# THE BUSINESS OF MAKEUP ARTISTRY **A BEGINNER'S GUIDE**

#### Olivia Sparks BY

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.

# 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!

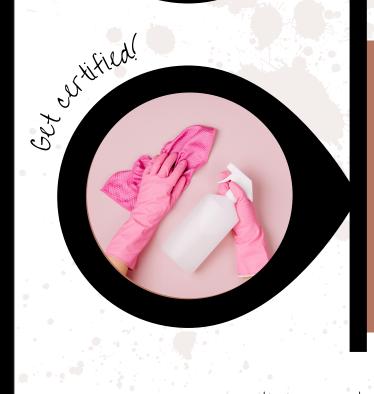
Check out @thelegalpaige on Instagram! Paige is a contract lawyer specializing in contracts for wedding & event vendors. She shares lots of great advice on wording your contract properly to avoid flaky clients(and lawsuits lol).

MUAS









#### **3. BE PREPARED TO PAY YOUR TAXES!**

for Makeup Artists(\$29.99). This is a great resource for beginners & seasoned pros.

## 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!

# **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

### 6. CHECK & PERFECT YOUR KIT HYGIENE!

- FREE CERTIFICATION COURSE • Get sanitation certified with Barbicide!
- PAID CERTIFICATION COURSE • Angie Di Battista's Infection Prevention & <u>Control for Makeup Artists (\$109.99)</u>
- **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.

www.oliviasparksmua.com/resources