

How to Start a Face Painting and Body Art Business, by Erika Harrison

A review,

by Katie Hunt

I picked up Erika's book at the Face and Body Art International Convention in Orlando, in May this year.

I finally got a chance to read it this week.

Erika's book is very easy to read and to understand.

It's a nice size, clearly laid out in logical order with chapters packed with useful information.

This is a book whose time has come!

This isn't a designs book, or a how to face paint, or do tattoos, or henna book, although there is that information in there too. It's definitely a business book. It's how to run a business, things to consider, various avenues to take to make money, and so much more.

Erika also goes over and explains business terms, she talks about insurance, record keeping, taxes, marketing, expanding your business.

Erika has the simplest, and most comprehensive way of developing a 'business plan' that I've seen in long time. Her version is not scary like some concepts I've seen delivered.

She has a massive resource list at the back of the book and a CD.

The CD is amazing!

Here is a partial list of the files found on the CD:

- Airbrush Information.doc
- Contractor agreement.doc
- Face and Body Art Examples by Erika Harrison
- Chinese Character Sign.pdf
- Freehand Glitter tattoo instructions.pdf
- Example of Client Invoice.xls
- Glitter tattoo stencil instructions.pdf
- Henna Body Art Curriculum.doc
- Henna Kit Instructions.pdf
- Henna Workshop outline condensed.doc
- Intro to henna booklet.pdf
- Read Me First.doc

- Real Henna Issue 3 resize.pdf
- Real Henna Issue 4 PDF.pdf
- Small Airbrush (setup)

So many useful tools and references in one handy package!

Personally, and as a person in this business, I love information that is ready to use immediately and adapt to my own uses. This book and CD have that and more.

If you know Erika, you'll get to know her better with her examples and stories from her own personal experiences.

Erika is direct and logical in her lessons. It's simple and easy to understand.

If I had one criticism initially, it was that there are no photos or pictures in the book. However, the CD more than makes up for that. And I suspect, because there are no pictures in the book, she kept printing costs down, making this extremely affordable.

If you are just venturing into the Face and Body Art business, or want to know how to do it right, or how to take it to the next level, this is a great resource for you.

Respectfully,

Katie Hunt

<http://www.amerikanbodyart.com/Body-Art-Business-Books-Supplies.html>

<http://www.sillyfarm.com/how-to-start-a-face-painting.htm>