

Wedding Makeup *Workbook*



A guided workbook to help you define your bridal makeup look, discover products that truly work for you, and build a routine that helps you shine—on your big day and into your happily ever after.

Welcome!

First of all—congratulations! You’re stepping into one of the most meaningful seasons of your life, and I’m truly honored to be a small part of your journey.

This guided workbook is more than just a space to plan your bridal makeup look—it’s a place to pause, reflect, and reconnect with yourself and your beauty routine. Whether you’re doing your own makeup, working with a pro, or navigating both, this workbook will support you in discovering the products, techniques, and practices that make you feel your most radiant.

Inside, you’ll set beauty goals, test products, and build your skills—all on your own terms. Most importantly, you’ll walk away not just with a plan for your wedding day, but with a deeper understanding of what works for you and why. Bridal beauty isn’t about perfection—it’s about growth, self-trust, and celebrating your unique glow. So grab a pen, take your time, and enjoy the process. You’re not just preparing for one day—you’re building a lifelong relationship with yourself.

With excitement and intention,

Ellie the Bride

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Makeup Goals:

- Understand what finishes (matte, dewy, satin) work best for me
- Test both high-end and drugstore dupes to find what works best
- Learn how to layer and set makeup for long-lasting wear
- Understand what colors flatter me (eyes, cheeks, lips)
- Find a lip color that makes me feel confident
- Choose a blush/bronzer combo that complements my undertone
- Find a waterproof mascara that doesn't flake or smudge
- Create makeup looks that reflect my personality
- Book a professional makeup session and take detailed notes
- Learn the difference between daytime and nighttime bridal looks
- Identify 1-2 go-to foundations that match my tone perfectly

Bridal Makeup Prep Timeline:



12 Months Before:

- Set your beauty goals using this journal
- Start experimenting with products
- Schedule free in-store makeup consultations (focus on one area per session)

3 Months Before:

- Finalize your core makeup routine
- Identify your favorite, go-to products
- Start narrowing down tools and shades that work best

2 Months Before:

- Finalize your full bridal makeup look
- Begin full-face practice sessions regularly
- Troubleshoot any techniques that still feel tricky
- Create honeymoon makeup kit

Bridal Makeup Prep Timeline:



1 Month Before

Do at least one full wear-test of your bridal look

Time yourself and adjust your routine as needed

Make sure all key products are purchased or reordered

1 Week Before:

Prep your skin with extra hydration and rest

Pack your emergency beauty kit (touch-up essentials, blotting papers, lash glue, etc.)

Double-check tools are clean and ready

Wedding Day:

Follow your practiced steps and trust your skills

Take your time and breathe—you've got this!

Shine with confidence, intention, and joy

Notes From Makeup Pro's

Notes From Youtube Tutorials

Wedding Day Emergency Kit

Honeymoon Makeup Kit

Makeup *Journal*

Date:
Wear-Time:
Name of the Look:

Product List:

What products and/or techniques worked for this look?

What products and/or techniques did *not* work for this look?

Tools Used:

What did you have to touch up?

What should I do differently next time?

How did this look make you feel?

Makeup *Journal*

Date:
Wear-Time:
Name of the Look:

Product List:

What products and/or techniques worked for this look?

What products and/or techniques did *not* work for this look?

Tools *Used:*

What did you have to touch up?

What should I do differently next time?

How did this look make you feel?

Makeup *Journal*

Date:
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Product List:

What products and/or techniques worked for this look?

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Tools Used:

What did you have to touch up?

What should I do differently next time?

How did this look make you feel?

Brand style is a foundation, not the *destination*

Make time to regularly review and refine your brand style as your business grows!

Your brand should always reflect your brand offer and positioning in your industry.