



THE BUSINESS OF MAKEUP ARTISTRY

A BEGINNER'S GUIDE



BY *Olivia Sparks*

IF YOU DREAM OF BECOMING A PROFESSIONAL MAKEUP ARTIST, YOU'VE DOWNLOADED THE RIGHT INFOGRAPHIC! HERE ARE 6 BASIC STEPS YOU SHOULD TAKE TO LEGITIMIZE YOUR BUSINESS BEFORE BOOKING YOUR FIRST CLIENT!



1. OBTAIN YOUR BUSINESS LICENSES

THIS WILL VARY STATE TO STATE

You can find info & even apply online at your state's Department of Labor website. You'll need this to perform services in every state.

If you want to avoid any hiccups, contact a small business accountant(CPA), and they can tell you the steps required to open a business in your state.

You'll need to check with your state's Board of Cosmetology to see if a license is required for makeup artistry.



Shop my contract!

2. CREATE OR PURCHASE A CONTRACT.

You can purchase Olivia's contract template, or draft one of your own! Contracts protect both the artist & the client. A basic contract should list the client's name, date/time of appointment, cost of appointment & date due, methods of accepted payment, cancellation policy, etc. Make sure client discloses any allergies!

Check out @thelegalpaige on Instagram! Paige is a contract lawyer specializing in contracts for wedding & event vendors. She shares lots of great advice on wording your contract properly to avoid flaky clients(and lawsuits lol).



Business Admin for MUAs

3. BE PREPARED TO PAY YOUR TAXES!

- Create a spreadsheet listing each client's name, their appointment date & total, and their payment method so taxes are easy to file at the start of each year.
- TIP: Keep a Ziploc bag of all your business-related receipts to easily calculate your expense write-offs at the end of the year.

<< Click the button for a link to pro MUA, Angie Di Battista's online course, Business Administration for Makeup Artists(\$29.99). This is a great resource for beginners & seasoned pros.



Google Voice

4. BE ACCESSIBLE TO CLIENTS!

Make sure clients can easily find you, and know you are a professional in your field.

- Create a free website on Square or Wix
- Create a professional Gmail account for your business(ex. bridalbeauty@gmail.com)
- Give yourself a business phone number with Google Voice! Download the app, connect it with your business email address, set up your voicemail, and you're good to go!
- List your city location, business phone & email in your Instagram bio. This is crucial!
- Be sure to include your name in your IG bio so clients know who they're contacting!



Listen HERE!

5. LEARN FROM INDUSTRY PROS!

Check out these FREE educational tools!

- **PODCASTS**
 - Lipstick Biddies on Spotify/Apple Music
 - Be Your Own Makeup Artist with Natale Setareh on Spotify/Apple Music
- **INSTAGRAM**
 - @angiedib
 - @territomlinsonmakeup
 - @soniarosellibeauty
- **YOUTUBE**
 - @AngieDiBattista



Get certified!

6. CHECK & PERFECT YOUR KIT HYGIENE!

- FREE CERTIFICATION COURSE
 - [Get sanitation certified with Barbicide!](#)
- PAID CERTIFICATION COURSE
 - [Angie Di Battista's Infection Prevention & Control for Makeup Artists \(\\$109.99\)](#)
- INVEST IN BUSINESS INSURANCE
 - [You won't want to be without it if a client has an allergic reaction to your products!](#)
- USE DISPOSABLES & WASH YOUR BRUSHES
 - No, sponges cannot be reused on clients.