

# Paintertainment

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## LAND OF THE FREE... WHAT TO DO WHEN ASKED TO PAY TO WORK

Last week I was asked by a major suburb in my area to submit a quote to paint thousands of children at their city's 4th of July celebration. I fashioned a well thought out quote and found that they weren't looking to hire me at all. They wanted me to pay *them* \$75.00 to set up a booth at outside their all-day event.

I had to do a little educating of the client here, and let them know that we do not offer this type arrangement, especially on such highly sought after summer weekends, and a holiday at that.

Face painting is entertainment. It is something that adds to the experience

and atmosphere of their event, and brings more people in, helping them and all of their vendors succeed. Some events feel they are doing us a service, but it took me years to realize that it's actually the other way around.

Face painters can only make so much per guest, and can only reach so many guests per hour. (Unlike a food vendor, who can sell a ton of food to one person). For this reason, it does not make financial sense to turn down up to 8 hours of potential events that would pay me my full hourly rate to start out \$75 in the negative and hope to make a profit. In this arrangement they are asking me to take on 100% of the risk if business is slow or it rains.

So what do you do? The first thing you should always try for is to get paid your full hourly rate. Offer a discount if you feel so inclined, but make sure they know what your normal rate is to begin with.

If they just won't budge, and you think it would be worth your while, you may be able to get in with no booth fee and charge per face. I have gotten quite a few festivals in my time without ANY booth fees by explaining this to the organizers. Once they understand the asset I am to their event, I can then say, "I normally charge \$125 per hour, which works out to \$X.00 for the duration of your event. However, I would be willing to give it a try for a few hours and charge each guest, which will cost you nothing."

Another way I've done it is I will pick a dollar amount that will make the event

worth my while. I tell the organizers that I'll paint at no charge to them, but I am taking on all of the risk of losing money. So, I will keep 100% of what I bring in, until I reach this threshold. After that, I am willing to donate XX% of my proceeds to your organization (or pay the booth fee).

Now I only offer this if all conditions are perfect...I don't have any other gigs anyway, the risk is low to me, etc. But sometimes it's worth weighing your options and giving it a try. 🌟

*Keep an eye out on my blog this week for a post about being asked to work for free or exposure!*

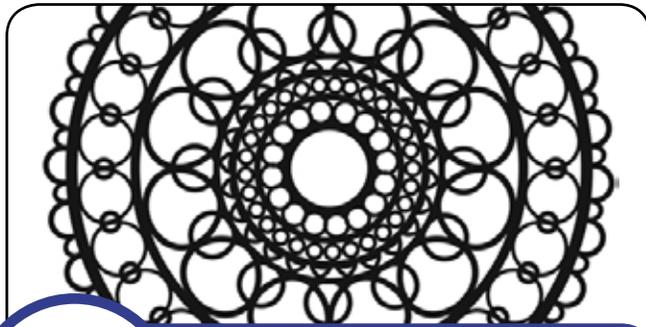


# What's News?



## On Facebook:

Make sure to like our page for fun design ideas like this Ninja Turtle, & the cobra everyone's flipping over lately!



## NEW Products:

Check out our stencil section for new designs like this mandala, & some cool tree branches! We are also expanding our FAB & Cameleon assortment!



## Patriotic Shop Now Open!

Find all the best patriotic products gathered together in one place in our new Patriotic Shop!



# PATRIOTIC EAGLE



## June Coupon Code!

# 10% off

Enter code **NOTFREE** at checkout. Shopping cart must total \$25 or more before shipping and taxes. One coupon code redemption per customer. Offer expires 7/31/16.