



How skysthelimit.org is helping a cosmetics connoisseur build her dream business!



Makeup is an important part of Sky Jackson's life – it's her way of expressing her style, her mood and her creativity. After receiving countless compliments and questions on how to recreate her looks, Sky began to toy with the idea of creating her own cosmetics line.



It was while she was researching how to build her business that she found skysthelimit.org. Sky joined the program in

June 2018 ready to match with advisors and mentors who could help her launch [Beautiful Nightmare Cosmetics](#) before the end of the year.

"Beautiful Nightmare Cosmetics is a line that is too good to be true – the products are high quality, chic, long lasting and affordable for all! The main reason why I wanted to start a business is to become financially independent while doing something that is fun and makes me happy!"

In addition to launching her cosmetics line, Sky is also the mother to a 7 year old son and a paralegal. She keeps her eyes on the prize by asking a lot of questions, educating herself on different areas of business, and surrounding herself with like-minded people who will encourage her along the way.

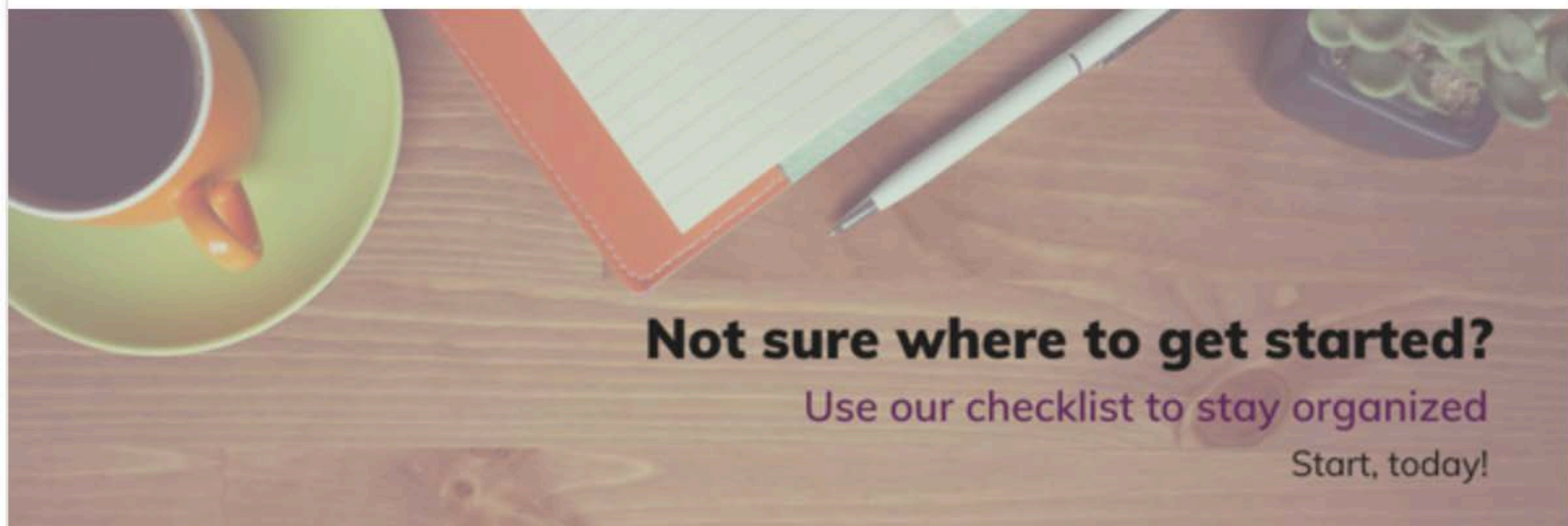


With Sky being located in Arizona, she has worked with skysthelimit.org advisors digitally.

"Robin [Nasatir] has helped me become really focused on how I talk to people about my brand," said Sky. "She has helped me identify exactly what I want to convey to them. Caitlin [Fry] has helped me with social media and marketing strategy – easy, low cost ways to get the word out. I've grown my Facebook friends from 1,000 to 4,000 in about a month. And Allison [Bouganim] gave me such great and helpful feedback on my logo design and suggested I check out 99Designs and what to look for."

Sky's next steps include sending her finalized logo to her manufacturer to print on her products, identify the skus she'll debut at her launch, take product photos and set up her Shopify website for customers to shop by the end of the year.

>> You can follow **Beautiful Nightmare Cosmetics** on [Instagram](#) and [Facebook](#)!



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