

2009

Temporary Airbrush Tattoo Business Operations Manual

Business 101 for the Airbrush Industry

Dedicated to the temporary airbrush tattoo business owner, this manual will teach you the comprehensive mechanics of organizing & marketing your business, booking events and financial record keeping. It will also provide you with sample forms, signage and advertising.

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TAT International, LLC

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Our Job is to Help Your Temporary Airbrush Tattoo Business Become Successful

Congratulations !!

You have just purchased the best quick color change system for applying temporary airbrush tattoos on the market today. Along with your *Power Palette™* and *PowerPoint™* airbrush, you also have the best stencil designs and the best ink on the market, *Duratat™*.

With these tools, the other equipment in your System purchase from TAT International and the other basic equipment you will need to operate your new temporary airbrush tattoo business, you have one of the best money making opportunities in the world today.

No other business can boast such a low Cost of Goods Sold as your new temporary airbrush tattoo business. Your cost to put a temporary airbrush tattoo on a customer is less than twenty-five cents, even for the most complex temporary airbrush tattoo, and your return on that twenty-five cents or less will be \$5.00 to \$15.00 or more depending upon your pricing and your market. These numbers would make any other business owner drool.

With any of our Systems, a new business owner can go out into the marketplace and start earning profits almost immediately. With a single *Power Palette™* a savvy (and busy...and tired at the end of the day!) operator at the right event can put up to 150 – 200 temporary airbrush tattoos onto customers in the course of a ten hour day. Your customers will pay anywhere from \$5 to \$15 for a temporary airbrush tattoo. **That is \$750 -- \$3000 per day!** If the crowds are good for all three or four days of the event, and if business is brisk the and operator's endurance is good, then it is conceivable that a complete Power System could be paid for the first time it is used with profits left over, even after event expenses.

It is possible to make a good living in the temporary airbrush tattoo business working hard for only six months of the year. Your success will depend completely upon the effort you are willing to put into your business.

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HOW TO USE THIS MANUAL and the other instructional material included with your Business System

OK, I've got my Airbrush System, now where do I start?

- Read this entire Business Manual once. Don't make notes, just read it, knowing that you will be back later.
- When you are done with your first read of this Business Manual, then read the entire on-line book, "Opportunity Knocks," available at www.tatstore.com/OpportunityKnocks.pdf This is a compilation of some of the best content of our forum and will give you a starting knowledge of what is available there.
- Now, if you haven't been there and devoured every bit of information already, then your next stop should be our web forum at www.TatStore.com/forum where you will find airbrush business owners from around the world coming together to talk about their businesses. Read everything there that interests you. Then jump into the conversation and ask the questions that you need answers to. It's a great place to find help and information. Use the search feature on the left side of the page to find topics of interest.
- Next, make sure you watch our Training DVD which came with your system. Make notes on any questions you might have while watching. Stop, pause, rewind and repeat sections which raise questions. You want to completely understand your questions at this point.
- Now go back to the forum and find the answers for all the questions which popped into your head while you were watching your DVD. You did write them down, didn't you? Use the "search" feature in the forum on the left side of the page to find the topics you are looking for.
- After you have exhausted yourself and gained as much information as possible from the forum, go back through this Operations Manual and make sure you understand everything in it. Take notes with any questions, and go back to the forum for answers if necessary.
- Now, go to work at building your temporary airbrush tattoo business.

From Chapter 1

Additional Equipment You May Need to Make Your Temporary Airbrush Tattoo Business Work for You

In addition to the items you've received with your system, you will need a few more to make your system a viable business. These additional items are things widely available at discount retailers such as Sam's Club, Costco, etc. We don't try to supply these items to you because we just can't compete on cost with these retailers, and once we added our profit and shipping charges to you into the price, it would not service your interests to recommend that you buy these items from TAT International.

A sharp business owner knows, or else finds out very early, that controlling costs is the easiest way to make profits. The list in this Operations Manual is extensive and in the spirit of controlling costs, you may decide that there are bits and pieces that you don't need, or else don't need right now. There will be other pieces that you need and already have, or can adapt, or can borrow. Still other pieces you will determine that you need and must purchase. Consider buying used goods through your newspaper classifieds or on EBay. If you need new equipment, then shop around, both on-line (watch out for shipping costs) and at the major retailers in your area in order to find the best prices. The item you need can usually be found at a much lower price than the first price you see.

You Will Want to Consider...

- A tent or awning of some kind. We recommend a 10'x10' E-Z Up or similar type of tent. One possible source is www.ezup.com
- A folding table 24"x48". These can be easily found at discount retailers.
- One folding chair for each worker in your booth. Again, Costco or Sam's Club has sufficiently heavy duty models.
- One stool at each work station for your customer to sit on. Discount retailers have these also. Try to find a stool which will partially collapse for easy carrying and packing in your car.
- You need to have some way to handle your cash. A bank deposit bag or fanny pack both work well, as they can both be carried on your person.
- You need to plan how you will transport your equipment from your vehicle to your festival site. The big box hardware stores have many different plastic tool boxes on wheels which work well. Discount retailers can sell you a small or

Also from Chapter 1

Proper Prior Practice & Proactive Planning

Prevent Paltry Passive Poor Performance

The weekend BEFORE your first event, pack all your equipment into your vehicle, and drive around the block. Now drive back home.

You packed to go to an event, now set up your equipment in your front or back yard like you have arrived 30 miles from home. The only things you can use to set up your event are those things in your car. Did you bring a hammer to drive your tent stakes into the ground? No? Well, what are you going to do? Is there a neighbor (another festival attendee next to you) whom you can borrow from? Be creative, but don't go into your garage and get a hammer. That's cheating!

After you have COMPLETELY set up, see if you have all the equipment you need to put tats on customers. Now Step back and look at your booth with a critical eye.

- Does it look professional? Or does it look like some backwater Mom & Pop set up?
- Does it invite customers into a professional setting where getting a temporary airbrush tattoo is clean, safe and most of all, fun?
- Does your booth look user-friendly? Is it easy for your customers to figure out what you are doing, how you are doing it and how they are supposed to approach you? Is it easy for your customers to figure out where and who to pay? Where to find what design they want and who to tell? A user-friendly booth is a profitable booth. Look at your booth with your customer's eyes and make it friendly.
- This is business. This is YOUR business. This is not play time. The more professional your booth appears to your customers, then the more sales and profits you will make. Think of McDonald's, where everything is clean, professional and predictable. People like that. If you look like you are clean, professional, predictable and best of all, FUN, then people will come into your booth and spend their money.
- Now, after you have your booth completely set up the way you think you want it, take a dozen or so digital pictures. Some event organizers require you submit these photos so that they know you are for real.
- When you are doing the practice dictated below, take another dozen or two digital pictures of your "customers" getting their airbrush tattoos. Again, some event organizers require you submit this type of photo and you will want to have them available. You will also use these photos to start your website file of happy faces for potential private party customers to see.
- The next step is to give some Monopoly money to your kids, your neighbors, their kids and your partner and have them use that Monopoly money to buy temporary airbrush tattoos from your booth. It is your time now to:

From Chapter 2

What questions do I need to ask of the event organizers once I identify the events I want to attend?

- At minimum you want to know:
 - Name of the event
 - Event history – avoid first time events, they are often poorly organized and attended.
 - Name, address & phone number of the organizer
 - Dates & Location of the event
 - Hours of event operation? This will tell you whether or not you need your lights and maybe a second battery + inverter?
 - Set up dates and times?
 - Application/registration deadline? Some events are six months in advance, while others will let you sign up the week before the event.
 - Is electricity available? Or must I supply my own?
 - What is the cost of the electricity?
 - How far from my booth is the electrical hook-up?
 - **Number or percent of returning vendors from last year?** This is a **VERY** important question in evaluating whether or not you want to attend a particular event. If vendors don't return year after year to an event, there is a reason. Conversely, if vendors keep coming back, the event is perennially full and you are on a waiting list for two or three years, there is a reason – IT IS A GREAT EVENT !! Get on the waiting list and hope for the best.
 - How many booths are being sold?
 - How many other airbrush artists are going to be allowed in?
 - What is the cost of the event booth?
 - When is the deposit due?
 - What is the size of the booth?
 - Can I choose where my booth is located?
 - How close will I be to other airbrush tattoo artists?
 - How close is vendor parking to my booth?
 - How will the event be promoted and advertised?
- In your 3-ring DATA BANK binder (see Appendix G), write down all the above information (we have supplied you with some sample forms for this purpose – just make copies for more) before you decide whether or not to do the event. This is the start of your “DATA BANK” which will be a vital encyclopedia of information for you in the coming years. Once you have decided you want to attend the event and you have negotiated your needs with the event organizer, write down everything that you negotiated and fill in all the blanks on the Event Data that you can right now.

This has been a preview of some of the information which is contained in the Business Operations Manual. It is available for purchase at

http://www.tatstore.com/index.php?l=product_list&c=37

Once there, simply add it to your shopping cart. A link will be emailed to you and you can access it online, or print it out to read anytime.

We recommend that you get two 3-ring binders, one for your printed operations manual (get dividers for your chapter divisions) and one binder to be your DATA BANK. Print multiple copies of the sample forms to put into the DATA BANK binder and you will be ready to go out and start making money in the growing temporary airbrush tattoo business.

CONGRATULATIONS !!