



# How to Start a Home-based Makeup Artist Business (Home-Based Business Series)

*Deanna Nickel*

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**How to Start a Home-based Makeup Artist Business (Home-Based Business Series)** Deanna Nickel

Everything you need to know to run a profitable and satisfying makeup artist business from your home

This comprehensive guide takes you through every aspect of setting up and running a thriving home-based makeup artist business, from separating yourself from your competition and successful branding techniques to makeup must-haves and have-nots. Learn all about developing a price structure, traditional versus online marketing, getting press, and establishing policies, and enjoy an entire section on how to tap into the lucrative bridal market. Whether you are just starting out or looking to expand your business, each chapter can help you build your own successful home-based makeup artist business.

Look for useful charts and worksheets throughout the book, including:

Standard Face Chart

Sample Client Card

Marketing Strategy Worksheet

Sample Contract

Bridal Trial Chart

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