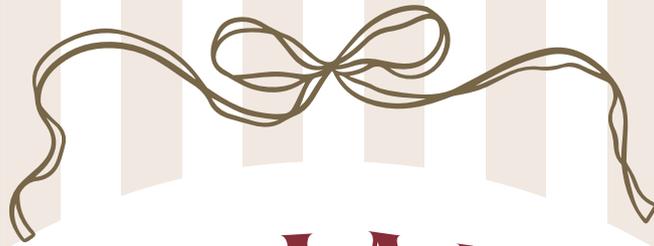


2025-2026 edition

*The*  
*Training*  
BROCHURE

**Natalie Jones**

UK + DESTINATION  
BRIDAL MAKEUP ARTIST  
& EDUCATOR



# TRAINING & CONTENTS MENU



*The Sibe*

page.03 + 04

*Welcome*

page.05

*Courses at a Glance*

page.06

*The Juicy Bits*

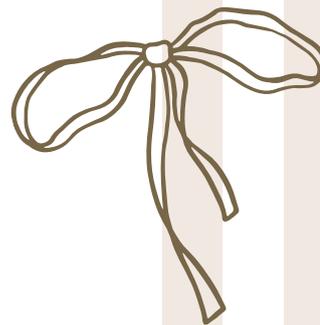
page.07

*Next Steps*

page.08

*On-going support*

page.09





FEMALE FOUNDED — *That's Hot*

# TRAINING MOODBOARD



color palette



TRUST  
the  
F\*CKING  
Process



# 05

## *welcome* TO MY TRAINING + EDUCATION



Thank you for taking the time to explore my training and courses.

If you've found your way here, it means you're already invested in growing as an artist and shaping a bridal business that feels lasting, fulfilling, and truly your own.

My approach to education is gentle but purposeful; calm, inspiring, and rooted in the real emotions of years spent working with brides across the UK and Europe.

What you won't find here, is what you've seen before and honestly what put me off being an 'educator' for so long.

There's no overwhelm, no gatekeeping, no intimidating "boss-babe" energy.

Just honest guidance, shared openly, with the aim of making your journey feel lighter and clearer.

I believe learning should feel supportive, never pressured. My role is to guide you with openness, encouragement, and real tools you can put into your business, so you can create your own version of success, built on artistry, confidence, and a business that feels aligned with you.

Whether that's booking 100+ brides a year, jetting off to lake Como, being able to finally quit a draining side job, or work around your life as a mum at home.

*Love,*  
*natalie xx*



# COURSES

## AT A GLANCE;

### **The Bridal Course**

*1:1 in person / 2 days / Selected dates each month*

The complete blend: one day of artistry, one day of business. Perfect for beginners or artists feeling stuck.

*For:* New artists stepping into bridal, or experienced MUAs feeling unfulfilled, attracting the wrong clients, or wanting a reset.

*Not for:* Those wanting a light, one-off refresh — this is a full, immersive course.

### **The Bridal Booster**

*1:1 in person / Full day / Selected dates each month*

A day of pure business strategy: pricing, contracts, marketing, social media, and confidence to grow your bridal business.

*For:* MUAs at any stage who want clarity, strategy, and confidence in their business foundations.

*Not for:* Artists wanting practical makeup training (there's no brushes in this day!).

### **The Bridal Lesson**

*1:1 in person / 3–6 hours / Selected dates each month*

Step-by-step, fully practical learning ; covering artistry, kit building, techniques, and content capturing.

*For:* Beginners or artists wanting hands-on training, a portfolio refresh, or confidence with bridal looks.

*Not for:* Those wanting business training (The Booster or Course is designed for you).

### **The Makeup Accreditation**

*3 days in person + online theory / Limited Availability / Accredited*

For beginners or MUAs needing formal certification.

Blends artistry, business, portfolio building + assessment.

### **The Coaching Calls**

*60–90 mins / Zoom / On request*

Personalised Q&A sessions, tailored to your goals.

Book single calls or packages for ongoing support.

*For:* Artists at any stage needing clarity, accountability, or a motivating “kick-start.”

*Not for:* Those wanting full hands-on artistry training or a structured, multi-day course.

### **The Bridal Masterclass**

*2–5 hours / In person group sessions / Limited dates*

Watch or join hands-on demos, each focusing on a different bridal look, technique, or seasonal trend.

*For:* Artists at any stage, from beginners to advanced, wanting inspiration, new skills, or to watch my process in action.

*Not for:* Those wanting 1:1 teaching (The Lesson or Course is a better fit).



# **THE JUICY BITS;**

## **WHAT THE COURSES ARE, AND WHAT THEY AREN'T;**

From the previous page, you probably have a little insight into what you are fancying.

So here's some more detail;

### **The Bridal Course**

My joint most popular offering. My most in-depth 1:1 education:  
a two-day experience blending artistry and business.

*Day one is practical; bridal techniques, signature looks, kit confidence.*

*Day two is strategy; pricing, contracts, marketing, and attracting your dream clients.*

Perfect for beginners starting out, or artists who feel stuck and ready to reignite their career.

### **The Bridal Booster**

My joint most popular offering.

A one-day, one-to-one business intensive. No brushes, no models; just soft strategy that bloody well works. We'll cover pricing, contracts, client experience, content, and marketing so you can grow your bridal business with clarity and direction. Again, no hard selling, no icky-ness. Just exactly what works, how I grew my business, how that will look with yours, and fully bespoke to you, your goals and dreams.

### **The Bridal Lesson**

A one-to-one, fully practical learning day. We'll work step by step through one or two looks, using a mix of your kit and mine. You'll refine artistry, kit building, product layering, and content capturing; ideal for beginners or artists wanting to refresh their portfolio with confidence.

No 'business' here, just purely artistry and creativity.

### **The Makeup Accreditation**

A fully accredited three-day course with online theory beforehand. Designed for beginners or working MUAs needing certification, this course covers artistry, on-trend occasion looks, portfolio building, and business foundations. It concludes with a practical assessment, giving you both confidence and accreditation to launch your career.

### **The Coaching Calls**

A 60–90 minute Zoom session, completely tailored to you. Perfect if you want a refresh, clarity on a specific challenge, or to test the waters before committing to a larger course. Available as one-off sessions or in packages for ongoing support and accountability.

### **The Bridal Masterclass**

An immersive in-person experience for artists at every stage. Across 2–5 hours, you'll either watch live demonstrations or take part hands-on, depending on the session. Each class explores a different bridal look; from signature glowing skin to modern, seasonal styles, designed to inspire and refine your artistry.



# *THE* **NEXT STEPS;**

## **SO YOU'VE SEEN AN INSIGHT INTO THE COURSES, NOW WHAT?**

So i'm now taking the time to read through your enquiry form.

I've received your details and I'm now preparing your personalised training proposal.

While my course prices are set, this step allows me to ensure you have all the information you need, and that I can guide you towards the offering best suited to you;  
*your artistry, your goals, and where you are in your business right now.*

This process is about more than just dates and fees; it's about making sure you step into education that feels aligned, supportive, and tailored to your stage of the journey.

My role is to make sure you feel completely confident in what's ahead, and that you have clarity on how your chosen training will help you grow.

Once your proposal is ready, you'll receive a full breakdown of what's included, the investment, dates and how to secure your place.

From there, you can take your time, explore your options, and decide whether now feels like the right moment to begin.

There's no rush and no pressure; just a calm, supportive pathway into education that's designed to fit you.

## **IN THE MEANTIME**

if you want to chat more, you can find me on instagram at @nataliejonesbridal where i'll be happy to chat, voicenote or just offer suggestions!



# ONGOING SUPPORT;

## **1. Confirmation**

Once your booking is confirmed, you'll receive a welcome email with everything you need to know: dates, times, location (for in-person training), and any preparation required. You'll also receive a questionnaire I'd love you to fill out as in-depth as you can, to make sure everything is fully tailored to you and where you want to be.

## **2. Preparation**

For certain courses, you may receive pre-learning materials or online theory modules to complete ahead of time. This ensures you feel confident and ready to dive in when we meet.

## **3. Your Training Day(s)**

Arrive feeling supported and ready to grow. Whether it's artistry, business, or a blend of both, your training will be tailored to your goals and your stage of business; with space for questions, conversation, and confidence-building.

## **4. Aftercare & Support**

Your education doesn't end when the course does. You'll receive follow-up resources, notes, or community access depending on your chosen course; plus the reassurance that you can always reach out if you need guidance.

*Thankyou*

*& speak soon!*

*xx*