



MARKETING SOLUTIONS

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Marketing Yourself 101!

Within The World Of Professional Cosmetic, Makeup & Skincare Artistry

By Larry H. Oskin

Everybody needs to see a bigger and brighter future for yourself and your career! It's time to let the world know about your best talents, so you do not remain one of the best-kept secrets – in the world of professional cosmetic, makeup and skincare artistry!

Select Your Target Audience: You should attempt to become known as a specialist in at least one, if not several specific areas. Whether your favorite area is in makeup artistry for film and television, permanent makeup, airbrush makeup or work for videography or professional salon makeup artistry – there's plenty of room for you at the top. It's time to pick your niche! Explore all of the potential specialization options ahead of you to fulfill your future career and your long-term dreams. Today, there are professional beautycare specialists just in 'Eyebrow Arching' that make six figures doing it. Whether your particular area is Eyeshadow Designs, Airbrush Makeup or Permanent Makeup Trends, find your niche and work to promote it as much as possible.

Create A Distinctive Image: If you do not have a distinctively unique name or business name – create one. Select a business name that clearly identifies your specialty services. Work with a professional graphic designer and printer to create a special logo with a complete stationery package. You can easily find freelance graphic designers through any local printer.

Select a consistent 'look' and image for yourself and your business that will create a professional attention grabbing identity. You want to create a memorable first impression, whether people first meet you in person or by mail. Create a full color professional brochure that will show a photo of you at work, plus illustrations from your portfolio. This should include a brief biography and an abbreviated version of everything within your large presentation. This will be important for mailings and as a leave behind, after presentations and interviews.

You only get one chance to make that first impression! In fact – at interviews you should always attempt to dress for 'respect' rather than for success. Remember that you are always on stage – whether at an interview or on the job.

Create A Personal Marketing Plan: What do you want to accomplish? Write a detailed list of five or ten objectives for yourself and your professional beautycare business. Write at least one to three specific goals for each business objective – in quantitative terms. In other words, list dates, dollar amounts, growth percentages per category and anything that makes you operate more like a traditional business. After you create objectives and goals, you will need a list of 'Personal Action Plans' with a 'Timeline.' This becomes a daily, weekly, monthly and annual marketing plan for yourself. Once you carefully create your plan, it is time to *WORK* your plan!

Sample Marketing Objectives:

- To become known as THE Airbrush Makeup Artist in town!
- To create and facilitate an annual marketing program to promote myself to photographers and videographers.
- To become a multi-talented makeup artist in paramedical and airbrush artistry techniques
- To become an expert at related aesthetic and skincare services

Sample Marketing Goals:

- To create and facilitate an 8% annual marketing budget of \$XYZ, based upon projected annual gross sales
- To grow my business by 00% and \$ABCD by the end of 2003

Sample Acton Plans:

- To create a professional new presentation portfolio within the next 60 days
- To attend at least one specialized conference on Airbrush Makeup Artistry within the next 90 days
- To create, facilitate and update a new 'Target Media Mailing List' – on a bi-monthly basis

- ❑ To send out at least one press release with a photograph and a personalized cover letter representing each of my specialized areas of work every 90 days -- to the local media

Create A New Portfolio: Take the time to update your old portfolio or to start anew! Get some new action photographs of yourself at work, illustrating your desired specialty areas. Place professional photographs of your actual finished work in a large presentation album or portfolio. Make sure to include any published pieces.

Include your most up-to-date career biography --- NOT a resume. There is a difference. Your biography should include all of your work experiences, credits and specialty service areas. Detail all of your best experiences, assets and traits. Include select testimonials from clients, actors, actresses, art directors, producers, editors and anyone of notoriety. Create a complete list of your credits, credentials, awards, honors and all of your advanced educational experiences. Include all volunteer and charitable work experiences.

Divide your visual and written portfolio elements into different categories that will highlight your various specialties. Here are just a few examples, to get you started:

- ❑ Front Cover
 - Title
 - Name
 - Logo
 - Contact Information – This includes your full name, title, mailing address, phone, cellular phone, pager, fax, email address and website. If you have an agent, include all of that information.
- ❑ Biography, Career Accomplishments & Personal Story
- ❑ Stage & Film Makeup
 - Classic
 - Avant Garde
 - Trendsetting – Fashion Forward Artistry
 - Special Period Work
 - Seasonal Designs
- ❑ Cosmetic & Makeup Artistry for Photography & Videography
- ❑ Special Effects
- ❑ Professional Salon & Spa Cosmetics & Aesthetics
- ❑ Airbrush Makeup Artistry
- ❑ Pre & Post Operative Medical Makeup Artistry
- ❑ Permanent Makeup
- ❑ Body Art
- ❑ Special Cosmetic & Makeup Effects
- ❑ Makeover Artistry
- ❑ **Any other professional service or product that will make you special!**

Create Target Mailing Lists & Databases: If you are not into the computer age, now is the time to get started. Create a series of 'Target Mailing Lists' in your database, so that you can create and facilitate periodic direct mail announcements. Keep a list of your current contacts that already hire you, while attempting to network through them to other similar professionals. Define any potential new prospects and employers, whether these are to become freelance, special project or full-time venues. Divide your lists into various categories, based upon the specialty services you offer these contacts. Make sure to constantly update all of their information, titles, cellular telephone numbers, fax and more. Keep it up-to-date on a monthly or bi-monthly basis.

Work The Media: PR is critical to your success! When possible, hire a publicist and / or an agent. In the mean time, start to work the media with a series of press releases announcing your newest techniques, artistry, honors, editorial headlines and credits. If necessary, hire a writer on a freelance basis. Look for journalists that specialize in professional beauty by asking your local newspaper or regional magazines for their recommendations.

Create personalized 'Pitch Letters' to the local newspapers, TV producers, regional magazine editors. Create another list for national and international contacts. Request copies of each publication's Editorial Calendars, so you can pitch your services to meet their needs on a timely basis. Offer to write as many feature stories as possible for their readers. Just remember to meet the needs of their readers first and foremost, rather than to over-commercialize yourself. You will still get the respect you are after. Send copies of your cosmetic, hair, skin and makeup artistry photographs to the local, national and international media with an attached feature story or press release.

Attempt to write or submit ghostwritten expert stories for professional beauty, film, photography and other trade media resources – so you become known as 'THE' nationally recognized expert at any given topic. Go after as many media opportunities for yourself as possible, from TV Talk Shows to newspaper feature stories and magazine Q & A Columns.

Offer Free Services: If just getting started, volunteer your work to charities, TV Talk Shows, Fashion Editors and any celebrities traveling to your town. Make sure that every top quality hotel staff and concierge has one of your cards and brochures.

Diversify: Specialize in what you already know – yet don't be afraid to diversify. Be one of the first specialists at something new. For example, permanent makeup and airbrush makeup artistry techniques are very hot right now. Are you expert at these areas? Can you become even more expert and specialized than others in your area? If so, go for it! Subscribe to as many trade publications as you can, take as many advanced educational courses as possible and help yourself grow to the next level. There's no end. Even if you are the top makeup artist or aesthetician in town – you will always need to learn more about your craft ... as well as how to stay known as the recognized leader.

Education Is Power! Take as many advanced educational courses and seminars as you can each year. Attempt to study under some of the industry's greats by taking private lessons from the masters of each craft or category. Volunteer to assist them on stage, at a runway fashion show, on the set of a movie or in a salon!

Attend professional beauty trade convention workshops. Don't be afraid to study internationally. Don't be afraid to teach other professionals and consumers about your craft. Teaching will often help you sharpen your skills, while positioning yourself as the recognized expert in that same area. Save magazine articles on marketing, advertising, PR and promotions in a special personal file. Borrow or buy books on marketing and public relations. Once you have sharpened your pencils at both ends – start to offer your educational services on stage at national conferences.

Marketing Power: Your business won't usually build itself, without some extra time and effort. You must learn to professionally brag about yourself and when possible, hire someone to help brag for you. Consider regular direct mail campaigns, email newsletters, a website, full color brochures and advertising in the Yellow Pages. Advertise your specialty services in various national trade directories. Always look the part and carry plenty of business cards. The next plateau is right around the corner, if you are ready to climb it. Marketing needs to become an extremely important investment in your future success.

Keep It Fresh! Plan your work and work your plan! Join professional associations, local networking clubs and get out on the streets. Become an official card carrying member of a unique organization – or start one. Update your portfolio and marketing materials on a regular basis, while also maintaining a consistent synergy between all of your advertising, marketing, PR and graphic design elements. Always make it fun for everyone you work with, by keeping your talents and your business marketing programs fresh.

Now, it's up to YOU!!!

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EDITORIAL NOTE: Larry H. Oskin is president of Marketing Solutions, a full-service marketing, advertising, media relations and consulting services agency specializing in the professional beauty business. Clients include salons, day spas, medical spas, medical clinics, manufacturers, associations and beauty care entrepreneurs from across North America. For more information contact Marketing Solutions in Fairfax, Virginia at 703-359-6000 or via e-mail at: MktgSols@MktgSols.com.