



SETTING YOUR RATES

LEVEL UP TO LUXURY

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An artist's rates are extremely personal, and several factors determine pricing-- your experience level, your kit, your demand, and your business expenses(for starters). I'm here to encourage you to increase your pricing, and CHARGE YOUR WORTH! It's no secret that a higher price point is associated with luxury goods/services. Want to distinguish yourself as a legitimate, professional, high-end makeup artist in your area? Set your rates accordingly! It's common to fear that a price increase will cost you valuable clients. The truth is- the clients that want you, will pay your rates, regardless! The people that don't see the value in your services may not book, but the clients looking for a 5-star experience will. Here are a few tips that helped me set my rates to charge my worth, work less, and avoid burnout!

1. FIND THE INDUSTRY STANDARD PRICE FOR YOUR AREA.

The "Industry Standard" is the average minimum rate for beauty services in your area. Ask around for pricing of other artists, aestheticians, hairstylists, and nail services in your area. What are the common rates your colleagues are charging? How do you stack up in experience, education, quality of products, service times, etc. compared to those colleagues? What is the average household income in your service area? Price yourself accordingly, but NEVER charge below the industry standard as it cheapens the perceived value of beauty services in your area.

Undercutting other artists/beauty providers in your area is not only frowned upon, but also foolish. If clients are willing to pay the industry standard for other beauty services in your area, and you're priced lower-- you'll be working more for less, which will inevitably lead to burnout. SIDENOTE: The clients willing to pay for luxury goods & services won't be looking to book the "cheapest" provider in the area.

2. DETERMINE YOUR IDEAL CLIENT

Who is your *favorite* client? What type of looks do they request? What brands of makeup do they purchase? Do they wear makeup everyday for work & love a glam look for a night out? Or do they work in an industry where they never wear makeup, and want a more natural "myself but better" type of look for special events? Is your ideal client in their teens? Twenties/Thirties? 40+ age group? Are they a busy parent? A housewife? A pageant queen, or body builder? How much time/money do they have to spare for beauty services?

3. DETERMINE YOUR SIGNATURE LOOK

What is your absolute favorite makeup look? Do you know how to execute it on all skin tones, skin types, & ages of clients? Is your best feature as an artist a beautifully structured eyebrow? Perfectly placed mink lashes? A flawless, full coverage base? Try to replicate aspects of your "signature look" on every client who sits in your chair. Once you have honed in your unique artistry style & perfected the application techniques to achieve your signature look on a wide variety of clientele-- people will book you for your "signature look"-- no matter the cost. I'll never forget the first time a bride sat in my chair with total trust and asked for "the Olivia look". THAT was my ideal client! She was willing to pay my rates without haggling, because I provided a unique style of makeup that set me apart from other artists in my area.

2. EVALUATE YOUR VALUE AS AN ARTIST

What do you provide for your ideal client? An artist who prices their services in the luxury market does not cut corners! If an artist is charging below industry standard in your area, they are probably either:

- running an un-licensed or un-insured makeup artistry business
- using low-quality products & tools
- not practicing good hygiene(dirty kit, dirty brushes, not sanitizing products after use, not using disposables/double dipping, using products after expiration, etc.)
- not continuing their education or learning new techniques
- OR simply, an un-wise business owner(as they are probably not making a profit).

Are you able to serve clients of all skin types & tones with the products in your kit and the proper application techniques? Do you serve your client with a clean kit & proper hygiene/infection control practices? Do you invest in your business to grow and learn new trends and techniques? Do you carry professional level products made for HD photography and all-day wear? These are all good practices for the luxury makeup artist who is charging their worth.