

MAKING IT AS A MAKEUP ARTIST

BY CASSIE LOMAS



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THE PROFESSIONAL TIPS THAT
YOU NEED TO KNOW....

My Tips for....

- Test Shoots
- Social Media
- Networking
- Kit Building
- Approaching Clients
- Motivation

Hi, my name is Cassie Lomas.

I've worked in make up for 25 years and have been lucky enough to work with a huge range of clients from all genres including Fashion, Beauty, Advertising, Editorial and TV (both on screen and off). My client list includes magazines such as Vogue, Glamour and Elle and I've worked with music artists including Lady Gaga, Selena Gomez and Rita Ora. I've also headed my own shows at London Fashion Week and designed many looks for advertising campaigns and Award shows.

I also own one of the UK's top Make Up Academies and Makeup Agencies.

I am passionate about this industry and love to help make up artists like you.

I hope you enjoy your guide!

Lots of Love
Cassie



TEST SHOOTS

You should never stop doing test shoots...your portfolio is your visual CV and should always be kept current with fresh, new images.

*When meeting new clients, your portfolio is a great topic of conversation and allows you to discuss your experience and the work you have done. So doing test shoots are the perfect way to build your portfolio. Use your creativity to keep your shoots interesting so they help you sell yourself.
Always be proud of your work.*

1. Start by creating a moodboard of ideas, showing the style of the shoot you want to do. This is essential so you can show the photographer and arrange a collaboration. Take inspiration from fashion magazines, look at colours in art you like and have a theme for your shoot.

Pro Tip....

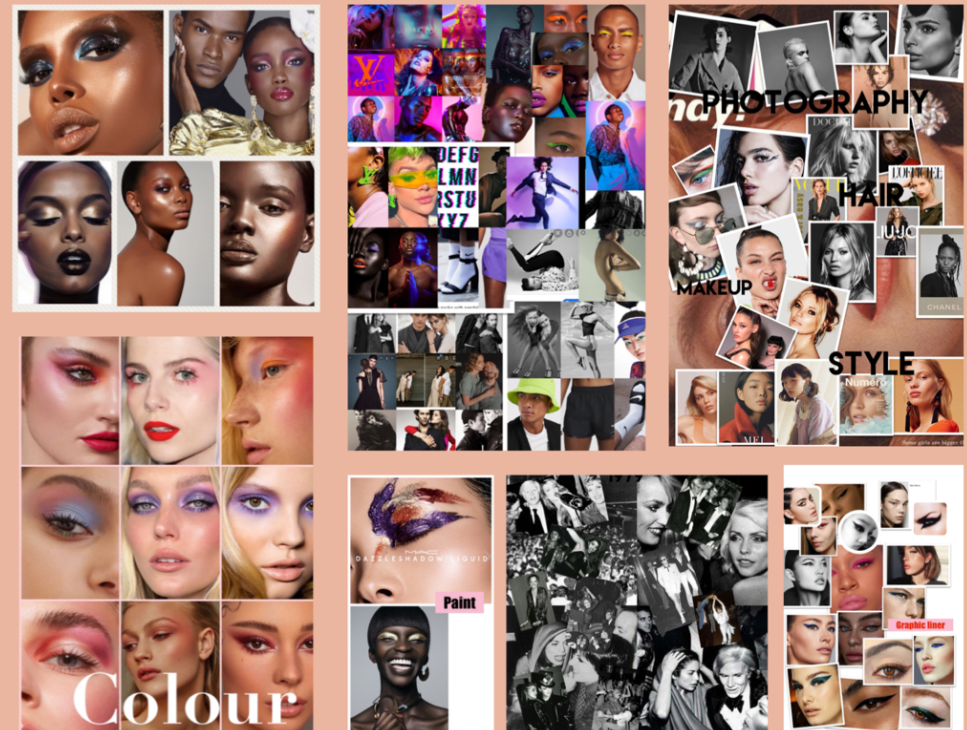
You can use an app like Pinterest to save images that inspire you and the Pic Collage app to create a moodboard of your ideas.

CASSIE LOMAS
MAKEUP ACADEMY

So what is a Moodboard?

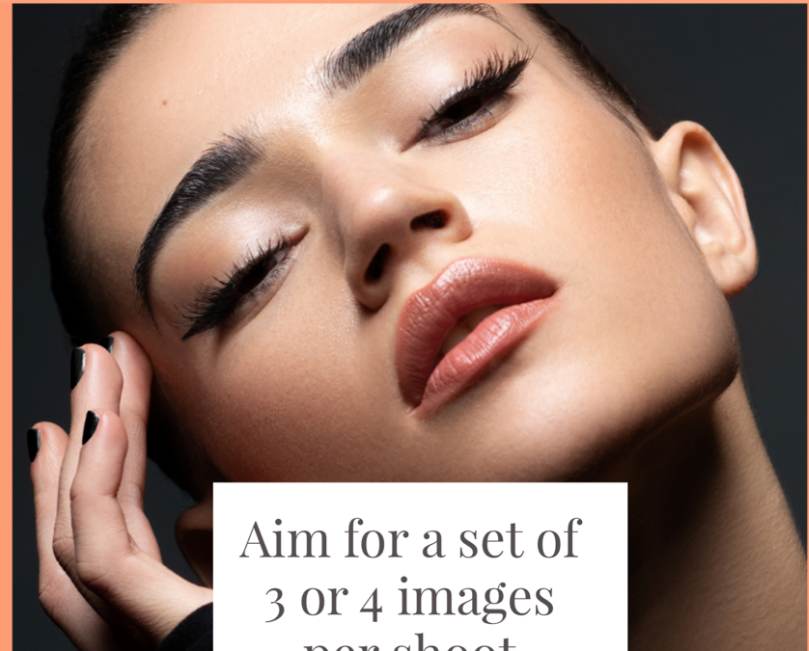
A moodboard is a collection of your ideas through visual images.

You display this as a collage and can add buzz words to help explain your thoughts. Anyone looking at the moodboard should know what you are looking to shoot.

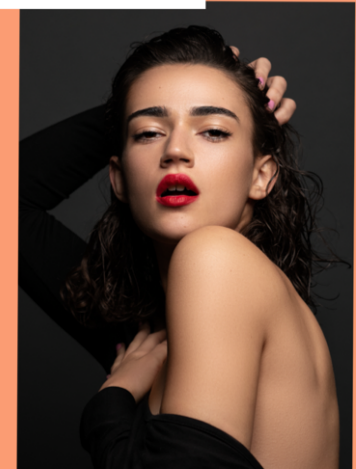


2. Contact the perfect team to collaborate with. Look for creatives on your level, who have just graduated or are just starting out too. Research online will help you find a team. Look at Facebook groups, search hashtags on Instagram and contact modelling agencies to find people to shoot with. If you struggle to make contacts, there are photographers who will do paid test shoots & get the team for you.

3. Make the most of your shoot day and get a variety of images that will lead to bookings. Testing when you start out, isn't about showing off your makeup skills but about creating beautiful images that clients will love. The images in your portfolio should emulate the style of the clients you want to work with.



Aim for a set of
3 or 4 images
per shoot



SOCIAL MEDIA

Creating content is easy when you have a goal. Get a content planner to help you decide what to post and when

1. Post every day using your stories and Instagram grid where you can. Instagram likes active users and your content will be seen more, the more you do.
It's also important the times you post to maximise engagement. Business account users get to see 'insights' which helps you learn to get to know your audience and what they like.
2. Maximise your reach. You should post across all your accounts, they can be linked and done in one go.
Interact with all comments. It's not enough to post, you need to engage with your audience too. Reply to comments, like other people's images and ask questions, do polls and encourage people to chat to you on your page.
3. Only post your best work. Remember this is what clients are looking at to see your work so if you're not happy with a makeup look you have done or it does not represent your style then use it for your stories and not your main Instagram grid. You can create content by posting your mood boards, quotes, kit images and behind the scenes shots.
Upload a mixture of images and videos to keep people interested and also add them to your highlights. Instagram reels are great and quick to do.



Instagram

Clients often go straight to your Instagram account to see your latest work and get a feel for your style. Imagine this is your shop window.

*Pro tip...
Add in your personality and what you stand for.
Your aim is to attract the RIGHT clients for you.*

NETWORKING

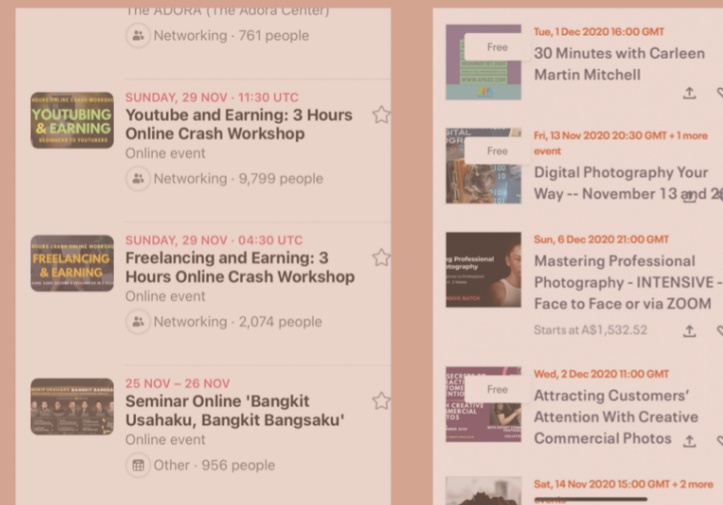
1. Follow photographers, models, stylists and brands on social media and interact with them online. People will notice your likes and comments and are more likely to look at your page and see your work. Your comments may also be seen by their followers. Keep it professional and relevant to the posts. When you have work in your portfolio they would like, you can then make contact via email.

2. Join creatives groups on Facebook and chat with like minded people . The aim is to build a community of people to learn from and work with. Groups are also great for making connections to build your portfolio. You can pass work between each other and cover jobs you are unable to do. Help each other out!

3. Go along to all events where you may meet someone you could work with. When people show passion and dedication it is inspiring and makes others want to join you. There are so many opportunities to make connections if you look for them. Check out Eventbrite!

Pro tip....

Be complimentary of other people's work and always be genuine with your compliments.



Getting to know new people

You just never know who you may meet when you put yourself out there.....

If you don't have the confidence to do it face to face yet, go for online events, courses and meetings.

It is so important to network in this industry and it's easier to build relationships with people you have met or had previous conversations with.

KIT BUILDING

1. Invest in products you'll use on every client such as skincare, foundations, concealers, neutral toned shadows and simple lip colours. You can spend on luxury brands when you know you'll get use out of it everyday. I swear by a luxury lip balm and hand cream like La Mer and Neom.

2. Save on trend colours you'll only ever use once by buying from the high street. Neon pink may be a gorgeous colour but once you've used it on a photoshoot you will not want to have it repeated in your portfolio. Kiko and NYX are great for affordable colours.

3. Try before you buy.

We all get sold the latest launches, even if we know we went to shop for something else. Ask for a sample or buy a travel size of anything you're unsure of. If a product comes recommended you have to ensure you can work with it first.

4. Invest in good Makeup brushes and kit bags. They need to look professional, clean and last. If you turn up with a brush that looks like a badgers tail nobody will want it to touch their face. I always say a workman is only as good as their tools. Choose reputable brush brands or art brushes can be great for detail work.

Pro tip.....

You can decant products into unbranded packaging and use labelling.

Your kit says a lot about you.....
Choose quality, not quantity

Keep your professional kit for your clients only and keep your personal makeup and brushes separate.



APPROACHING CLIENTS

Setting goals for a 12 month period is more realistic than expecting a booking straight away. You have the rest of your life to realise you're dreams. Don't rush it, enjoy the ride.

- 1. Create a contacts spreadsheet. Research local clients you could potentially work with. Use google and LinkedIn to find their contact details and approach them via a personal email. Do not copy and paste emails you have sent to other clients, it should be personal to them. Always be professional when making contact.*
- 2. Be prepared to persevere, as it is unlikely you will get a response to your first email. Keep a note of the date you first contacted them on your spreadsheet and set a reminder when to email again.*
- 3. Set yourself realistic goals and timeframes. Don't try and run before you can walk. Have a weekly list of who you'll reach out to and be consistent.*

Pro tip...
Be patient, hard work always pays off

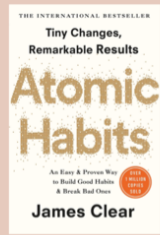
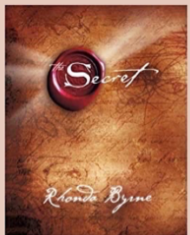


Organisation is key and
Research is essential.

Always know exactly who the clients are that you are contacting and ensure your email is personal to them and your work is suitable for the kind of work they create.

Motivation

1. Use your quiet times to research and plan. Enjoy learning more, not just about makeup but about art, fashion and business. Watch videos and read books. I love watching Lisa Eldridge for Makeup and Caroline Hirons for skincare/beauty, who both chat online. I also recommend the books Atomic habits and The Secret for motivating yourself and having a positive outlook.
2. Practice on yourself and enjoy getting creative. Build a supply of content so when you get busy you've done the work already.
3. Give yourself 30 mins in the morning and the same in the afternoon or evening to go on social media. Excessive use will kill productivity and your confidence levels. Turn off notifications on your phone to avoid getting lost in social media life.
4. Set yourself goals and work through them. I use my book 'The Life Plan' for this. Each night write down
 - Three tasks which you must do the next day to take you closer to your goals.
 - Three things you are grateful for.
 - Three positives from your day, including things that you did that made you feel good.



Extra tips.....

The 2 minute rule - if it takes 2 minutes or less do it straight away - this will stop tasks and to do's piling up.

Become known as someone who does what you say you are going to do - use reminders on your phone or computer & write things down.

Put your goals everywhere – make a vision board, stick post it notes on mirrors, use targets as your passwords.

Don't give up.... quitting makeup is the easy option..... but what doesn't break you makes you!

Pro tips....

Be proud of yourself for how hard you are trying .

Don't compare yourself to other artists.

Unfollow anyone who makes you feel less than amazing.



I hope you've enjoyed my tips and learnt some pointers on how to get yourself to the next level in your career.

I've done this job for so long and I can assure you, I learn something new everyday. When I started out I was in such a rush to do the 'big' jobs. I really thought I was ready and I could do it all. It's time and experience that's taught me how much you grow over the years and that there is so much more to the job than just makeup application.

Get yourself started on everything I've talked about in this book and I promise you you'll be starting on the road to success.

This is my gift to you, because I was once where you are and I know just how difficult this industry can be when there is nobody to tell you those important unwritten rules.

You can make it happen.....

Best of luck

Cassie
xxx

The UK's Leading Makeup School

“We don't just
teach makeup,
we nurture
careers”

