

How to Promote Yourself at Wedding Fayres

Makeup artistry is one of the most exciting, creative industries that you can be in. It requires you to have strong communication skills, to be able to read people and quickly understand their needs. You also need to be highly creative and willing to constantly update and hone your skills. Yet, no matter your skills as a makeup artist, you can still struggle with the most fundamental factor that determines your ultimate success- that of finding clients. Of course, for most makeup artists, the wedding industry will form a huge part of their business. In the UK alone, the wedding industry was worth £11 billion in 2017.

But even the most amazing portfolio on Instagram doesn't guarantee a makeup artist's success in the bridal market. Since founding Divine Makeup, weddings have been an integral part of my business. Much of this success has come from winning business through wedding fayres. And what I've learnt about brides and what they want from their wedding makeup artist has become the backbone of everything I do. I now know that to win a bride over, you need to build a relationship based on trust, and this comes from the bride knowing that you will be there on her day, at a specific time and on time, and above all that you will listen to her.

Brides want to know that you are

trustworthy, reliable, can do the job, will get the timings correct and are above all professional. In the modern working world of a bridal makeup artist, just doing makeup isn't enough anymore. You need to start thinking like an entrepreneur. You may be a brilliant makeup artist, but you may lack the ability to look at things as a business person would. The first step is to ask yourself some key questions. Ask yourself if you are truly looking to expand your business, and whether you want to be a leader. If the answer is yes, then wedding fayres are a very effective way for you as a makeup artist to find prospective clients.

In the early days of a business, defining your target audience is important as it allows you to focus your resources in a particular direction. Back when I started Divine Makeup, the wedding market was completely new to me and I had to work out to how to market my business effectively. I soon realised though that a brilliant source of leads for the salon was and still is, wedding fayres. When a woman gets engaged, often one of the first things she will do is attend some wedding fayres in her local area where she can meet suppliers, from reception venues and wedding dress shops to photographers and wedding cake makers, all in one place. So, if you're going to increase your bridal client base, you need to develop a consistent



Emma Leighton

Emma Leighton, BMUA and wedding business trainer is founder of Divine Makeup, Hawarden near Chester.

After using wedding fayres to promote her own business, Emma has developed a new course Slay Wedding Fayres to help makeup artists and salon owners to develop the wedding aspects of their businesses.

www.emmaleighton.co.uk

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presence where brides hang out, and that has always been wedding fayres.

The reality though, is that even if you are a fabulous, competent makeup artist, it doesn't necessarily mean you have the skills and techniques needed to successfully represent your business at a wedding fayre. Even for someone like me who is confident and chatty, generating leads for the business face to face was daunting. It meant approaching brides and initiating conversation rather than just waiting for them to chat with me. I quickly came up with the idea of having a competition for brides to enter to win their wedding makeup trial and this was a brilliant conversation starter and also helped me to capture their details.

Brides can attend up to 10 wedding fayres. Potentially this means that around 200 vendors could all be competing to gain their business. This can leave brides with huge overwhelm and a strong likelihood that they might forget you. I mean, would you be able to recall the exact details of 200 different people and what they were able to offer you? Would you have the motivation to trawl through 200 different flyers? A smart strategy is to work out exactly what you are going to say to brides and ask for their permission for you to get in contact after the event to discuss their needs in greater detail. Brides are as busy as the rest of us, maybe more so, so you need to make things as easy as possible for them from the start.

Over the years many artists did weddings informally with a verbal agreement and that was that, but now times have changed and brides want consultations with professional contracts and terms and conditions. Having these systems in place shows you are a professional makeup artist who has the business acumen as well as the creative expertise.

Of course, once a bride is interested in your

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services, this is just the start of the process and you need to ensure that you have a strong customer experience in place for your potential clients, from that very first contact at the wedding fayre to the consultation, the trial, the wedding and beyond. My number one rule, no matter whether your potential client came from a bridal fair, or comes to you another way is to invite them in for a consultation. I always do a consultation, I don't accept a bride as a client if they don't have one. And I very rarely give my total prices when asked over email. Why? Because the consultation is your time to assess the bride's needs fully, and also to determine which other of your services may be suitable.

When a bride comes to me, I have a set way of how I want the consultation to go. You need to lead the conversation, and let the bride know that you would be the perfect person for her to have as her bridal makeup artist. You would be surprised by the number of clients that have come through simply because I offered that initial consultation. Many artists, like myself, offer other treatments, so a consultation is a perfect platform to sell your other services too like facials, manicures, HD Brows and LVL Lashes. Not only is a consultation good practice, developing that essential rapport and trust, but it also shows off your capabilities and services to full effect, maximising revenue.

A key reason that many bridal makeup artists aren't growing and developing as entrepreneurs is because they aren't thinking like entrepreneurs. They believe that their makeup skills will mean brides just fall on their laps. If you really want to be a success, then you need to understand where to look for work, how to approach prospective clients, and perhaps most importantly, how to sell yourself and not just your work. It's a daunting prospect when you first start. But with practice, this is something that becomes easier and easier. If you're a strong makeup artist, then the fundamentals are already in place. Now, it's time to develop your confidence and poise, and learn how to Slay Wedding Fayres!



Glossier Cloud Paint 10ml

Glossier has released two new colours to their cloud paint collection to celebrate summer; Dawn and Storm.

www.glossier.com



Laura Mercier Liquid Face Illuminator 15ml

Liquid Face Illuminator is a sheer, light-reflecting fluide that instantly highlights your skin for a subtle natural-looking healthy glow.

www.lauramercier.com



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Guerlain Parure Gold Foundation 30ml

Luminous and ultra-natural, the twelve shades of the range diminish the signs of time and fatigue.

www.guerlain.com



Nars Orgasm Collection

Create a seducing makeup and add colour to your cheeks and face with the new Orgasm collection by NARS, filled with lush, illuminators and lipgloss.

narscosmetics.co.uk



MAC False Lashes Mascara 8g

Fashionably false in look, but honestly real, this mascara's key benefits of volume and curl are matched by a dramatically exaggerated end look.

www.maccosmetics.co.uk

