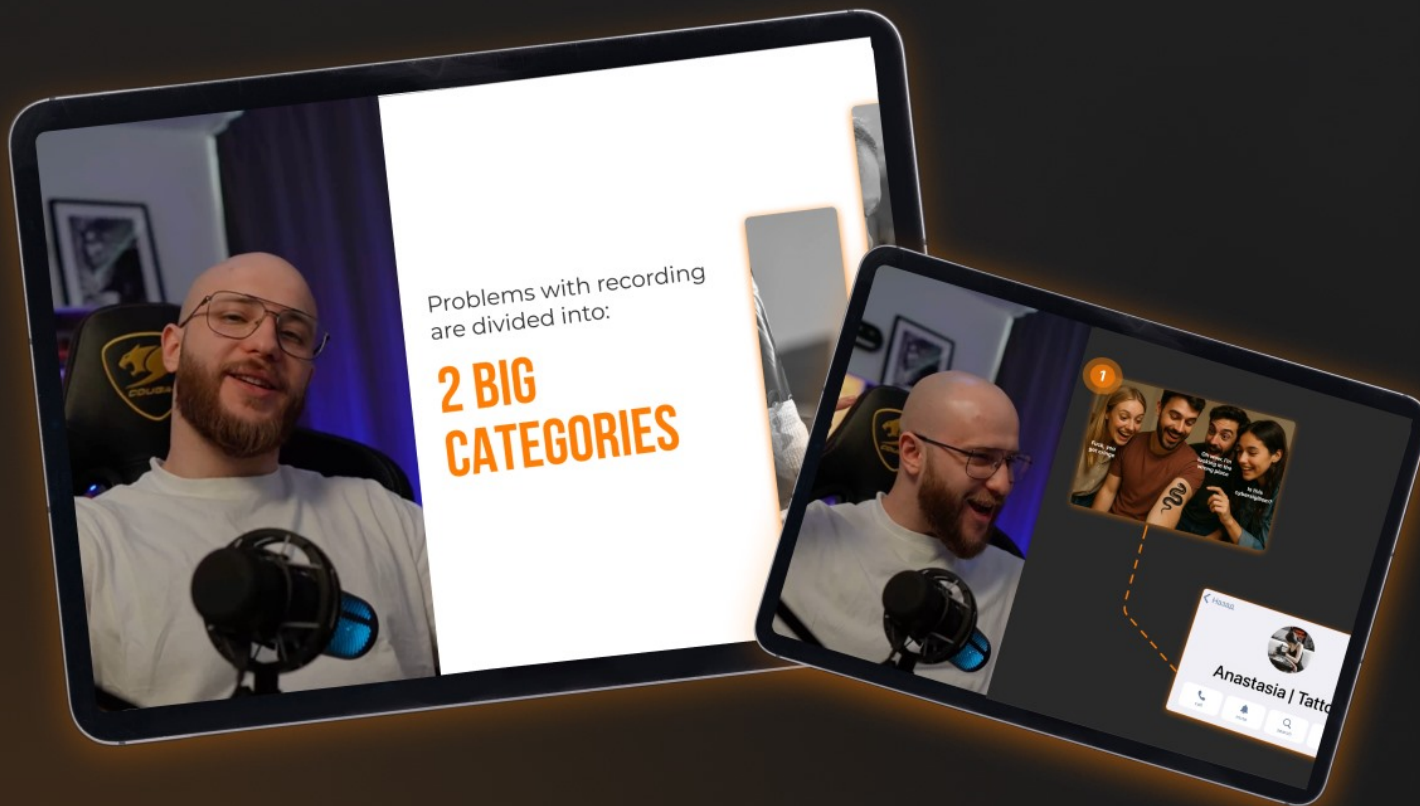


8

REASONS WHY A TATTOO ARTIST ISN'T GETTING BOOKED

+2 reasons as bonuses





ALEX

Marketing expert for tattoo artists for 8 years — trusted by top artists and recommended by your friends

I know how to get you fully booked.

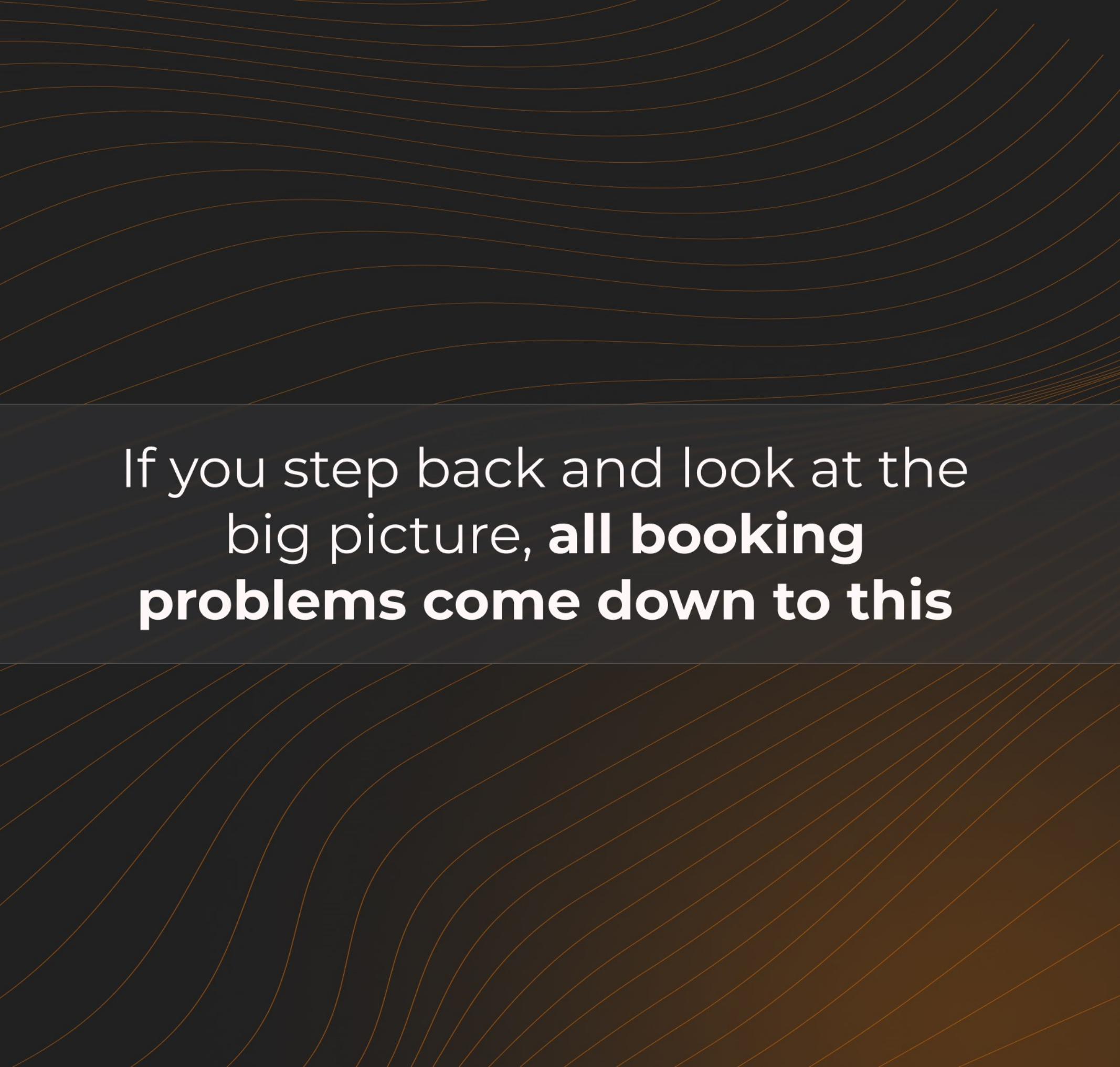
Over 1,500 tattoo students worldwide.

My rule is simple: your money = my money.

The more you earn with me, the more I earn too.

Over **1500+** **tattoo artists** have completed my two main programs



The background of the slide features a dark charcoal grey color with thin, wavy, golden-brown lines that flow across the entire surface, creating a textured, topographical effect.

If you step back and look at the
big picture, **all booking
problems come down to this**

WHAT WILL YOU LEARN FROM THE LECTURE

- 1 How buying an iPad can actually lose you clients
- 2 Why hiring a «targeting expert» could backfire — and how to protect yourself
- 3 What stable bookings really look like in 2025
- 4 How tattoo artists should market themselves at every stage (beginner to booked solid)
- 5 Why chasing clients for «your own style» might be doing more harm than good

PROBLEMS WITH CLIENT BOOKINGS

FUNNEL

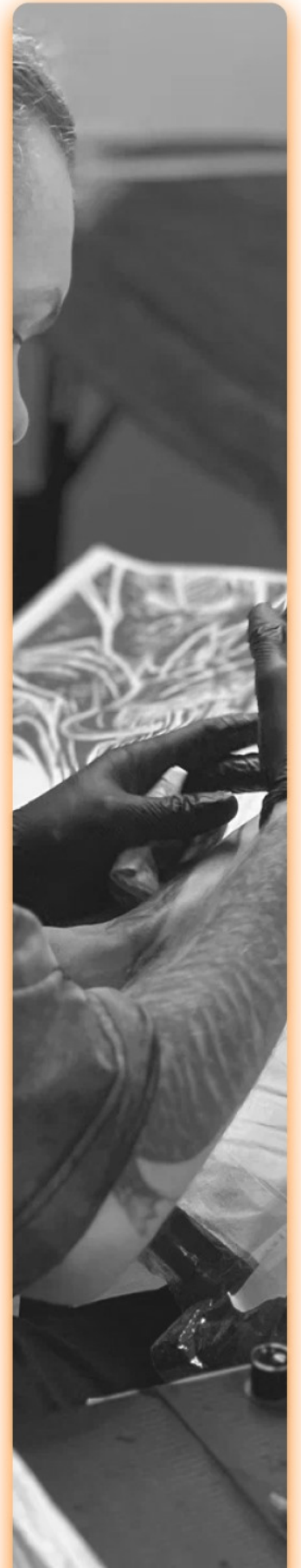
- 1 Ineffective/no advertising
- 2 Poor quality sales
- 3 Poorly designed social media accounts
- 4 No long-term communication with the client
- 5 Bad consultation

OTHER FACTORS

- 1 Your style isn't strong, or your content just doesn't hit
- 2 Oversaturated market – it's hard to stand out
- 3 No system for tracking numbers or basic analytics
- 4 + 2 reasons

Booking problems
usually fall into:

TWO BIG CATEGORIES





1

SALES FUNNEL

Directly affects your bookings
— and it's easy to fix

Reason №1

ADVERTISING

1 You're not running any ads

2 Ineffective advertising

3 Bad delegation

NO ADVERTISING

- 1** **Hard to raise prices** when you're only working with your existing client base — and it's slowly shrinking
- 2** **You're stuck in one city**, tied to the same local customer base you've built over time
- 3** **New clients are not coming**



INEFFECTIVE ADVERTISING

Advertising can work — it's all about how you use it

A great ad **doesn't guarantee**
steady bookings



ADVERTISING COSTS ARE SKYROCKETING

Between 2019 and 2024, **the average cost of advertising went up by around 400%.**

FUCK FUCK FUCK



LET'S SUMMARIZE

1 You need to run ads

2 Only delegate **when you understand what you're handing off**

3 **Advertising is just a tool** — and it works

Reason Nº2

**UNOPTIMIZED
SOCIAL MEDIA**

WHAT YOUR SOCIAL NETWORKS CONSIST OF



Navigation



Meanings



Profile design



Photo

PROFILE DESIGN

How not to

PROFILE PICTURE



918
posts

9 108
followers

3 069
following

| tattoo | Oskemen



+77773

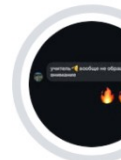
Make an appointment for a pre-paid session



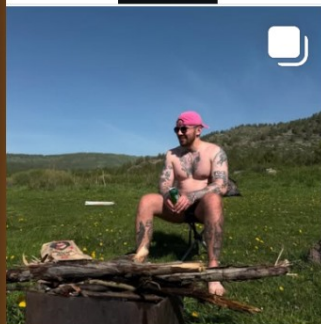
wa.me/77773

BIO

STORY HIGHLIGHTS



POSTS



PROFILE DESIGN

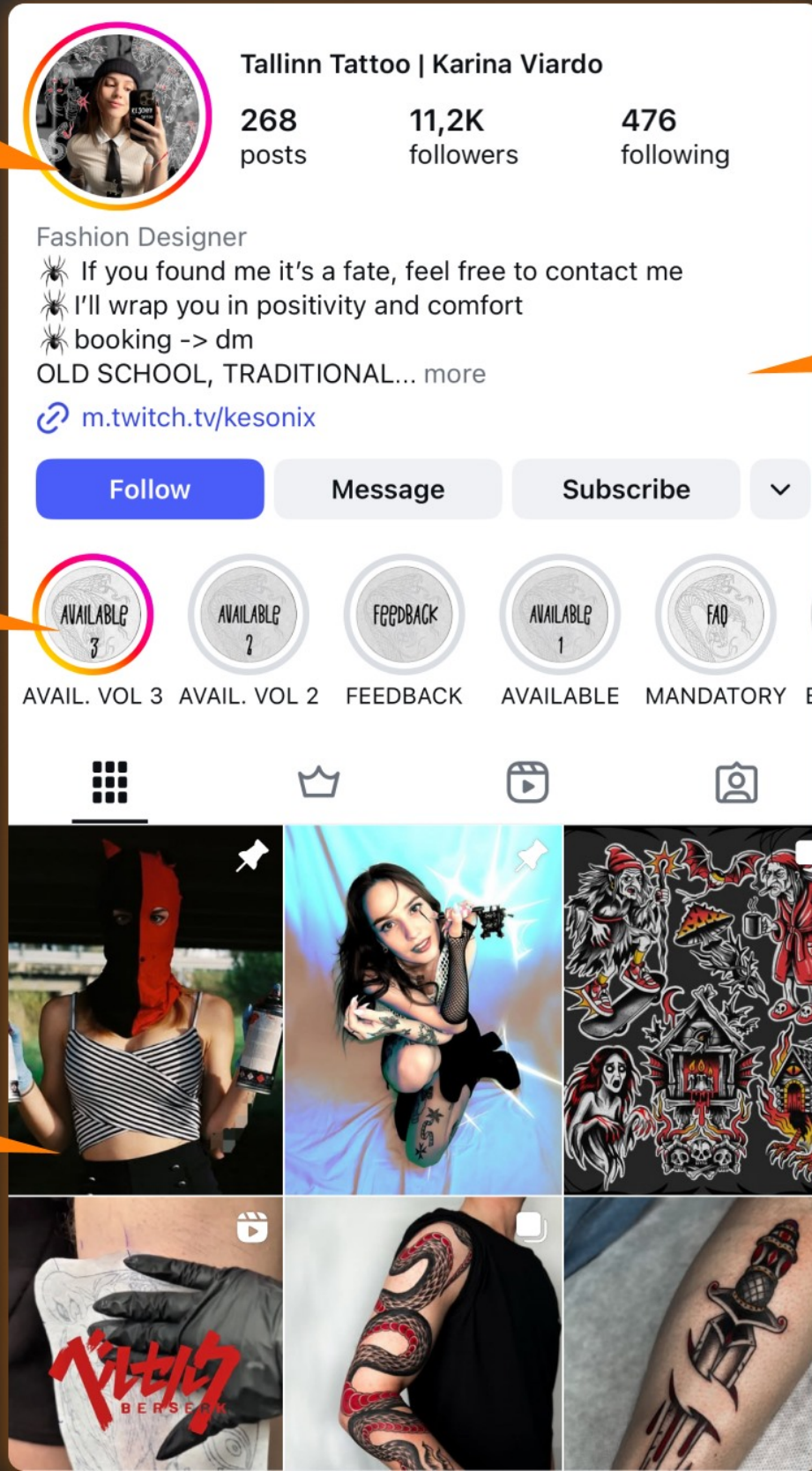
PROFILE PICTURE

How to do it

BIO

STORY HIGHLIGHTS

POSTS



PHOTO

How it should be

1 Get rid of watermarks

2 Avoid full-body or wide shots that show everything around

3 Plastic wrap and other visual noise

4 Lighting



LET'S SUMMARIZE

What will improve social networks

1 Nice, **clean photos**

2 **Thoughtful cover and header —**
include city and what you do. Optional:
your name and key strengths

3 Really thinking about **how**
customers move through your page

Reason Nº3

DIRECT MESSAGES

IF YOU DON'T KNOW HOW TO SELL

1 Ads won't bring results

2 You'll lose money

3 Closing big projects and selling sketches gets way harder

GOAL OF MESSAGING

✓ Get the person to book a consultation or put down a deposit

Deposits are better — someone who's paid is way more valuable than someone who hasn't



Rule №1:

SPEAK THE CLIENT'S LANGUAGE

11:19 PM

The only thing I can offer is to do both hands in old school style for 111\$

What's old school?

Rule №2:

TALK AS EQUALS



Rule №3:

TAKE THE INITIATIVE



Reason Nº4

THE CONSULTATION

CONSULTATION IS ONE OF THE KEY MOMENTS IN THE CLIENT JOURNEY

— it's where most bookings happen

WHERE BOOKINGS COME FROM (BY %)

Ads

10%

Word of mouth

70-
80%

From direct

up to
20%

Reason №5

CONTENT

IF THERE IS NO CONTENT

1

The recording sags

2

The media is not growing

3

You're losing clients

4

More objections

5 IMPORTANT THINGS ABOUT CONTENT

IF YOU REMEMBER THESE FIVE POINTS, WORKING WITH CONTENT WILL FEEL WAY EASIER:

1 Your content doesn't have to be unique

2 It works even without likes

3 It's okay to repost content

4 Consistency > frequency

5 There's no magic sales post

CONTENT SUMMARY

1 Create your essentials: intro, how to book, consultations, and your portfolio

2 Be consistent. Even posting once a week is enough — just stick with it

3 Content is a skill — like drawing, tattooing, or working out. You get better with practice

4 There's no such thing as a «magic sales post». Only a consistent system of communication actually sells

Reason №6

**QUALITY OF
THE PRODUCT**

YOUR TYPICAL CLIENT ALREADY KNOWS A THING OR TWO ABOUT TATTOOS

They've been burned before, they've done some research, and they're a lot more educated than they used to be

BACK IN 2021—2022

if your marketing game was strong,
you could afford to slack on the
tattoo quality

Reason №7

**TATTOO QUALITY
AND STYLE**

**YOU NEED
BOTH QUALITY
AND
MARKETING**

Reason №8

LOW PERSONAL EFFICIENCY

I SEE OBSTACLES



I DON'T SEE THE GOAL

IF YOU WANT CONSISTENT BOOKINGS

Marketing isn't a one-time task.
It's part of your lifestyle

WHAT TO TRACK

- ✦ *Ad spend*
- ✦ *Clicks*
- ✦ *Inquiries*
- ✦ *Bookings*
- ✦ *Revenue*
- ✦ *Average ticket size*

	Ad spend	Clicks	Inquiries	Bookings	Revenue	Average ticket size
May	1 000 \$	700	100	10	700\$	7 000\$
June	2 000 \$	900	150	16	750\$	12 000\$
July	1 500 \$	1 150	200	14	750\$	10 500\$
August	1 000\$	1000	150	20	800\$	16 000\$

BONUS

REASONS

SERVICE



SIGNS OF

GOOD SERVICE

Reason №10

**YOUR MENTAL
STATE**

LET'S SUMMARIZE

**TREAT YOUR MENTAL
HEALTH FIRST**