

The Business Side of Things...

Career Opportunities Pros and Cons

- Full Time and Part Time Schedules
- Market is still there with people who have enough disposable incomes
- Amount of Diversity is increasing- variations in work TYPE and techniques
- Ability to SPECIALIZE in style
- Easier to market thru social media
- Get to decide your own hours: Work/Life Balance
- Flexible Income
- Room for long term Growth
 - Need to Master your Craft
 - Steep Learning Curve
 - Quality Education
 - Produce great quality work
 - Ability to engage online with clients

So you completed your training, what's next?

- Deciding where to work! Under someone else? In someone else's facility?
Commercial Facility?
 - Commercial facility needs to be ZONED for tattooing. Zoning department at City Hall. Owner of the building is going to have to do that. It's easier than it sounds.
- Application for tattoo licensing.
 - Need EIN # (Employer Identification Number) for tax purposes under your DBA (Doing Business As) or your Business Name
 - Depending on which state/city/county you're in, determines if you'll need to do this step. PA is not currently governing the licensing of PMU. TO check your states regulations, do a search for your secretary of state (SOS) or Department of State (DOS).
 - If your state requires Licensing, you'll need to submit zoning letter with your Application. It may take up to 5 weeks to process. To see an example of this you can go to: www.DSHS.texas.gov.regulations
 - Need current BBP on display in your room; renewed every year. You can renew your Certificate here:
https://www.protrainings.com/client/fine-arts-of-beauty?fbclid=IwAR3BpNLcdurjQll_AMJspLTkyt8CJhD-EEBZrIJpyEL7YIsGVubc8rZ47zo

- Insurance can be applied for thru
 - PPIB- www.ppibcorp.com
 - Marine Agency- <https://marineagency.com/specialty-insurance-programs/cosmetic-tattoo-insurance/>
 - Zem INsurance- <https://zeminsurance.com>
- LLC incorporating
 - Incfile.com
 - Legalzoom.com

Portfolio: Before and After photos of practice work and clients

- Apps to help edit photos to create a beautiful collage
 - PHI app
 - YouCam Makeup App to smooth skin and remove blemishes
 - Facetune App
 - SplitPic App
 - PicPlayPost App
 - PicsArt App
 - Layout from Instagram App

Websites....Booking... Websites and Booking

This is a list of sites and systems that provide great features for the PMU Artist's Business Operations: A good system is:

- User Friendly
- Payroll Management
- Inventory Tracking
- Online Booking
- Confirmation Msgs.
- Authorization Forms and Waivers
- Deposits and Policies
- *BONUS* if the system has the Ability to upload photos and documentation into their charting system

Websites

- Site123.com
- Squarespace.com
- Web.com
- WordPress.com

WEBSITES & BOOKING & POS & MARKETING capabilities

- Wix.com
- Acuity: \$14/ month
- GlossGenius.com \$24 / month
- Fresha.com % of each sale
- Vagaro.com \$25/ month

Booking Apps

- Square appointment App
- Schedulista App
- Acuity Scheduling App

Point of Sale (Payment Processing)

- Square point of sale App
- PayPro App
- Zettle (powered by PayPal)

Online Signature Forms

- Microblading App
- GoCanvas App
- DocuSign App
- PMU Sign App
- Jotform Mobile

PMU Supply Sites

- PremierPigments.com
- PermaBlend.com
- Amazon.com
- Llpigments.com
- BrowsEyesLips.com
- GirlzInk.com
- JennBoydInk.com
- BocaTa2.com
- EzPermanentmakeupllc.com
- WillAnthonyCosmetics.com
- Minx.com

Support and Communities to join:

- SPCP.org
- PMU Social
- Facebook Groups
- SoFab Training Grad Group for my trainees only

FREE Google Apps that integrates well with all website platforms

- Google Docs- to make free forms and downloadable forms for your clients
- Google Calendar and Keep to keep track of booking and schedule
- Google Voice to select a free new business phone number where you can customize outgoing messages. This service works with your original phone number, but keeps personal and business calls separate.
- Google Maps. to be FOUND in search engines
- Google Ads to be found by searchers FIRST (or near the top of the search)
- Blogger- Another platform to create/ post content to increase SEO visibility on Google
- YouTube- works very well in any Google SEO listing. It's another way to communicate with your clients

Yelp Business is a popular place to collect reviews

FREE Social Media Platforms to connect and engage with potential new clients

- Facebook
- Instagram

Merch

- PMU Brochures on SPCP.org
- Customizable business cards with QR codes, t shirts, mugs, pens from VistaPrint.com
- AfterCare Bags:

Ambiance and music

Pandora app

Spotify App

Iheartradio App

Amazon Music App

Youtube Music App

