



Girlz Ink Gazette

STORE

ACADEMY

STUDIO

LI-FT®



#53 TERYN DARLING

New Tatter-a-fact® Episode!

The Client Experience: Before Your Client Gets to the Procedure
Episode #53 with Teryn Darling

On this episode of Tatter-a-fact® PMU Podcast I talk about filming eyeliner procedure videos during what my team and I have called "Hell Week," and the crucial elements of the client experience. From their initial contact to the final outcome, I uncover the significance of virtual secretaries in streamlining bookings, deposits, and consultations. I guide you through each stage, emphasizing attire, authenticity, and building genuine connections with your clients to foster life-long artist-client relationships. Finally, I dive into a thought-provoking discussion on whether the client is always right, exploring the dynamics of client satisfaction and the balance between expertise, artist preferences, and our own mental health. This is a topic I am extremely passionate about, so get ready for this episode: part 1 of 2! Grab your notebook, a snack, and tune in for an insightful episode as we unravel the intricacies of client interactions.

These are topics we talk about:

[The Chaos Of Filming An Eyeliner Procedure](#)

[The Client Experience Isn't Only About Their Procedure Results](#)

[Streamlining The Booking Process For Your Clients](#)

[When Your Client First Walks In, What Are They Greeted With?](#)

[Dressing Professionally While Remaining Authentically You](#)

[Keep A Loyal Clientele By Making Them Love You As Much As They Love Your Work](#)

[Is The Client Always Right?](#)

👉 Make sure to follow us! 👉

💙 Teryn @tatgirlzink on Instagram

💜 Tatter-a-fact Podcast @tatterafactpodcast on Instagram

💖 Girlz Ink Studio @girlzinkstudio on Instagram

[VIEW FULL EPISODE](#)

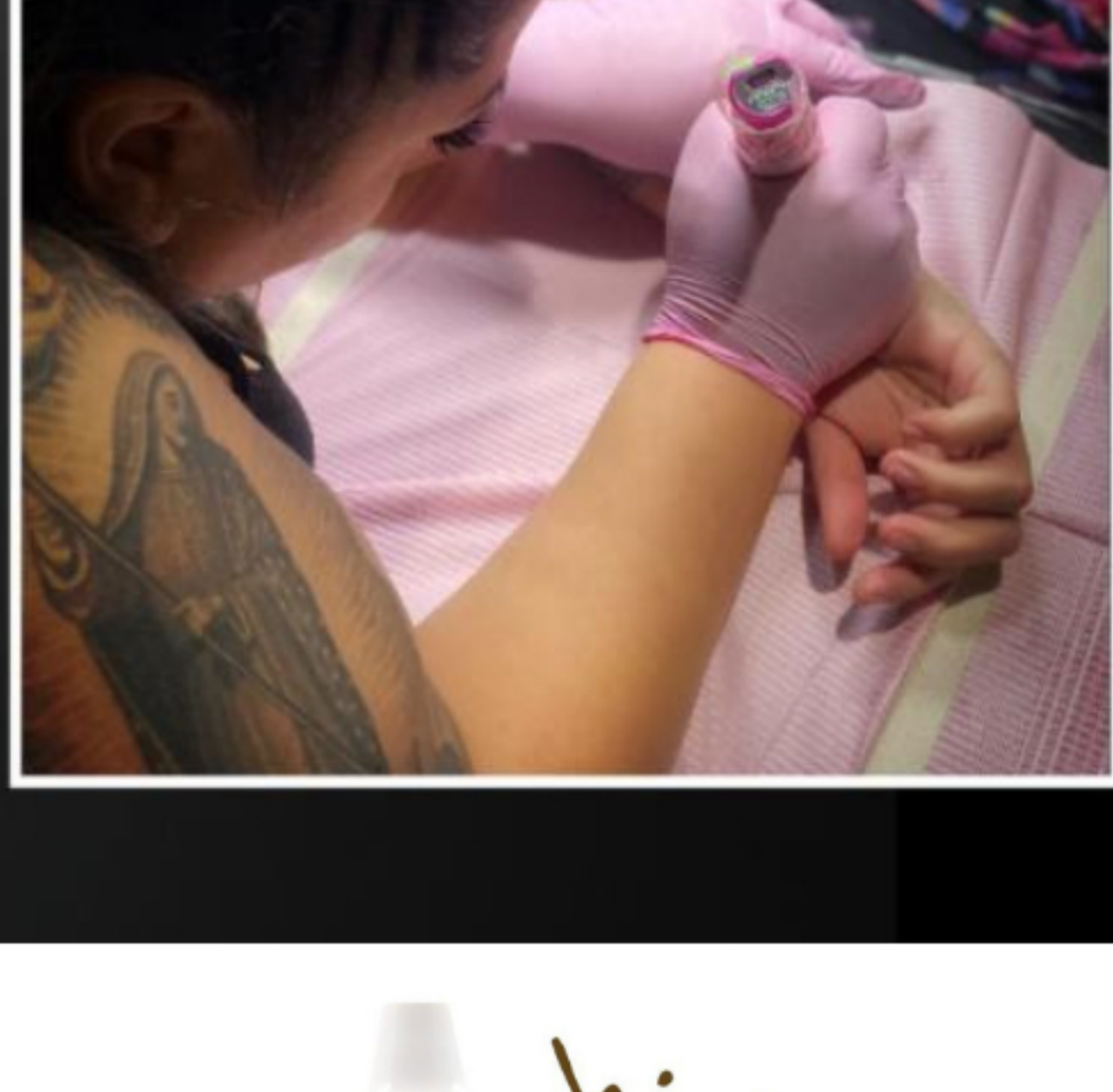


June 2023 ARTIST SPOTLIGHT

Arlene Vega

PIGMENT OF THE MONTH

[@arlene_mainlinebeautytx](#)



Aqua - Navajo Brown

Temp: Cool

Light to Dark Scale: 5

Base: Cool Yellow & Green, with a small amount of Red Inorganic

A beautiful brown that is cooler than Rich Brown and lighter than Espresso. This color heals to a dark brown for Fitzpatrick III-V skin types. Navajo Brown contains a small amount of red in the base formula. It is however, a cool eyebrow color, but not as cool as Espresso.



[Get Yours Now!](#)

Interested in being our NEXT Artist Spotlight? Fill out the survey and you may see yourself in Issue #33 of the Girlz Ink Gazette. Click the button below to get started!

[Be Our NEXT Artist Spotlight!](#)

THE ULTIMATE GUIDE TO A SEAMLESS PMU CLIENT EXPERIENCE

The Ultimate Guide to a Seamless PMU Client Experience

Getting permanent makeup is an exciting and transformative journey for your client to start. However, the client experience plays a crucial role in ensuring satisfaction and building long-term client-artist relationships.

1. Pre-Appointment Communication:

Clear communication is the foundation of a positive client experience. Think about their first point of contact, is it you, an assistant, or your front desk support? Whoever it may be, the first point of contact is extremely important. Whether it's through phone calls, emails, or social media, it's important to provide detailed information about the service, address any concerns, and set realistic expectations and boundaries. If you feel unsure...

[Read the Full Blog](#)



Expand Clientele By Hitting the Pavement!

You can't solely rely on social media to expand your permanent makeup clientele. Take action and hit the pavement!

Begin by printing business cards that include a QR code leading to your website, social media, or portfolio of work. To make a super memorable impression, consider baking cookies or purchasing pastries from a local bakery if it fits within your budget.

Armed with your business cards and delicious treats, visit nearby businesses in your area that may be willing to give you referrals in return for referring them: salons, dentist offices, plastic surgery offices, etc.

Introduce yourself, engage the front desk staff (you may be surprised by how much power they have over referrals!), and leave behind your cards and goodies. You'll be pleasantly surprised by the connections. Don't underestimate the power that genuine human interaction and word of mouth plays in growing your client base.

Stay Safe and Happy Tattooing!

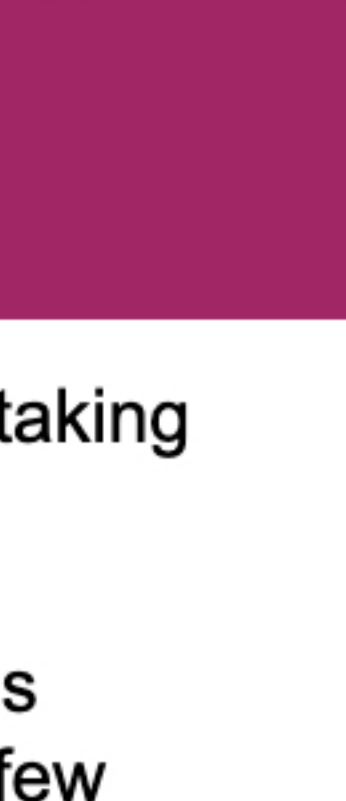


2 SEATS LEFT



Saturday July 22nd 2023

MICROBLADE TO MACHINE Machine & Movement Course with Amy Owens



FOR MORE INFORMATION ON THIS GIRLZ INK CLASS VISIT WWW.GIRLZINK.COM OR EMAIL TRAINING@GIRLZINK.COM

We announced yesterday that one of our amazingly talented artists, Amy Owens, will be taking over the Microblade to Machine Conversion Course for the foreseeable future.

We're so excited for this opportunity for Amy and she can't wait to help you all learn! She's shadowed Teryn while teaching and has assisted Teryn in multiple classes over the past few years. Amy is an extremely skilled artist and has the patience every trainee wishes their trainer to have! If you're looking for a skilled, patient and thorough trainer, our Amy is your girl!

We have 2 seats left for the Microblade to Machine Conversion Course she's teaching on July 22. There's 3 seats left for the same class November.

Call us at (702) 809-8237 or email us training@girlzink.com for more information and to book your spot for this class!

[Enroll In Microblade to Machine](#)

