LINE: Why Did They Make Her Wait So Long?

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One and this week I was re-watching the series finale of "The Big Bang Theory..."

If you never saw the show, it was a popular sitcom that centered around a group of geniuses.

One of the characters, Sheldon Cooper, is brilliant but socially awkward. After four seasons, the show introduced a female love interest for him.

Her name was Amy, played by actress Mayim Bialik.

The show's producers decided to make Amy look very frumpy and plain, unlike how beautiful Mayim is in real life.

Throughout the show, Amy suffers from insecurities about her looks. It's not until the very last episode of the show that the character decides to get a makeover.

After the makeover, Amy's self-confidence grows, and she finally feels good about herself in ways she never had.

After watching the episode, I only had one thought.

Why did Amy wait so long?

When someone takes steps to create a 'look' they enjoy on the outside, it can have an amazing effect on the person.

Here's the best part.

YOU can help people have this same "A-ha!" moment.

[Click HERE](#)

When you schedule your free, no-obligation tour of our School of Beauty School Knowledge, you'll see it all.

The facilities. The tools. The instructors. The staff.

They're all there to help you unleash your superpower – one that can help people of all shapes, sizes, and backgrounds feel so good about themselves.

Just like a butterfly emerging from a cocoon.

What a beautiful, amazing feeling it is to help someone see themselves in such a positive, powerful way!

You can literally change lives.

That's not a misprint.

[Click HERE](#)

Having the skills to help people feel good about themselves is an incredible feeling.

It's so much more than just a job.

From personal experience, I can tell you that there are times when you'll be the only bright spot in a client's life.

They will look forward to that time in your chair as the only part of their week they can let their guard down.

Or feel good about themselves.

You'll have the power to help your clients in ways you can't imagine. Or predict.

Schedule your free tour of our facilities today. You'll see how exciting it can be to start such an incredible journey.

Remember, the tour is free.

So why wouldn't you jump all over this?

[Click HERE](#)

I'll see you there soon...

To an amazing superpower...

Brenda

P.S. Don't forget, we can help you apply for a federal student loan, too.

So money won't be a barrier for you.

There's no reason why you can't get started right away.

Schedule your FREE, no-obligation tour TODAY, while you're thinking about it.

[Click HERE](#)

I'll be sending you a really fun email in two days...

Leon Studio Autoresponder Series

Email #5

SUBJECT LINE: When Do They Find the Time?

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One and yesterday, and the other day I realized something about social media...

When I tell you what it is, you might nod your head and agree with me.

Or you may not. For that matter, maybe you're not even on social media.

Social media used to be just about catching up with friends and family you haven't seen in a while.

But now it's changed – people are using social media to deal with romance, work dynamics, relationships with their parents, politics, religion, and everything else you could think of.

Regardless of where you stand on whatever the issue of the day is, you have to agree with me on one thing:

People's lives are busy and complicated.

In reality, they always were, but because of social media now we KNOW how busy people are.

My big revelation? After reading some of this stuff, I have to ask...

Where do these people find time for their jobs?

Maybe you don't have to deal with as much stuff as what you read about on social media, but everyone has a lot going on in their personal lives.

What if there was a career that offered flexibility for every lifestyle?

Guess what? There is.

[Click HERE](#)

With our School of Beauty Knowledge program, you'll have a skill set that you can use to set your own work schedule.

Whether it's finding a salon to work in that fits your needs or striking out on your own, Cosmetology is a career that gives you the ability to choose your own schedule.

It's true – once you have your license, you can choose what works best for you.

Maybe it's the safety or security of a paid position in an established salon.

Or a booth rental position where you can set your own hours.

How about opening your own salon and having total freedom?

The choice is yours.

Doesn't that sound great?

[Click HERE](#)

Here's the BEST part.

You don't have to decide right now.

Just schedule your FREE, no-obligation tour of our facilities.

You can meet our staff. Meet your instructors. See the fresh, modern, state-of-the-art set-up.

Taking the tour doesn't cost you a dime.

But it will help you decide if this life of total freedom is for you.

What do you have to lose?

[Click HERE](#)

By scheduling a FREE tour, you're taking the first toward a goal most people only dream of.

Because it means you're shaping your life to fit YOUR dreams...and not someone else's.

Isn't that what you want?

[Click HERE](#)

I look forward to meeting you soon.

Brenda

P.S. A friendly warning: There are only so many spots open every class. If you wait too long, you may have to wait months to get in.

That means pushing your dream of total freedom out further.

Why not schedule your FREE no-obligation tour NOW?

[Click HERE](#)

Look for something from me in two days...

Leon Studio Autoresponder Series

Email #6

SUBJECT LINE: Picture This in Your Mind...

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One and today, I'd like you to imagine something for a moment...

You're standing behind your chair, sharing a laugh with the warmest, friendliest woman you've ever met.

She tells you the latest about what's going on in her life.

She has a way with words. Halfway through her story, you find yourself laughing so hard it hurts.

Two chairs away, another stylist catches your eye. Her eyes are beaming. Turns out her client is telling her a story that's just as funny.

You put the finishing touches on your client's hair, and before she leaves, she pays you for your service.

And she gives you a big fat tip.

On her way out the door, she says, "I just love coming to see you! It's the best part of my week!"

Imagine that.

Your client tells you you're the best part of her week. She made you laugh so hard you could barely breathe.

And she paid YOU for it.

That's not all: You're surrounded by other stylists who have similar clients and stories.

The atmosphere is charged with the positive vibes of people who enjoy each other's company.

After work, some of you gather at a nearby restaurant to swap stories because you can't bear the thought of letting this magical day end.

Sound like a pipe dream?

Well, I've got news for you...this sort of thing happens in salons across the country every day.

Every. Single. Day.

[Click HERE](#)

It's true—a career as a hairdresser can offer you freedom, creativity, job security, and everything else I've covered in this mini-course.

And you can have it all in a fun, happy work environment.

Instead of dealing with stuffy, uptight suits in a boardroom, you get to spend time helping those same people unwind and feel good about themselves.

And THEY are the ones handing YOU money.

What other career offers that?

[Click HERE](#)

Although many jobs talk about making money or feeling good about the work you do, Cosmetology gives you the gift of having fun with the people who pay you!

Best of all, it doesn't cost you anything to see if it's right for you.

Why not schedule your FREE no-obligation tour of the School of Beauty Knowledge right now?

You'll get a chance to meet the skilled teachers who will guide you on the journey.

They'll help you develop the skills necessary to work in a field where every day feels like a social hour.

So, can I count on you to join us for a tour?

[Click HERE](#)

Because there's a whole world out where it's FUN to go to work.

But if you don't take the next step, it will never happen.

Are you REALLY going to turn down this chance?

[Click HERE](#)

See you on the tour...

Brenda

P.S. Remember—the only thing stopping you from this career of social fun at work is YOU.

Take the next step.

Sign up for your FREE, no-obligation tour TODAY while you're thinking about it.

[Click HERE](#)

Leon Studio Autoresponder Series

Email #7

SUBJECT LINE: When Happens When the Countdown Clock Reaches Zero?

Hi <<FIRSTNAME>>,

It's Brenda from Leon Studio One, and I was watching a crazy action movie the other night.

I don't remember the name of it, but actor The Rock was in it.

At the end of the movie, a countdown clock started and if it reached zero, there was gonna be a big explosion. Or something.

I was half asleep, so I don't remember what was going on.

But that countdown clock reminded me of you.

Because the time to start your new career very quickly is running out.

Our classes rapidly fill up.

If you wait too long, you'll have to wait months until the next class starts again.

Which means putting off your new career even longer.

Are you in or out?

Because in my last several emails, I've been telling you all about the incredible reasons why a career in Cosmetology can transform your life.

You've heard about the amazing way Cosmetology gives you:

- freedom for creativity
- ideal working conditions
- lifelong job security
- a skill set that will never become obsolete
- and much more.

Yet you still haven't signed up for a FREE, no-obligation tour of our School of Beauty Knowledge.

Did you see this page?

[LINK HERE](#)

Frankly, I'm puzzled at why you haven't grabbed up this opportunity before now...

Because I've made it as easy as possible for you to have a career where work feels like a social hour.

Just by taking the free tour, you'll find out if this kind of career, one that offers so many options for freedom, is right for you.

And if you decide this is what you want, we can even help you apply for a federal student loan.

So, money certainly won't get in the way.

Since the tour is free, can you think of any reason you wouldn't take me up on it?

Nope, me neither.

[LINK HERE](#)

Look, here's the bottom line:

I've shown you how this industry gives you job security for life...

I've shown you how it opens the doors for creativity...

I've shown you how much fun a career as a hairdresser can be...

I've even offered to help with your application for a federal student loan.

And best of all, I'm only inviting you to take a FREE tour, with no further obligation of any kind, so you can check out our facilities.

What else can I do?

[LINK HERE](#)

That stopwatch is winding down...

Brenda

P.S. Thanks for your time over the last couple of weeks. It's been a pleasure speaking with you, and I truly hope our paths cross again soon.

But before I go, I just have to ask you one last again...

Are you in or out?

[LINK HERE](#)