

bridal makeup

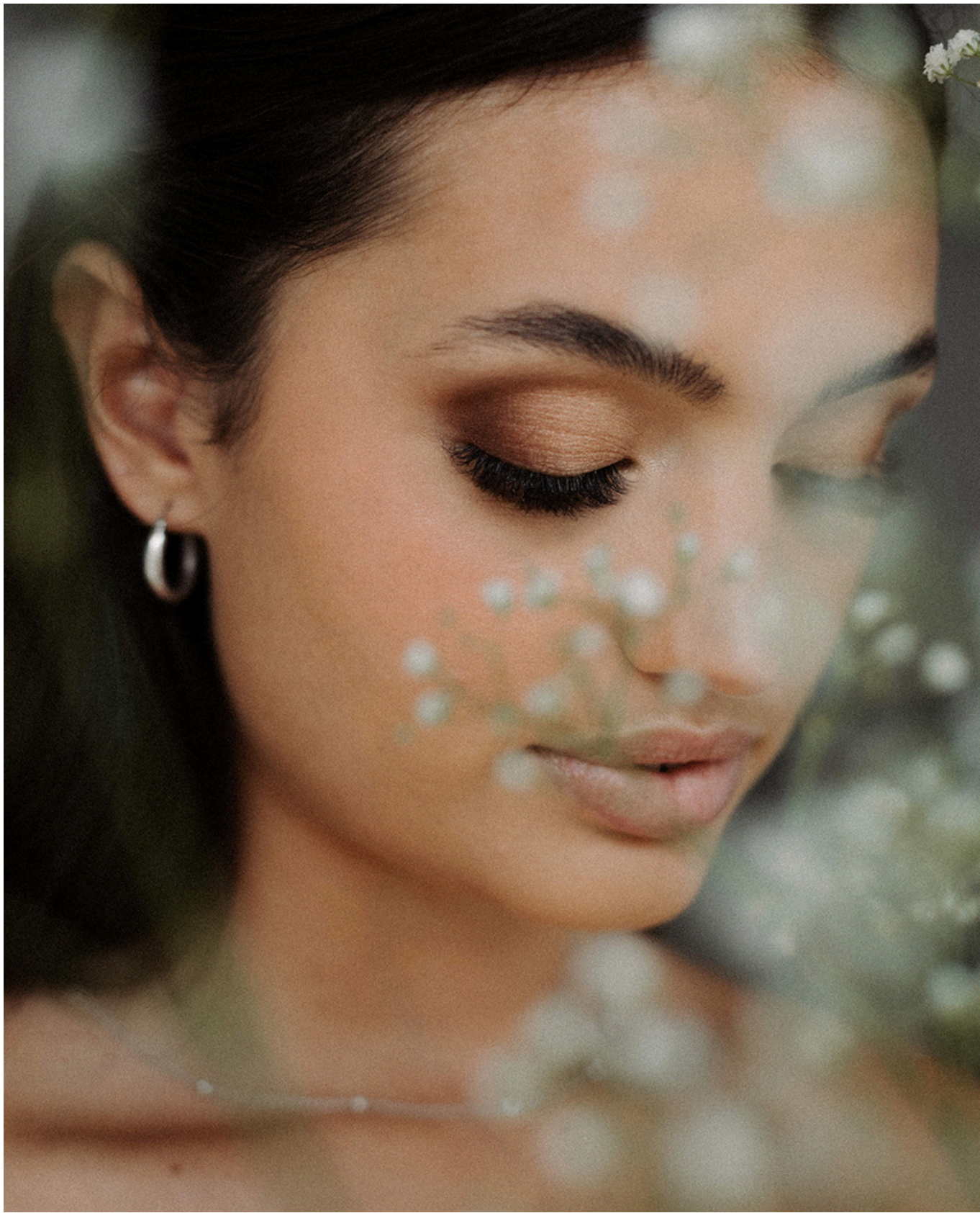


MASTERCLASS

30 MAY 2024

BRENNA PAIGE

Talloula



INTRODUCTION

Hey hey!



I'm Brenna,
but you can just call me Bren!

I'm so thrilled you're interested in joining fellow artists in participating in my Bridal Makeup Masterclass. As a self-taught artist, I believe passionately that constant education is what paves the road to success in this business!

I first picked up a makeup brush ten years ago and I haven't looked back - I glammed up my first wedding party when I was just seventeen. Since 2014, I've worked in cosmetic retail, photoshoots and with countless beautiful brides that I feel so blessed to have worked and built up my experience with.

My signature bridal makeup lives somewhere between full insta-glam land and the realm of understated, lived-in beauty. My brides want their makeup to feel special and luxurious, without feeling like they wouldn't recognise themselves in the mirror. I like to bring the best of both worlds together!

Freelancing can be a lonely and unpredictable ride, but the rewards are 100% worth it. Besides sharing my favourite makeup tips and client experiences, I hope this masterclass brings more artists together to create a stronger, healthier sense of community. My personal philosophy in this industry is to try deconstruct the belief system that other artists are your "competition." I want you to focus on what we can learn from each other, whilst staying true to your unique point of view. There is a "perfect" client for each artist, educating and upskilling to perfect your signature style is what will help that "perfect" client, find YOU!

KEY DETAILS

the where, when and whatnot

when

30 MAY 2024

time

10:00 - 15:00

where

Talloula, Botha's Hill

what's provided

Upon booking, you'll receive an online resource book. This includes a month's social calendar template with post ideas, a bridal kit must-have list, and my bridal trial template.

Attendees will be provided with a class notebook (if taking notes is your thing!) made up of a few different sections to help you stay organised, including a resource page for my recommended apps/software, and a blank "shopping list" where you can wish list products on as we go through the demo.

I am incredibly overjoyed that sought-after wedding photographer Marielle Catherine will be involved in this class! She'll be capturing your work as you go to use on your socials.

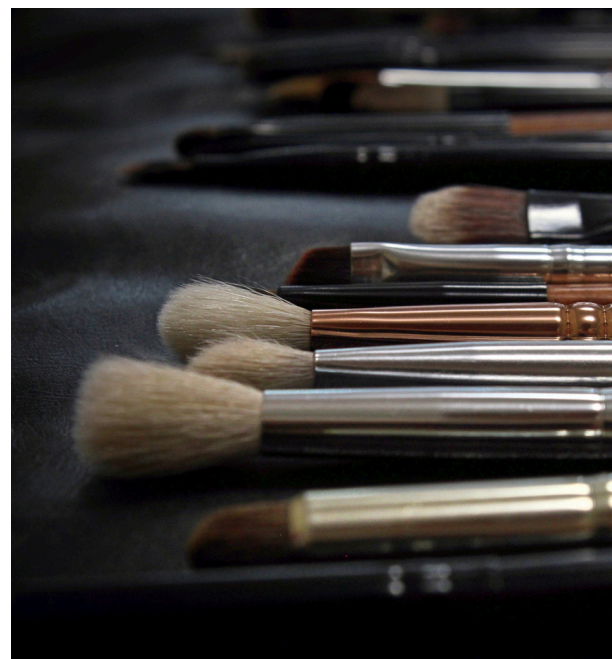
A light snack, drinks, tea and coffee will be provided. Should you like to order a meal from Talloula's restaurant, please settle this cost independently. Note that outside food and beverages are not permitted on the premises.

bring these with you

Most importantly - YOUR KIT! If you're a beginner and need a hand in building your kit from the absolute essentials to the "nice to haves," I'll be providing you with a detailed list upon booking confirmation! Lots of product faves will of course be shared during the demonstration.

You'll need to organise a model to arrive for your practice session. A friend, a sister - anyone who you'd like to be your canvas!

I'm sure I don't need to tell you to bring your phone, but don't forget to bring along any other equipment you'd like to create content as well! Ringlights, tripods, phone stands etc are all welcome. If you're a content creation newbie, don't be scared. I'll be sharing a few of my favourites during the masterclass to help get you started.



INVESTMENT

Education equals growth!

BRIDAL MAKEUP MASTERCLASS

R 2000.00

Your spot is secured upon receipt of your deposit payment - 50% of the overall total. As seats are limited your deposit is non-refundable. The balance of your overall payment is due 7 days before the event.

Please email your proof of payment to confirm your booking to brennapaigemakeup@gmail.com, using your name as reference.

BP Tavares

Standard Bank

Account number: 102 066 408 01

Branch code: 7654

Current Account

Why? To unlock bridal reviews like these.

"When I went for my trial about a week before my wedding, I had an idea of what I wanted and showed Brenna some Pinterest pictures. She focused on every detail, truly took the time to listen to absolutely everything that I asked for and gave some of her own ideas whilst making sure I felt comfortable. Her talent and skill is unbelievable and her love for make up and beauty just makes her even that much more special."

"She's super professional and so friendly. We worked really well together from the makeup trial to the day of my wedding. Together with my bridal party, we absolutely loved our makeup. It lasted all night - through the dancing too! Bren made sure I was completely okay before leaving. She even set my veil for me. I didn't want her to leave!"



CLASS OUTLINE

This is our itinerary!



10:00

Introduction, notebook handout & artist chat

The importance of finding your niche within the industry, client communication and mastering your bridal trial consultation process

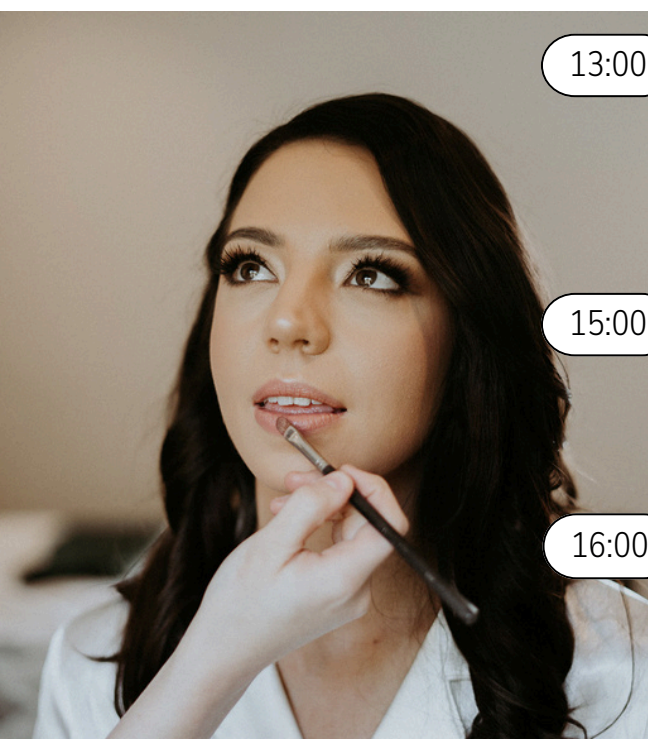
10:30

Full Bridal Makeup Demonstration of my most-requested look

skin prep + mastering your application techniques
the keys to long wearing, photo-ready results
must-have products for your kit

12:30

break for light snacks & drinks



13:00

Working on your model & photographs

I'll be around for one-on-one advice and our amazing photographer will be snapping your work in action for your socials

15:00

Debrief with tea & coffee

how to take better pictures of your work
free tools for social media and website creation

16:00

finish

MY GOALS FOR YOU

*what i hope you'll
take away from this*



ADVANCE YOUR TECHNIQUES TO EXCEED YOUR CLIENTS' EXPECTATIONS - WITH CONFIDENCE!

A good artist uses their talent. A great artist, commits to a lifetime of educating themselves and practicing their craft, knowing there is always something new to learn! With this class, you'll explore new techniques, master your application methods, and discover the secrets to creating long-lasting, picture-perfect makeup. A fresh perspective will boost your skill level and bring you closer to the ultimate goal - expanding your repertoire to find your signature makeup style and set yourself apart in the competitive world of makeup artistry.



LEARN HOW TO BUILD YOUR ONLINE PORTFOLIO AND ATTRACT MORE BOOKINGS

Love it or hate it (most of us feel both ways depending on the time of day!) your online presence is essential to a successful business in this day and age! Learning how to properly photograph your makeup, working with renowned photographers and showing up online so potential brides know who you are before they even enquire with you, is exactly what you want to maximise bookings. Social media can be overwhelming but I hope to break it down in a way that eases the pressure! Potential brides knowing exactly who you are because of online presence before first enquiry is key.



FIND COMMUNITY AND FRIENDSHIPS IN A SAFE SPACE WITHOUT THREAT OF COMPETITION

I hope to create a welcoming community where artists flourish and creativity thrives, free from the pressures of competition. I want this masterclass to provide a safe and supportive space where artists can connect, share, and grow together without the fear of rivalry. Let's truly embrace a culture of collaboration, celebrate our unique talents, learn from each other and grow - both personally, and in business.