



MARKETING SOLUTIONS

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SHARE YOUR COSMETIC ARTISTRY THROUGH PUBLIC & MEDIA RELATIONS!

By: Larry H. Oskin, President, Marketing Solutions

Professional public and media relations can be magical! PR must be one of the strongest elements of your Marketing Plan. It's time to learn how to shout from the rooftops and blow your own horn. If you truly believe that you have something special in your cosmetic artistry, permanent makeup and body art talents – than you must strategically plan to create an Annual Public Relations Plan. Public relations will become one of the most important future marketing investments that you will ever make, to create a successful business.

By just doing good work, you may hope that positive word-of-mouth recognition will spread like wildfire. Sadly, it won't. You need to consistently fan the flames with a strong commitment, great photographs and exciting news. There will never be a magical 'Cosmetic Client Bus' arriving with new first-time clients each and every morning. You may have a few scattered busloads each season; like Bridal Season, Prom Season and the Year-End Party Bus Season. You will need to put on the bus driver's hat – to drive traffic into your cosmetic and body art's business while building a prestigious image for your clients and staff.

The most important tool for any cosmetic artist and any salon to have today -- is a completely integrated public relations, promotions and marketing program to build your business. You should attempt to actively publicize yourself to the national and international beauty trade publications as well as to the local and national consumer media to build your business. There is no better way to start achieving this, than by creating impressive press kits.

Great Press Kits: A good 'Press Kit' can accurately depict the personality of you, your cosmetic artistry talents and your business. Consider press kits as the required 'first impression' the media will have of your artistry and your salon. Much like any first impression, it can make or break you with any writer, editor or TV producer. People usually have a hard time straying from their first impression of someone -- so make yours a good one. Based on your press kit; media contacts will determine if they like or dislike what you have to offer. A press kit should immediately spark the interest of your targeted media contacts, causing them to remember your special cosmetic talents.

Press Kit Elements:

- ❑ **The 'Press Release'** – Always offer something new, newsy, unique and exciting throughout the seasons of each year. This is the key element within your press kit! Keep it informative and educational, avoiding any commercialism.
- ❑ **'Your Biography'** -- Similar to a dossier, create a single page sheet about yourself, your talents, education, advanced education, certifications, licenses and previous media exposure. Your biography should include all of your work experiences, credits and specialty service areas. Detail all of your best experiences. Include select testimonials from clients, actors, actresses, celebrities, art directors, producers, editors and anyone of notoriety. Include a complete list of your awards and honors. Include all volunteer and charitable work experiences.
- ❑ **Special Talents Page:** If desired, you can create an extra page. This page can highlight your special talents in some of the following areas:
 - ❑ Stage & Film Makeup Artistry
 - Classic
 - Avant Garde
 - Trendsetting – Fashion Forward Artistry
 - Special Period Work
 - Seasonal Designs
 - ❑ New Seasonal Trend Predictions
 - ❑ Cosmetic & Makeup Artistry for Photography & Videography
 - ❑ Special Cosmetic, Body Art & Makeup Effects
 - ❑ Charitable Work, Donations and Community Service Programs
 - ❑ Bridal, Maternity and Prom – Cosmetic Artistry Services
 - ❑ Specialty Kid & Teen Cosmetic & Body Art Services
 - ❑ Professional Salon & Spa Cosmetics & Aesthetics
 - ❑ Airbrush Makeup Artistry

- ❑ Pre & Post Operative Medical Makeup Artistry
 - ❑ Professional Skincare Services
 - ❑ Permanent Makeup Services
 - ❑ Body Art Services
 - ❑ Special Cosmetic Makeover Artistry
 - ❑ Any professional service or product that will make you – UNIQUE!
- ❑ **The ‘Salon Story’ or Your ‘Special Business Story’** -- Tell about your specialty business talents, cosmetic and body art services. It should include notes about your cosmetic specialties and your staff’s achievements. It should represent a unique angle that separates your cosmetic artistry, salon or beauty care services from others.
 - ❑ **Professional Photographs** – Every media kit and press release will need to be accompanied by professional photography. These offerings will preferably include original 35-mm slides and large color prints, rather than CD copies of your photographs. Include photographs of you ‘in action’, close-ups of your specialty work and some before and after photographs.
 - ❑ **‘Fact Sheets’** – Include a Fact Sheet about your salon, company or product — bullet point lists are the best.
 - ❑ **FAQ’s** -- List ‘Frequently Asked Questions’ with answers about your cosmetic products, special artistic talents and services. Use single-sentence questions and limit answers to a few sentences. This will help journalists because you’ve helped cut down their required research by thinking of the questions for them. This information will increase the odds of them writing about you.
 - ❑ **The Pitch Letter** -- A personalized cover or ‘Pitch Letter’. Offer at least three or four different customized feature story options related to your personal cosmetic artistry specialties and your salon’s unique niche in the marketplace.
 - ❑ **‘PR Reprints’** – Create color photocopies of all previous press coverage. Make sure to adjust these stories to include the logo from the magazine or newspaper. The more PR you get – The more PR you will get! Professional journalists like to know that you are a celebrity makeup artist, famous or have already been considered an expert by the media.
 - ❑ **Marketing Materials:** Include a copy of your special cosmetic arts, permanent makeup, body art, airbrush artistry and any other salon services brochures that are available. If you have a seasonal newsletter, add it. Make sure that everything is professional written, illustrated and printed.
 - ❑ **Business Cards** – Include your business card.
 - ❑ **Optional Extras:** Don’t be afraid to include a logo decorated advertising specialty like a makeup brush or mirror with your salon name on it. If you are promoting products, send along several full-sized samples of that product.

Press Kit Tips:

- ❑ **Avoid Commercialism:** Do not over-promote products or services with prices. Your release will appear to be an advertisement or an advertorial and it will never get published.
- ❑ **Cover It** -- Think of an interesting way to house your press kit’s information. A folder is very common but not necessary. This is the time to let your creativity shine or, if you’re lacking in the creativity department, let designers be creative for you.
- ❑ **Packaging is everything!** -- Mail your press kit in an unusual envelope, package or color.
- ❑ **Include A Computer Disk** -- Save all of the press kit information on a CD. A writer or editor will be able to pull whatever information she/he wants off of it, saving them the trouble of retyping it.
- ❑ **Add a personalized message** -- Small, electronic recording units are available that allow you to record a short message that plays when the kit is opened.
- ❑ **Follow Up Calls** -- Don’t forget to follow up your press kits and press releases with a personal telephone call. Make sure they received your press kit. This will add a personal touch, familiarity to your business name and it will give them the opportunity to ask questions. Be extremely soft sell, yet informative ... while pitching several exclusive stories – just for their readers or viewers.
- ❑ **Editorial Calendars:** Request copies for each of the local media’s Annual Editorial Calendars. You will have a better idea of what story ideas to pitch, before they even start assigning the articles to their own writers. Remember to think at least 3 to 6 months in advance.
- ❑ **Target Media Lists:** Create computerized databases in at least three different media categories:
 - **Local Media:** Regional Newspaper, Magazine, Radio & TV Talk Shows
 - **National & International Beauty Trade Media:**
 - **National Consumer Beauty & Fashion Media:**
- ❑ **Consistent Marketing Images** – Professionally print everything on your salon’s letterhead and have color copies of everything. Everything in a press kit should match, while looking like it came from the same business. Remember, make your press kit the personality of your salon and make a lasting, outstanding first impression!

Make your press kit a treasure chest of exciting information! From the start, your press kit should tell an illustrative or interesting story. If you don’t have any cosmetic and body art services that distinguish you from others – now is the time to establish a unique new market position for yourself and your business. This will help you offer unique, additional

storyline angles and opportunities. The media always wants whatever is new, newsy, unique, seasonal, informative and trendsetting.

The best thing about press kits is that they can be done on your own or professionally. They can cost you anywhere from \$200+/- to several thousand dollars. It is one of the cheapest forms of marketing with the best potential payoffs. Unlike paid newspaper, radio, TV and magazine advertising – it is practically free! All you pay for is the time, writing, postage and photography. The published articles and the TV Talk Show appearances are free. Do send thank you notes for any published story, radio or TV appearance. Remember that PR is not paid advertising. So, never complain to an editor if your article does not get published or is edited. Just send new information next month.

National Beauty Trade PR: Start nationally – not locally. You can still attempt local press, yet don't wait to build up your reputation before you go after national exposure. Start both now. It is often easier to gain local press coverage, once you have first attained some level of national exposure and identity. The editors and writers for the national beauty trade publications are always searching for success stories that offer something distinctively unique. Share your press releases and cover pitch letters, offering your new ideas, photography and helpful thoughts for other cosmetic artists, salon and spa owners. Offer to write some special articles, if you have the writing talent.

Collect the names, addresses and contact information for all of the professional beauty trade publications that interest you. Besides Cosmetech Magazine, there are over 50 professional beauty trade publications in North America! Editors are always looking for great success stories, technical information and news that will be useful to their readers.

Create 'PR Reprints' of any nationally published articles and photographs, as extra PR kit materials. Once published in any national or international publication, you aren't just another local cosmetic artist, permanent makeup artist or salon ... you will have established very important new nationally respected credibility!

Local Consumer PR: Collect the names, titles and contact information from all of the local newspaper editors, magazine writers, TV and radio producers. If possible, put these in a computer database, so that every time you send out a new press kit and press release, you can quickly personalize each of their letters. Attempt to invite these important local and regional media contacts into your salon for a personal meeting and some complimentary cosmetic and body art services. Offer yourself and your team as a valuable new editorial resource.

National Consumer PR: To establish your 'Target Consumer PR Mailing List', you can search the Internet for the necessary contacts at all of your favorite fashion, style and beauty publications. You may also research Gebbie Press on the Internet at www.gebbie.com or look for Bacon's Directory in the library. Bacons may also be reviewed on the Internet at www.bacons.com. They offer Newspaper, Magazine, TV and Radio Directories that are annually updated. These directories list local, regional and national resources. This is an expensive investment, yet they list everyone imaginable, so your Target Media Contact Lists are always up-to-date. Call 800-621-0561 for more information. Make your press kits that are sent to national media contacts – extremely impressive and memorable! It is a highly competitive world for free ink and free airtime, so you will have to work at it.

Don't expect instant national consumer PR results. In fact, once a feature story or interview is facilitated, it will often take at least 3 to 6 months before it will be published. Keep at it with a consistent bi-monthly or quarterly mailing of new information to these contacts, while maintaining a balance of patience. Many of them love cosmetic tips and cosmetic art makeovers. You just need to help these media contacts discover what your special area of expertise is, while also sharing great photos, unique stories and inspiring new story angles. Make sure your effort is professionally presented, inspiring and worth the result! They really do need you. If not YOU ... then they will be on the lookout for someone else!

Professional Photography

You should attempt a professional photography session at least once per year, to show off your latest cosmetic, body and nail art talents. If you are part of a full-service salon or spa, be sure to photograph your hair, skin, nail and spa service treatments. It pays to use a professional photographer that understands makeup, hair, skin and spa photography; rather than a fashion or a portrait photographer. Expertise in makeup and hair lighting will make all of the difference, to show off the cosmetic colors. Try photographing cosmetic makeovers and special effects, so you will always have something new throughout the year. Anticipate your seasonal advertising and PR needs through photography by creating a 'Shot List'. This list can include commercial looks, avant garde artistry, makeovers, prom looks, bridal makeup, paramedical makeup services, permanent makeup options and body service treatments.

Attempt to use professional and semi-professional models. No matter what, use attractive models that are comfortable in front of the camera. Approach model agencies, asking for their newbie and experienced models. Selecting a weak model will only make you look unprofessional. The key is to give each of the models a new look that you and your staff create – rather than the same ol' same ol'. A professional photo session is your time to really shine. We often barter with models for free services before and at each photo session, a \$50 to \$100 Salon Gift Certificate and a free professional 8" x 10" photograph after the photo session. Make sure that you use proper model, staff, talent and photographer releases, while

attempting `a total buyout' from the photographer. It's always best to hire an experienced professional photographer, rather than to take the pictures yourself.

Photography can give your cosmetic artistry and your business a distinctive upscale image, setting you apart from all of the local competition. Your best published photos will often become like a second logo, as the local community gets to know your ads and marketing style. Don't be afraid to be very repetitious in publishing these photos over the next year. A picture is still worth a thousand words!

Extra Media Options:

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 cosmetic arts 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 some `Free Services'. If just getting started, volunteer your work to charities, TV Talk Shows, Fashion Editors and any celebrities traveling to your town.

Consider using an innovative new Electronic PR & Media Relations Strategy. Don't forget that many media contacts and Internet resources offer you tremendous free PR opportunities to promote your cosmetic artistry talents and your salon business -- on radio and TV talk shows, local news shows, national consumer beauty websites, specialized beauty trade websites and more!

Attend professional beauty trade convention workshops on `Marketing, Advertising and PR'. Save magazine articles on marketing, advertising, PR and promotions in a special personal files. Borrow or buy books on marketing and public relations.

PR will be critical to your long-term success! So when possible, hire a professional freelance writer, publicist or an agent. Look for the names of local beauty writers who already have their related work published in the area newspapers and magazines. Look for journalists that specialize in professional beauty by asking your local newspaper or regional magazines for their recommendations. You may also hire a professional full-time publicist or a full-service marketing, advertising and PR agency that specializes in the professional beauty business.

Keep PR Fun! 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. Do not remain one of the best-kept secrets – in the world of professional cosmetic, makeup and skincare artistry!

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