

A woman with glasses and a purple shirt is applying makeup to another woman's lips. They are in a vanity room with a mirror and lights in the background.

**SB**

Simply Business



# How to Start a Makeup Artist Business

A Simply Business Guide

July 2019



# Congrats on Getting Ready to Start Your Own Makeup Artist Business

Whether you're planning on becoming a mobile makeup artist or eventually own a beauty studio, deciding to launch a business as a makeup artist is a huge deal.

After all, you're about to embark on an exciting journey — one where you'll use your makeup skills to start and grow your own business.

Plus, you'll be doing more than making money with your talents; you'll be helping clients feel more confident and look beautiful for their special events.

# Here at **Simply Business**, we're all about helping **entrepreneurs** to get their hands on the tools and knowledge they need to start and run their **businesses**.

That's why I created this handy how-to guide on becoming a freelance makeup artist. It's chock-full of advice, tips, and techniques necessary to not just monetize your makeup skills, but also to:

- Understand the qualifications needed to become a makeup artist
- Get licensing & insurance for your new biz
- Find your first clients
- Set the right hourly fee
- And more!

Plus, this guide is peppered with advice from real makeup artists who were eager to share their hard-earned knowledge with us (and you!).

Keep in mind that this guide isn't dedicated to the specific makeup skills you need to be a professional makeup artist. This guide has been created from the perspective that you already have a talent with makeup and you've been mulling over the idea of starting a business — you just don't know how to do it.

**So how do you know if you should make that leap to starting your own business?**

# How to Start a Makeup Artist Business

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# 7 Questions You Should Ask Before Starting

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You definitely have an incredible talent with makeup. From contouring to coloring and everything in between, there's no face you can't transform with your brushes and palettes.

That's precisely why you're ready to take it full time by becoming a makeup artist — one who is paid to make your clients look absolutely stunning and selfie-ready before their big events.

**Yes, there's no denying you have the talent, but does that mean you're ready to run a business as a professional makeup artist?**

While there's no one right way to determine if you've got what it takes to start your own makeup artist business, these seven questions can help you understand if you have the right stuff.



# Do You Know What You'll Specialize In?

## QUESTION 1

Makeup artists often offer specialized services, especially if they're drawn to one type of project over another. While you don't need to have a specialty right now — especially if you're just starting out — it's worth exploring different makeup artist specialties to see what you like best.

The most common specialties are wedding/ special event makeup, photo shoot makeup, and editorial makeup (like the kind for ads). Some makeup artists find that they enjoy working with theater or film productions. It's a good idea to know what specialty you're drawn to, as it will influence how you seek out clients (more on this in a bit).



# Are You Really Good with People?

## QUESTION 2

Makeup artists work day in and day out with people, and that's why the best makeup artists have a knack for being bubbly, empathetic, and great with handling anything clients throw at them.

Think about it: No matter what your specialty, you'll be dealing with clients who may be unhappy with your work or who have full-on meltdowns. You may be expecting this, especially if a client feels self-conscious about how they look.

Even the best makeup artist may encounter a client who gives them a good run for their money. The difference between a casual makeup artist and someone who's really going the distance is the ability to handle those client interactions in a way that makes everyone happy.

The bottom line is that having great customer service skills can help elevate you to a well-respected and well-paid makeup artist.



# Is There a Market for Your Makeup Services?

## QUESTION 3

Good news: Makeup artists are in serious demand. A lot of that is fueled by our Insta-friendly culture, where people want to look stunning for selfies. Plus, new mobile makeup artist services mean it's easy and convenient for clients to order a makeover from the comfort of their own home.

But you still need to understand if there's a good market for your makeup services, because if you don't understand who your competitors are in your specific location, you could end up missing out on clients.

The best way to do that is to do some online research. Fire up Google and use it to answer these questions:

The best way to do that is to do some online research. Fire up Google and use it to answer these questions:

1. How many makeup artists are in my town? County? Metro area?
2. What are their specialties?
3. How far are they traveling for gigs (you can usually find this info on their websites)?
4. What prices are they charging?
5. Do they seem to have a lot of clients/a large portfolio?
6. Do these makeup artists travel, or do they have their own salons? Or both?

Researching these questions can give you a better idea of what your competition looks like, as well as where they're getting their customers. That way you can either replicate their success or start something different if you see a noticeable gap.



## **So what's the bottom line here?**

Simple: Make sure you understand if there's an appetite for your makeup artist services.

Otherwise, you might spend too much time trying to get noticed by clients who are inundated with other offers.



# Are You Good with Small Details?

## QUESTION 4

Running a successful makeup business isn't just about being good with makeup; you'll need to be good at small details, too. From buying tools of the trade and building your website to booking projects and preparing and sending invoices, a lot of what makes a makeup artist business run smoothly involves behind-the-scenes admin work.

This information isn't meant to scare you off becoming a makeup artist — it's designed to give you realistic expectations for what starting a business is like. Rather, expect and plan to put in a lot of admin work now, rather than struggling with it after a long day working with clients.



# Do You Have Some Money to Start With?

## QUESTION 5

Starting a business as a makeup artist can be expensive, even if you already have several palettes, brushes, and other tools. You'll need to buy enough makeup to cover a wide range of skin types and tones, and if you're touting high-brand makeup, the expenses can quickly add up.

Plus, you will need to register your business, set up your marketing plan, and buy additional supplies and equipment. That's why you might need to find a source of funding to get your business off the ground.

Make sure you map out where your main expenses will be, especially during the first few months of starting your business. If you're using personal funding or a line of credit to finance your business, be sure to carefully track your expenses so you don't overspend. Save receipts from all business-related expenses, as most of these will be tax-deductible.

Don't forget to factor in money you'll be spending on fees associated with starting your business, such as licenses and insurance (we'll cover this later in this guide).



# Do You Know Other Makeup Artists Who are Crushing It?

## QUESTION 6

Starting a business can involve a lot of trial-and-error — unless, of course, there's a makeup artist out there who is already doing what you intend to do. Take some time to look into what they're doing and why it might be working so well. Don't rip right from their playbook, but there may be a few key learnings in there to help you set up your business for success.

Check out:

- Their websites to see what their specialties are, as well as how much they charge.
- How they're marketing their business across Google and social media.
- If a makeup artist would be willing to meet you for coffee or a beer so they can share some advice with you.



# Do You Absolutely Want This?

## QUESTION 7

Of course you want this; otherwise, why would you have downloaded this guide, right?

But it's worth thinking over what your goals are for your makeup artist business, including how passionate you are about going into this space. Consider not just the benefits, but the sacrifices you might have to make in your life to make this happen. Are you truly ready for that?

Don't worry — even if you're not 100% confident, the goal of this guide is to help you start off on the right foot.

### **NEXT UP**

Getting the essential stuff you need to start your makeup artist business, including licenses and insurance.





# The Licenses and Insurance You Need

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Being a professional makeup artist should be as simple as finding people who want to hire you for your makeup services ... right? However, if you want to get high-paying gigs such as makeup for weddings, photo shoots, and more, you'll need to be licensed and insured.

Here's why: A lot of venues won't work with you unless you're covered by business insurance. They want to protect themselves in case you or your employees accidentally damage their property (it happens!).

Plus, clients may be willing to spend more money for a professional makeup artist who is certified and licensed, especially if they're hiring you for a big event.

**The process can be a little confusing, which is why we've dedicated this section to spelling out what licenses you should get, as well as what type of business insurance you should carry.**



# What Licenses Do I Need as a Makeup Artist?

## WHAT YOU NEED

### A MAKEUP ARTIST LICENSE.

Good news here: There's no official makeup artist license you need to have before you start working as a makeup artist. However, there are exceptions to this rule that are important to know, like:

- **If you plan on doing makeup AND hair:** If you're adding hairstyling to your services, your state may require you to have a cosmetology license. This license shows that you've been trained to apply makeup and style hair (in some states, it might be called a beautician license).

Each state has different requirements around getting a cosmetology license, so if you're interested, check out this directory to [find your state's specific requirements](#).

- **If you plan on doing makeup, hair, AND skincare:** Want to expand your services even more? Then it's a good idea to get an esthetician license, which means you're legally able to perform a variety of services, including makeup application, haircare, cosmetic facials, skin treatments (like dermaplaning and medical facials), and more.

Getting an esthetician license is a bit time-intensive, as a number of states require you to either attend a school for the trade or complete an apprenticeship. Consequently, many of the makeup artists we talked to said that having an esthetician license is a great way to expand your services without worrying about being up to code.

Again, each state has different requirements for getting an esthetician license, so check this handy directory to help you [find your state's exact laws](#).

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- **If you're thinking of opening a retail location or spa:** If being a freelance makeup artist is that first step toward opening your own place, then you may want to get your cosmetology or esthetician license right away. Most states require you to have a cosmetology or esthetician license to open your own place, especially if you're planning on providing haircare or skincare services.

If you're focused only on being a freelance makeup artist for now, you may not need to get any of the above licenses. But if you're planning on working at wedding venues or want to provide services to photographers, theater programs, and other professionals, you'll need a business license.

### **A BUSINESS LICENSE.**

Having a business license isn't just a legal requirement; it can also be key for getting clients to trust you enough to hire you.

Wedding venues probably won't allow you on their premises if you're not licensed and insured. Prominent professionals may be reluctant to work with you if you don't carry a business license and insurance, as you could be a liability to work with.

*And* you may even find yourself running afoul of the law if you don't have your business license, depending on the state where you're working.

Here's a quick step-by-step guide on how to determine if you need a license for your makeup artist business:

- Visit the Small Business Administration's website and [search for your location](#). This will allow you to see any state and city requirements around getting a business license.
- Complete and submit all forms required by your state.
- Pay your license fee; this could range from \$40 to \$400, based on your state.

After submitting your application, you should receive your business license within one to two weeks.

Depending on your state, you may find that you're not required to have a business license. If that's the case, we recommend double-checking with your city or town hall to verify this information. You may not need a state license, but your city may require you to register your business.



# Is a Makeup Artist Certification the Same Thing?

Being certified as a makeup artist isn't necessarily the same thing as being licensed. For the most part, getting certified just means that you took some courses to become a makeup artist, and you successfully passed them.

While a certification can show clients that you know your stuff, it's not absolutely necessary to start a makeup artist business. Plus, you may still need a business license if you're planning on working with other vendors or growing your makeup artist business. So if you're worried about spending money on makeup artist certification, a lot of makeup artists recommend skipping the certification.



# What About Business Insurance?

There's a lot to love about working as a makeup artist: meeting new people, the constant variety from one day to the next, and sharing your expertise with clients.

Whether you're a freelancer on your own or you have a team of employees working for you, owning a business in the beauty industry is a daily challenge — sometimes it can feel almost daunting. Things like marketing yourself, building an annual budget, or expanding your business can put you in unfamiliar (maybe even stressful) territory.

Business insurance might be on that list of stressors, too. But it doesn't have to be. You've invested in learning and perfecting your craft, so let's look at one of the easiest ways to protect that investment: Business insurance for makeup artists.





# Professional Liability: Creating Peace of Mind

One of the most common coverages makeup artists opt for is professional liability insurance. When you purchase a professional liability policy, you're covering your business against claims of negligence from clients or other third parties. What does that mean, exactly?

Imagine that you're working with a new client, doing a run-through for her upcoming wedding. She seems thrilled, and you think it went great, until you get an angry call the next day. Your client says she had an allergic reaction to the makeup you applied, and she's covered in red blotches — so much so that she had to miss work and see a doctor. That's when you realize you forgot to ask her if she's allergic to anything.

It's a mess! The angry client could file a lawsuit claiming you were negligent, and asking for lost wages and medical costs. Even if she's mistaken, a court case like that can get very expensive, very fast. For a small business owner — especially someone just starting out — it can spell disaster.

Without insurance, you might be responsible for covering those costs. That's when professional liability insurance for makeup artists helps.

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When your business has professional liability insurance — also known as errors and omissions, or E&O coverage — you have insurance experts backing you and your business if a claim of negligence comes up. Depending on your exact policy, it also can help protect you from:

- **Breach of contract:** A client claims you didn't fulfill the work you were contracted to do.
- **Copyright infringement:** For example, you share copyrighted images in your ads without realizing it, and the owner of the images sues for damages.
- **Misrepresentation:** In the most basic sense, this is when a client says you promised something that wasn't true and she suffers damage as a result (which can happen even if you didn't know you were sharing untrue information).
- **Invasion of privacy:** Say you've been a makeup artist for a celebrity and there's a falling out — so you take to social media to spill the beans on your famous former client. That's an invasion of privacy, and a fast way to end up in court.

With all the work you put in, you owe it to yourself to protect the career you've built. Professional liability coverage can give you peace of mind so you can focus on your craft.





# Contents Coverage: Specialized Tools, Specialized Protection

As a makeup artist, your tools and equipment are your lifeline. And they're not cheap. Aside from the makeup itself — no small expense — professional equipment like lighting, mirrors, chairs, and even your makeup case can be pricey, especially if you're just launching your business.

If you're on location and your makeup kit is damaged or stolen, you have to get the missing tools and makeup replaced ASAP, which can blow a big hole in your budget. To add insult to injury, you might also be losing out on income until you can get everything replaced.

It's an important lesson for any business owner: If you're going to invest in good equipment, make sure it's protected.

Contents coverage can help. Whether it's due to theft or damage, contents coverage can offset the cost of replacing the items you rely on for your job.



## General Liability: A Business Owner's Best Friend

If you're a makeup artist who specializes in weddings, television, theater, photo shoots, or fashion events, you spend a lot of hours on location. Depending on the venue, you may have to work in tight, temporary quarters, with a lot of activity going on around you. In these unfamiliar settings, no matter how careful you are, accidents can happen.

For instance: You've been hired to work a small runway show at a local boutique, and you're set up in a corner of the dressing area to make up the models. Just as you're opening a pot of lip stain, someone bumps you from behind, you trip, and you spread a bright coral smear across the model's expensive designer dress.

The dress is ruined. It's the last thing you need – and without coverage, the costs could come out of your pocket.

That's the "beauty" of general liability insurance. Sometimes called commercial general liability, or CGL, it helps protect you from unexpected costs if you damage something – whether it belongs to you or someone else.



## The Best Choice for Makeup Artists

You know knowledge is power — and now you have the power to make an informed decision about insuring your makeup artist business. To start out, keep it simple and go with a couple of key coverages.

Makeup artists usually opt for a professional liability policy and contents coverage. General liability is a good third option.

You can [find and compare quotes for makeup artist insurance](#) at Simply Business. We specialize in small business insurance for makeup artists, so you can get personalized coverage at affordable prices. Just provide a few details about you and your business — we'll take care of the rest.



# Making Money as a Makeup Artist: How to Set Your Rates

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Determining how to set your rates is an important part of starting your makeup artist business, and unfortunately, one that a lot of makeup artists tend to get wrong.

Here's why: When you're starting out as a makeup artist, you might think that one of the best ways to acquire clients is to set your hourly rate lower than your competition's. So you do that, and end up working your fingers to the bone for what seems like pennies.

Making this common mistake can lead to a trap; it's a lot harder to raise your hourly rates than it is to lower them. If you've attracted clients with your lower rates, they're not going to be happy if you raise prices.

**So how do you determine how to set your hourly rates so you don't wind up falling into this trap?**



# How to Set Your Hourly Rate

## SETTING YOUR RATES

Your hourly rate should cover your expenses (makeup, travel, business insurance, and licensing fees) while still providing you enough left over to turn a profit. Additionally, if there's a specific salary goal you're trying to achieve in a year, you should factor that number in when determining your hourly rate.

While each makeup artist's specialties may influence how much their hourly fee will be, here's a basic formula for determining how to set your rate:

### How Much You Need to Make Each Month:



x 40% Profit Margin

Once you've calculated your monthly income, divide it by the number of days you want to work, and then divide that figure by how many hours you'll realistically work in a day (5-8 hours in a day is a realistic goal for a new makeup artist).

### There's your hourly rate!

As you grow your makeup artist business, keep coming back to this formula to see if you should raise your hourly rate. In fact, we recommend examining it every three to six months when you're starting out in your business, as you're going to be playing around with your rate until you find what works for you.

That's a lot of math to throw at you, so let's take a closer look at what this formula looks like in action.

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### ASSESS YOUR MAKEUP EXPENSES.

Add up how much you've spent on makeup and tools. We recommend estimating how much you'll continue to spend on makeup within a year; use past months to inform your estimate.

### LOOK AT YOUR BUSINESS EXPENSES.

From renting a chair in a salon and paying utilities to fees for building your website, make sure you record all business expenses, no matter how small it is. You also should include any marketing costs you've incurred in your efforts to acquire clients (we'll talk more about that in the next section).

Don't forget to keep track of receipts/invoices from expenses such as business insurance and association fees, as most of these expenses can be deducted from your taxes.

### ADD TRAVEL EXPENSES.

As a makeup artist, it's fair to say you're probably doing a lot of traveling to clients and/or venues. That's why it's important for makeup artists to include travel costs in their hourly rates, especially if they're using their own car. For 2019, the [IRS calculates the standard mileage rate at 58 cents](#), but you should also include travel expenses such as hotels, meals, and more.

### INCLUDE YOUR PROFIT MARGIN.

Once you've added your expenses to determine how much you're spending on a monthly or annual level, we recommend adding in your profit margin. Just covering your expenses isn't enough; if you want to build a thriving makeup artist business, it's important to pay your bills and have enough money left over to support yourself!

Makeup artists usually charge a profit margin between 25% and 50%, so we selected 40% as an even number. Play around with a profit margin that works for you, as you know best how much money you need to make in order to support yourself and your family.

### DIVIDE BY TWELVE MONTHS.

Once you've calculated your total expenses (and don't forget to include your profit margin!), you'll want to divide that number by 12 months. The end result will be how much money you'll need to make each month to support your makeup artist business, as well as your lifestyle.

This monthly figure is a great jumping-off point for determining your daily fee, or even your project fee, if you want to get that granular.



# Don't Know Your Expenses Yet?

Not to worry — you can figure out what your hourly fee should be by determining how much revenue you want to earn each year, and working backward from there. It's a bit more basic than the above formula, but it can give you a better idea of how much you need to make in order to make your makeup artist business a sustainable way to earn a living.

For example, let's say you want to net \$65,000 a year, which is enough to moderately grow your makeup artist business while paying your bills.

Using some quick math, you'll discover that you'll need to net about \$5,416 a month ( $\$65K/12$  months). You can continue to work backward to determine your hourly rate by knowing how many days you want to work, or using this number to figure out how much you should charge for makeup trials, projects, and events.

Here's how that works:

Let's go back to that \$5,416 figure to achieve the \$65,000 annual revenue. If you're a makeup artist specializing in weddings, here's what you need to charge per project to earn that monthly fee:

- One wedding per month — \$5,416 per wedding (obviously this is wildly expensive, so we don't recommend it unless you're providing makeup for a large bridal party)
- Five weddings per month — \$1,083 per wedding
- Eight weddings per month — \$677 per wedding

This basic math can help you get a good idea of what you should be charging for projects, based on how much you want to earn each year.



## Take a Look at Your Competition

If you're *just* starting out and still feel uncertain about calculating your hourly fee or project rate, there's no harm in getting a better idea of what your competition is charging, and using that information as inspiration.

Do some online research and gather a pricing list for makeup artists who specialize in your type of work, and in the locations you serve. Most makeup artists show prices on their websites, or at least are willing to email you those prices if you reach out. It can feel a bit sneaky, but this technique is a great way to gather competitive information so you can charge realistic prices.



## Don't "Set It and Forget It"

Play around with your pricing as you grow your makeup artist business, but keep this important advice in mind: **Always overestimate how much you should charge.** Underpricing your makeup artist services could leave you struggling to pay your business's bills — plus, it's hard to raise your prices without losing existing customers.

As you grow in experience and demand, don't be reluctant to raise your prices to reflect your newfound expertise. While you're doing what you love, you still have bills to pay — plus, you should charge accordingly if you've become the most in-demand makeup artist in your area!





# How to Promote Your Makeup Artist Business and Get Lots of Clients

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When you're starting out as a makeup artist, it might feel like you have to shout from the rooftop to get people to notice you. It's no wonder: just a simple Google search for "makeup artist" can pull up dozens of videos and listings from other professionals in your area.

**So how can someone who's just starting out get noticed by prospective clients?**



# How to Find Your First Clients

## GETTING CLIENTS

Wonder no more: We scoured Facebook and asked our own SB community to get the inside scoop on how makeup artists found their first customers, including what they did to continue growing their clientele base.

Here are their top tips:

**“MAKE THE MOST OF SOCIAL MEDIA, ESPECIALLY INSTAGRAM.”**

You’re going to hear this a lot, but the majority of makeup artists agree: social media — especially Instagram — is a great place to find new clients.

Here’s why: Your clients are probably spending the majority of their downtime on their phones, scrolling through Insta and Facebook. If you have posts showing off your makeup skills and how you’ve transformed people, they may opt to follow you for more content.

In some cases, some people may be ready to send you a message asking you for more details about your work and rates.

When using social media to find clients, don’t forget to:

- Brand your posts with your website address
- Use clear and upbeat language to describe each post
- Use a fair mix of imagery, videos, and more
- Use local tags to increase the odds of finding clients near you

**“TALK TO EVERYONE.”**

It’s simple advice, but it works! Talk to everyone you can about what you’re trying to achieve. You never know when you’ll end up chatting with someone who knows someone who’s getting married and wants to hire a makeup artist, or a photographer looking for a makeup artist for photo shoots, etc.

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### **“GO TO EVENTS, EXPOS, AND PARTIES.”**

If you live in a larger town or city, chances are there are plenty of expos and conventions nearby, and as a makeup artist, you want to take advantage of every wedding expo or special event you can. This is your chance to shine, network, and show off the amazing things you do.

Even if you go as a guest, you can get a good feel for how other makeup artists in your area are using the expos and conventions to get clients.

### **“TRY OUT PROJECT-BASED SERVICES.”**

Sites like [Thumbtack](#) can be an excellent place for new makeup artists to find work, especially if they're looking to specialize in wedding or special event makeup.

Here's how it works: You post your profile on the site, along with your portfolio, some information about your rates, and any other information clients need to know about you. Prospective clients can reach out to you directly, or you can “bid” on projects posted by clients.

### **“POST TUTORIALS ON YOUTUBE.”**

It's no secret that makeup artists can build a serious following on YouTube, but it's also a great place for clients to check out your work.

Focus on uploading tutorials for both popular and classic makeup looks (hel-lo, smoky eyes), with an emphasis on helping the average person master those looks.

Once you've created a YouTube channel with three to five makeup tutorials, share the videos on your social media and website. The goal is to show prospective clients that you have a good eye for makeup and you genuinely care about helping people look their absolute best.

### **“SHOW OFF YOUR PORTFOLIO.”**

Even if you don't have a client to your name, create an online portfolio where you can show the world what you're capable of. Have family members or friends model your makeup for you, or do it on yourself and post the pics online.

The goal is to show prospective clients the kind of makeup you specialize in so they will likely give you a call. Feature your portfolio on your website, social media, and anywhere else you're online; It can generate a *ton* of interest in your work without your having to lift a finger.

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**“SAY YES TO EVERYTHING.”**

When you're starting out, it pays to build your portfolio by taking on as many projects as possible. It's not only great for expanding your skills, but makeup artists say it's one of the fastest ways to build a clientele base who may hire you for future work.

Taking on all of this work at the beginning of your business means you can get a better idea of what you eventually want to specialize in.





# What Do You Do Once You Have Clients?

## “BE KIND.”

This may be unusual advice to start off with, but many makeup artists noted that being good with customers is **fundamental** to their success. And not just good with their makeup; what we mean is that they’re kind, patient, and able to build the client’s trust in them.

After all, if a client doesn’t trust you, it doesn’t matter if you’re the best makeup artist in the world — you’re going to lose their business.

## “GO ABOVE AND BEYOND.”

If there’s something you can do to give your client an incredible experience, do it. Offer a glass of champagne during consultations. Bring a beautiful branded robe with you that they can wear during makeup trials. After their special event, follow up with them via text or email to see how they liked the makeup.

These little details matter, and if you’re trying to build consistent business, going above and beyond creates a customer experience they’ll want to have again and again.

## “GRAB THEIR EMAIL ADDRESSES.”

Having their phone numbers is one thing, but getting their email addresses means you can quickly send email updates on new products you’ve added to your palette, special discounts, and your scheduling during wedding and holiday seasons. Building an email list makes it easier for you to stay in touch with past clients and definitely increases the likelihood that they will reach out to you again for more work.

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### **“KEEP NOTES ON YOUR CLIENTS’ PREFERENCES.”**

Let’s say you’re hired to provide makeup services for a bride and her bridal party. You have the initial trial, where the bride tries out different looks for her big day. You take notes, writing down what she prefers, what colors she selected, and how she felt about each look.

The next time you meet, you recap what she liked and didn’t like, as well as recommendations you came up with based on your last appointment with her. She’s so impressed that she uses you for even more work — and so does her bridal party!

The point is that you should give each customer a personalized experience that truly makes them feel special and beautiful. When you show that you care about each client’s makeup preferences, you’re creating the kind of irresistible experience that may keep clients coming back for more.

### **“MAKE THE MOST OF THE HOLIDAYS.”**

Apart from the wedding season, the holidays can be a serious boon for makeup artists. People want to look their absolute best for all the cocktail parties, company events, and holiday pictures, and that’s where you can pick up on repeat business.

Whether you offer a special holiday discount or plan an email marketing campaign at the beginning of September, let your customers know that you’re booking ahead for the holiday season. A lot of makeup artists said it’s a great way to fill up your calendar through the end of the year.



# Ready to Get Started?

Starting your makeup artist business will be tough, but it also will be one of the most rewarding things you can do.

Think about all the freedom you're about to enjoy and having the ability to make your own decisions without a boss telling you what to do.

You'll be able to take on your own projects and work with the clients you choose. You can set your own schedule so you can decide what time you want to take off.

Maybe that means more time at home with your family or actually having an excuse to travel more.

Whatever your reasons, starting your own makeup artist business is going to be life-changing. So take this moment to appreciate where you are right now. Because if you follow the advice in this guide, there's a good chance you'll be running a successful makeup artist business in the near future.

# About Simply Business

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Simply Business is an [online business insurance brokerage](#) that specializes in one thing: protecting the business our customers are working hard to build. We make it possible for our customers to choose the exact insurance coverage they need, so they can get back to growing their businesses.

You can learn more about our insurance products [here](#), or check out more great business advice at our blog, [Simply U](#).

Don't forget to [connect with us on Facebook](#), where you'll be able to share advice and chat with other personal trainers and small business owners like you!

This guide was written by [Mariah Bliss](#), Simply Business.