SPRAY TANNING
A Guide to success

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Special Thanks to Heather Lewington, for helping us to reach our goals & daring to be different.
WHY READ THIS BOOK?

Build your own dreams, or someone else will hire you to build theirs. –Farrah Gray

Spray tanning is a perfect business if you are looking for flexible working hours & something you can run alongside your current home & work life commitments.

Quick to setup & run, it is an extra income that will provide you with a sense of self, achievement or fulfilment outside the role of mum, wife, housekeeper or student.

Whether you are looking to add a treatment to your existing salon or perhaps you just want to learn how to tan for fun Spray tanning for Profit will teach you everything you need to know.

You will learn:

- How spray tan works (& which one to choose).
- What the differences are between different tanning machines.
- How to set up the treatment area
- Running a spray tanning business & what thing you need to know to keep within the law.
- Business tips that will keep clients coming back for more.
- How much to charge & how to drive your profits up without doing any more work.
- How to get clients from local businesses with placing a single advert
- How & where to connect with customers online
- A simple trick to appear at the top of page 1 in Google for people search for "Spray Tanning" in your area.

By the end of this book you will not only be able to perform a perfect spray tan but you will also learn how easy it is to get clients using the same techniques I used to build my very successful spray tanning business.
WHY?

I have been working in the beauty industry since 1987. After studying for a degree in teaching I began training beauty therapists how to perform the perfect spray tan.

All went well until I suffered a freak accident which left me hospitalised for several weeks & bed bound for over 3 months.

It was during this rehabilitation period that I decided that I would need to rebuild my life & career. I had previously worked as a beauty therapist & trainer but soon realised that I would never be able to return to beauty therapy as many treatments involved standing for long periods of time & training spray tanning involved bending down.

It was from this experience that Spraytanpro was born. I had always had a passion for teaching & now thought I could provide this training online to other therapists for free. & so this book, my blog & the free online training & mentoring program was created.

I never knew I had it in me to be a businesswoman, but there’s something very motivating about being told you might not be able to do something. You suddenly have the drive to make life as you want it to be, rather than living by somebody else’s rules.

I now want to share with others the knowledge they need to easily change their lives for the better.

‘why?’ That’s a good question, but an equally valid question is, ‘why not?’
WHO?

I have always believed in sharing knowledge. Even when I was running my spray tanning business I was already training local therapist how to spray tan. One student came to me who had never done a beauty treatment or performed a spray tan in her life. Julie was studying full time at the local college & was working part time behind the bar at a local hotel.

I taught Julie how to perform a perfect tan & also how to gain clients. She quickly gave up her job as a barmaid & managed to earn enough money to get herself through college & now works full time earning more money than she could of dreamed of performing spray tans for clients. Although many of her current clients are friends from college she has now added quite a few new ones including several celebrity names.

What Julie went on to do is perfectly achievable by anyone else. You too could change your life & earn a living holding parties & making people look good & feel great about themselves.

The value in this book isn't just in teaching you which way up to hold an airbrush it is more about how by using simple tips & a few secret methods you to could profit from spray tanning.

You won't need a fortune to begin spray tanning, it can easily cost you less than £100 to start up. In fact I can show you exactly which machine to buy, where to get insurable training & how to get insurance all for less than £100. Cost needn't be a barrier as I will teach you everything you need to set up.

At the back of this book you will also find a list of 21 tips each one of which will save you £’s & keep those clients coming back for more. These tips are really simple one liners that will really make a difference to your business, many of these lessons took me years to learn.
**CONTENTS**

**Introduction** .......................................................................................................................... 9

**Understanding tanning**
- The origins of spray tan ........................................................................................................ 11
- The benefits of spray tan ......................................................................................................... 11
- How does fake tan work? ......................................................................................................... 11
- Anatomy of the skin .............................................................................................................. 15

**Understanding tanning systems**
- Choosing a tanning system ................................................................................................... 16
- The airbrush .......................................................................................................................... 18
- The advantages of the HVLP System .................................................................................... 18
- Airbrush versus HVLP ........................................................................................................ 19
- Differentiating between brands and how this choice affects the treatment ...................... 20
- Spare airbrushes .................................................................................................................. 21

**The treatment area**
- A treatment area meeting legal, hygiene and service requirements .................................. 22
- Providing the client with personal protective equipment .................................................... 25
- Personal hygiene, protection and appearance to meet industry standards ...................... 26
- How to perform the treatment .............................................................................................. 27
- Maintaining the client’s modesty, privacy and comfort throughout treatment ............... 28
- Completing the treatment within a commercially viable time .......................................... 29
- Applying the tan ................................................................................................................... 29
- Providing client-specific aftercare advice ............................................................................ 30
- Troubleshooting .................................................................................................................. 32
- Removing tan ....................................................................................................................... 30
- Best practice for preventing or minimising occupational health problems .................... 42

**Salon business**
- Reception duties .................................................................................................................... 34
- Record cards .......................................................................................................................... 37
- Example of a record card ....................................................................................................... 39
- Understanding the laws of data protection .......................................................................... 40
- Health & Safety ..................................................................................................................... 42

**Business tips**
- Credit cards .......................................................................................................................... 46
- Customer loyalty cards ......................................................................................................... 46
- VIP service ............................................................................................................................ 46
- Salon ‘Happy Hours’ ............................................................................................................ 46
- Lists: ....................................................................................................................................... 46

**Money**
- The danger of underselling ................................................................................................. 47
- Costs, fixed and variable ....................................................................................................... 48
- Tax matters ............................................................................................................................ 49
- Accounts ............................................................................................................................... 49

**Marketing**
- Using ‘Cause Marketing’ ...................................................................................................... 51
- Building partnerships ........................................................................................................... 51
Star clients.............................................................................................................51
Talking logos ........................................................................................................51
Online marketing ..................................................................................................54
Connecting with customers online ....................................................................54
Websites ................................................................................................................54
Social networks ....................................................................................................54
Business cards, pricelists & fliers for a fiver ......................................................52

Marketing tips

Signing up .............................................................................................................56
TEXT is your friend ..............................................................................................56

21 Hints and tips: .................................................................................................58

APPENDIX ...........................................................................................................57
INTRODUCTION

This tanning manual is intended as a guide to spray tanning, running a mobile spray tanning business or spray tanning in your salon and will teach you everything you need to become a Spraytanpro.
UNDERSTANDING TANNING

The origins of spray tanning

In the past, a tan was considered to be a symbol of poverty. A tanned skin was a badge of the working classes, the unavoidable result of performing manual, outdoor labour in all weathers.

The rich, on the other hand, covered up with long sleeves, hats and parasols and did everything possible to protect themselves from the sun’s rays.

The 1920s heralded a huge change in perception. Celebrity fashion icon, Coco Chanel, caught a tan whilst holidaying on her yacht in the French Riviera; suddenly everyone wanted to follow suit and the craze for tanning began.

As time went by, it was shown that prolonged and repeated exposure to sunshine led to a marked increase in skin damage. Keen to avoid skin cancer and wrinkles, the public began to look for other methods of achieving a bronzed skin and this led to the development of fake tan.

Initially, fake tan came in the form of a cream but this proved difficult to apply without streaking and so better application methods were sought. To date, the most popular of these is the therapist-applied spray tan.

The benefits of a spray tan

To the client, the benefit of a spray tan is that it is streak-free, it is even and it looks natural.

To the therapist, one key benefit of becoming a Spraytanpro is the increased speed in which the treatment can be completed. The improved efficiency leads to much higher revenue.

Another bonus is its compactness; since only a relatively small area is needed to complete the treatment, rent and rates can be kept to a minimum. The treatment can also be performed on a mobile basis, dispensing with the need for a couch altogether.

Using a spray, the therapist can also avoid the dreaded ‘brown hand syndrome’ and – perhaps most importantly - the flawless finish ensures a happy customer and many years of repeat custom.

How does fake tan work?

Dihydroxyacetone (DHA) is the active ingredient in a fake tan. It comes from a vegetable source and reacts with the amino acids in the skin, causing the skin to turn brown.

The reaction takes around 4 hours to develop and happens only in the very top layer of the skin so, over the following few days, the tan begins to fade as the epidermis is shed but because society likes instantly visible results, many tans contain an instant bronzer.

This is the colour which is visible immediately after a tan has been applied. It is important to advise the client that this will wash off as soon as it comes into contact with water, for example in the shower, as unless they are aware of this they might mistakenly think that their tan has not ‘taken’ and is washing off.

Erythrulose is sometimes added to enhance the tan’s final colour. It gives a much more natural, long lasting colour so despite it adding to the cost of the product, do make sure that the tan you use contains this as the improved result more than repays the investment.

Moisturisers are also added, to help counteract the drying effect which DHA has on the skin.

Preservatives are included to prolong the shelf life of the tan.
**Perfume** is added to give the tan an agreeable smell and alcohol is sometimes added too. As these ingredients increase the drying effect on the skin, for a long-lasting tan it is better to avoid them. Alternatively, the Spraytanpro can add perfume on a client-to-client basis, thus customising the tan and giving the client more options.
Anatomy of the Skin

The skin is made up of two main layers; the dermis and the epidermis. The epidermis is the layer which is acted upon by a spray tan.

The other function of the epidermis is to form a protective barrier against pathogens and to regulate heat and moisture levels.

Use the mnemonic “SHAPE” to remember the main functions of a healthy skin:

<table>
<thead>
<tr>
<th>S</th>
<th>Sensation</th>
<th>Pain, Cold, Heat, Touch, Pressure</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>Heat Regulation</td>
<td>By sweating – evaporation aids heat loss.</td>
</tr>
<tr>
<td>A</td>
<td>Absorption</td>
<td>The skin produces vitamin D by absorbing sunlight.</td>
</tr>
<tr>
<td>P</td>
<td>Protection</td>
<td>Melanin production – protects against ultraviolet.</td>
</tr>
<tr>
<td>E</td>
<td>Excretion</td>
<td>Urea is eliminated through sweat glands</td>
</tr>
<tr>
<td>S</td>
<td>Secretion</td>
<td>Sebum is secreted to keep the skin soft and pliable.</td>
</tr>
</tbody>
</table>
UNDERSTANDING TANNING SYSTEMS

Choosing a tanning system

There is much debate over which is better, the airbrush or the HVLP (high volume, low pressure) system. Either system produces a successful and commercially viable result but whichever system you choose, it is wise to buy British as a guarantee is invaluable. Airbrushing is slower than HVLP but has its advantages:

- Creates less overspray,
- Uses less solution so is more cost-effective,
- Does not spray cold air,
- Is compact,
- Has other uses such as nail art, temporary tattoos and makeup.

Gravity-fed airbrush

A gravity-fed airbrush has the cup on top of the gun rather than below it. Operation is more efficient than HVLP because it does not struggle to suck fluid upwards. A gravity-fed airbrush can be expensive, but if you want the ultimate system then these really are the finest choice.

Siphon-fed airbrushes

Since it is working against gravity, a siphon fed airbrush requires a slightly higher air pressure in order to suck up the solution from the jar but as they generally hold more solution than gravity-fed systems they do enable the user to spray for much longer without the need to top up.

One clear advantage of this type is that you can use your second hand to support the paint jar, allowing for improved control and it is also much quicker to change solutions than with a gravity-fed system.

Single-action airbrush

For tanning, an airbrush with a nozzle/needle size of 0.5mm is required. Single-action airbrushes are generally less expensive and easier to use than other types. The tan comes out at a pre-set rate when the trigger is depressed; release the trigger and the tan flow stops. Single-action airbrushes tend to have the least amount of control, both over air flow and volume of tan dispensed but for a cost-effective, simple airbrush solution they remain the most popular choice.

Dual-action airbrushes

The dual-action trigger has separate controls for air and liquid, giving a much finer control over the proportional flow of the mix prior to it being dispensed. The nozzle allows greater control over the width of spray pattern and also provides a much finer spray. This is a good system choice for defining abdominals however most customers will not require so fine a degree of definition.

The compressor

When choosing a compressor, do make sure that it is compatible with your airbrush. To deliver a successful tan it must be capable of generating a steady and consistent pressure of at least 15 to 20 PSI (pounds per square inch).

If it is conceivable that two people could require it simultaneously (for example at a spray tan party) consider buying a compressor with twin outlets. Most therapists may not require this additional functionality though as due to privacy requirements tanning is usually a solitary affair.
Whichever equipment you choose, always follow the manufacturer’s instructions.
Advantages of the HVLP system

**Speed**
An HVLP spray tan gun delivers a much wider spray than an airbrush gun – an impressive 125cm diameter compared to a maximum of about 60cm from an airbrush. This cuts the application time down from ten minutes to less than six, with no loss of quality.

**Ease of Use**
HVLP spray guns are often pre-adjusted, making them simple to set up. The HVLP gun is also very simple to operate, making it eminently suitable for beginners or home use.

**Limited overspray**
Newer HVLP systems use a sophisticated delivery system which delivers large amounts of air dispensed at a lower pressure (10 PSI or less), greatly reducing bounce-back and overspray. This represents improved air quality in the tanning area, less mess and less product wastage so client and therapist benefit equally.

**Portability**
Many of the HVLP systems are both lightweight and portable, making them a great choice for the mobile therapist.

**Cost**
HVLP systems are extremely affordable and can often pay for themselves after just a few tans!
## Airbrush versus HVLP

<table>
<thead>
<tr>
<th>Feature</th>
<th>Airbrush</th>
<th>HVLP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs a higher level of training to maintain and use.</td>
<td>Easy to use and maintain.</td>
<td></td>
</tr>
<tr>
<td>Can be used for airbrush makeup.</td>
<td>Too wide an aperture for other uses.</td>
<td></td>
</tr>
<tr>
<td>Easy to control the amount of tan being sprayed.</td>
<td>Limited flow control.</td>
<td></td>
</tr>
<tr>
<td>More expensive to buy and maintain.</td>
<td>Fairly cheap to buy.</td>
<td></td>
</tr>
<tr>
<td>Some airbrushes come with a 10 year guarantee.</td>
<td>Make sure your machine comes with a warranty. These may be 6 months, 2 years or in some cases a limited life-time guarantee.</td>
<td></td>
</tr>
<tr>
<td>Very good in applying the solution (providing you follow the techniques).</td>
<td>Very good in applying the solution (providing you follow the techniques).</td>
<td></td>
</tr>
<tr>
<td>A much quieter option for a busy salon.</td>
<td>HVLPS are very noisy and not suitable if you have a client in the cubicle next door having a facial. (comparable to a loud vacuum cleaner or a TV)</td>
<td></td>
</tr>
<tr>
<td>Varies between light and easy to transport and bulky and heavy, depending on model.</td>
<td>Light and easy to transport if mobile; only the very expensive models are heavy, otherwise these are light and portable.</td>
<td></td>
</tr>
<tr>
<td>Use a reasonable amount of solution.</td>
<td>Some HVLP machines may consume around 4 times more tanning solution than an airbrush. Pay attention to product consumption when choosing a machine.</td>
<td></td>
</tr>
<tr>
<td>May be a bit chilly but not such a big draught.</td>
<td>The client is sprayed in a draught of cool air. There are now versions available which work in much the same way but with warm air.</td>
<td></td>
</tr>
<tr>
<td>Small bottles so need to top up between clients.</td>
<td>Huge bottles so no need to replenish after each client.</td>
<td></td>
</tr>
<tr>
<td>Generally more expensive.</td>
<td>Usually cheaper, so buy two.</td>
<td></td>
</tr>
</tbody>
</table>
Differentiate between brands of tan and how this choice affects the treatment.

**Clear Solution (no guide colour)**
Overspray is inevitable, regardless the system used and the care taken in applying it. When applying the product in a client’s home however, the mess-free qualities are clearly advantageous. This same quality can make it attractive to salon owners as although most guide colours do wash out of cotton, it avoids obvious soiling of freshly laundered, often white towels.

Another advantage of clear tan is that it does not cause obvious soiling of clients’ clothes.

Because of the lack of guide colour clear tanning solutions are used most often by professionals who deal with weddings and formal events. The solution goes on clear and develops like the other solution in about 4 to 8 hours. Because of the difficulty in telling which areas have already received application it should only be used by people who have experience in applying a clear base evenly.

Clear formulations are increasingly hard to source as not being popular, many companies are discontinuing it.

**Organic Ingredients**
Tans with organic ingredients but no preservatives will not have a long shelf life so do not buy this type of tan in bulk unless you are confident that you will use it within its recommended shelf life which is usually 12 months.

Don’t be tempted to buy solution from anywhere except a reputable company trading in the manufacture or distribution of spray tanning products. Otherwise, the temptingly low prices may hide the fact that the stock has been sourced from a warehouse or a closed-down salon and that there is little or no shelf life on it. To keep setting up costs to a minimum, purchase a litre of 10% or 12% and never be afraid to mix different percentages if something in between is required.

Alternatively, buy booster drops to darken a tan or use distilled water to make it less potent. Remember that the guide colour will also be diluted if the tan is diluted with distilled water.

During consultation it is important to assess and suggest the correct solution for the skin type. If someone wants to disregard this advice and go for a dark tan, please advise them that it is not going to wear off well if they are pale.

**0% tan**
This is used by many clients who wish to be tan-free the following day. It will wash straight off in the shower and is great for training or for dancers who want the tan to be strictly temporary.

**6% Spray Tan Solution**
This solution is very light and is best used for clients who have very fair skin. Some companies sell this strength with the advice to give two applications. This is not always cost-effective for the therapist and may be a nuisance for the client but it does give a lovely even result, is less drying and has a better ‘wear-off’ than a high percentage tan.

**8% Spray Tan Solution**
This solution is also used for clients with very fair skin tones. It is well suited to people with red or pale blonde hair and gives light skin a natural-looking tan without looking too dark or fake.
**10% Spray Tan Solution**
A medium-strength solution that can be adapted for most colourings simply by applying slightly more or less tan according to the desired result.

**12% Spray Tan Solution**
The most commonly used DHA solution and the one most often preferred by salons and personal users alike. This is a medium/dark solution that can be adapted for most uses making it a good solution to choose when starting in business.

**14% Spray Tan Solution**
This solution is suitable for DHA resistive clients and those with the darkest skin tones. It is a particularly intense product, should be used with caution and by professionals only. This is recommended for clients with either a deep base tan or a dark natural skin colour.

**16% to 20% Spray Tan Solution**
This is great for dancers, body builders and tanorexics but will be more drying to the skin, reducing the tan’s longevity. To counteract this, ensure that the tan contains plenty of moisturising ingredients and recommend an effective moisturiser for the client to use for aftercare.

**Other variations in tanning results**
Spray tan will make the client a few shades darker than the base skin colour, so dark skins will always end up darker than light skins. Even on the same client the degree of tan will vary due to differing oil and acid levels in the skin and also to different base colours on different body parts. Air pressure and humidity can also affect the final result.

If children are to be tanned always chose alcohol free, parabens free and perfume free products and keep the DHA as low as possible, to avoid sensitising a delicate skin.

**TIP: Have a spare airbrush**
This is often overlooked by small businesses that are just starting out. But you really should consider getting a spare spray tan kit as soon as possible. Some airbrushes can cost as little as £80, so do buy an extra one and keep it tucked away in its box as an insurance policy. You can always sell it as a brand new machine if you later have no need for it. If your airbrush is being used for anything else (other than tanning) then you will definitely need a spare. Makeup and nail varnish will easily block your machine.
THE TREATMENT AREA

Setting up and maintaining the treatment area to meet legal, hygiene and service requirements

Protect the tanning area

There are various ways to protect the salon walls and floors

The pop up tent

Choose one with windows or removable skylight. However, if mobile tanning always take a couple of sheets of waterproof couch roll to put down underneath.

If mobile, ask the client to estimate the size of the room, and then measure the tent. The room will need a high enough roof. Be aware of light fittings, furniture etc and not damaging the client’s property. Practise putting the tent up and down before going to the appointment and take a good light to clip to the side of the tent. Take spare bulbs and an extension lead to appointments. Be careful not to burn the tent or the client.

The inflatable tent

New to market is a spray tan tent which inflates made of lightweight waterproof fabric which allows the tent to be inflated or deflated in just less than 30 seconds by a small blower or the HVLP machine which is simply attached by a quick drawstring method. The mesh ceiling has been designed to enable extra light in.

Waterproof roll

Simply peg up or hang over a door. Add waterproof bedroll to protect the background, use more on the floor.

Shower curtains

This has been done successfully in colleges which have suspended curtain rails. Sometimes mobile therapists choose to hang shower curtains or waterproof paper rolls or specially designed spray curtains over doors.

Screen

It is possible to buy waterproof solid screens, good for salons but not so good to carry if mobile.

Specially designed cubicle

Some are lucky enough to have a tiled out area within the salon which is best, as it can be wiped down between each treatment.

The disadvantage here is that the salon is unlikely to be lucky enough to have two of these and therefore can only do one client at a time.

A word of caution 3 reasons why not to perform this treatment in a shower.

1. The shower may drip and ruin the treatment
2. The grout will most definitely stain
3. Electricity and bathrooms do not mix.
An Extractor
This is a must if using an HVLP (in a client’s home). It takes all the overspray away. They are very expensive and usually quite heavy to carry around.

If these are not paper filters, it may be possible to wash out the filters and reuse them to save on cost.

Extension Lead and clip on light
Don’t stretch uncomfortably instead take a long lead with three sockets on it one for the machine and one for the light and one for the extractor. Remember to take a spare bulb, as it is easy to break them.
Wear suitable personal protective equipment

Gloves
Many therapists end up with brown palms, so wear a pair of gloves before filling up the tanning container, they not only prevent this, but also look professional and are hygienic for the client, avoid latex and talc if allergies are present.

Aprons
An apron will protect the therapist's clothes from the dark guide colours in many tanning solutions; also it ensures a professional presentation.

Masks
A mask or nose plugs will protect the therapist and prevent brown nostrils at the end of the day.
Provide the client with personal protective equipment

Pants
Many people are happy to use their own underwear however it is best to have some disposable pants on standby as a courtesy.

Having said this do not risk ruining the clients expensive underwear as the guide colour in the chosen tanning solution may not come out.

Disposable Bra
Many people are happy to stand braless these days; however have some disposable bras on standby as a courtesy

Stick on modesty underwear
Fabulous but the price is prohibitive.

Caps
Protect the hair but used without care they can produce a line on the face; remember the clear liquid tan will not discoulour the hair.

Provide the client with a mask for her protection
When the face is being treated ask her to slide the mask back onto her hair to hold her fringe in place (again make sure it is not on the face to avoid lines)

Nose plugs
A great alternative to a mask; prevents brown nostrils but a bit pricey compared to a mask.

Sticky feet
Make sure these are applied and removed away from the tanning area.

If they are not sticky enough warm them on a radiator and this helps the adhesion, if they are too sticky pop in a fridge.

Clients with drier skin may find the paper ones get stuck and clients with moist feet may find they do not stick. The foam ones are the best, though most expensive option.

Barrier Cream
This should be applied to the top of the foot, knees and elbows.

Generally avoid the palms as clients are pretty good at touching their skin to see if they are dry and the barrier cream them leaves lovely white marks all over the fresh tan.

Masks
Protect both spray tan professional and client by insisting both wear a disposable paper mask. Which can double up as a headband at the end of the treatment keeping the fringe off the forehead, whilst spraying the face (it must be positioned far enough back to avoid lines on the forehead.
Professional Salon Uniform
Unforms can give the right impression for salon staff, providing a professional appearance to the wearer and playing a vital role in reflecting a positive business image, they should be unique and possibly customised. They should not cost the earth as therapists may need a few. (Tan can leave an odour). Opt for uniforms which are affordable but have quality too.

The style
This should reflect the overall business image; it should be made from a comfortable fabric to facilitate all the stretching involved whilst performing the treatment and should be cool enough to wear in summer, also remember spray tan pros will be working in temperatures suitable for the client, and will need an extra layer to keep warm if practising mobile and going from house to house.

Hygiene
The fabric should be dark, so if tan gets onto it, it will not be visible.
It also needs to be easily washed and ironed for hygiene.

Best practise would be not to wear the uniform outside the treatment environment, however with mobile this could be tricky and very time consuming.

Flat comfortable shoes, not sling backs or peep toes should be worn to protect feet.

No-one will be getting tanned if the Spraytanpro drops an extractor on their foot and breaks it.

Hair should be kept up and away from the face, hands and nails clean and remember, smell fresh, but not heavily perfumed and wear an appropriate amount of make-up and use plenty of fake tan, the Spraytanpro is always the businesses number one advert.

Clean all tools and equipment using the correct methods
Refer to manufacturer’s instructions before cleaning equipment.

Generally, first remove the solution cup and rinse the spray gun free of any spray tanning solution. Fill solution cup with about 1 part airbrush cleaner and 2 parts warm water. Reattach it and spray through the HVLP gun. Remove solution cup and pour out any remaining cleaning solution. Rinse cup, fill with clean water and reattach. Spray the clean water through the gun to rinse out any remaining cleaning solution. Remove cup once again and pour out any remaining water. Spray air through the spray tan gun to dry out the inside.

It is not necessary to use an airbrush cleaning solution every time; warm water will usually do the trick. The airbrush cleaner does help to remove any coagulated spray tan solution inside.
How to perform the treatment

1. Before the treatment begins, warm up the room, a fan heater will help dry the tan.
2. Provide ventilation; switch extractors on, open the windows, comply with local byelaws.
3. Protect the floor (cover with something disposable or washable), but make sure it is not slippery.
4. Position compressor and airbrush
5. There is nothing worse than the equipment failing, so test it out now and have a back up plan. Make sure the compressor is positioned as far away from the tanning area as possible, this will avoid the tan being sucked into the motor resulting in permanent damage to the machine, the manufacturers will not cover this in the guarantee as it is misuse, so always read the machine instructions before use. If this does happen, tan may start to splutter from the compressor, it is a good idea to run the compressor for a few minutes to dry out the tan, alternatively use a hairdryer, also remove wash and dry the filter , unfortunately these tips may prove unsuccessful as the tan is difficult to remove once lodged into the motor. Make sure all electrical equipment is safe. Do not leave wires where they form a tripping hazard.
6. Set the pressure or spray diameter if necessary.
7. The longer the hose, the bigger the diameter required to pass the same amount of tan. So it may be necessary to change the diameter check the manual for instructions.
8. Pop on a pair of disposable gloves.
9. Pop the cup on a flat surface and fill (do not overfill it) with 50ml to 80ml depending on the manufacturers instructions.
10. Carefully fasten the lid on being ensuring no cross threading occurs as this may damage the cup.
11. Adjust the flow rate a little at a time so that only a small amount of fluid is being released, when the trigger is activated.
12. An HVLP rate will decrease if the fluid adjusting screw is turned to the right and increase the screw is turned to the left.
13. If the trigger is a little sticky loosen it off and pull it back and forth a few times.
14. Remember to reset it before the next tan.
15. An air brush flow rate will increase if the needle is pulled back and decrease if the needle is pushed forward. Remember and airbrush may be dual action if this is the case push down for air and then pull back for liquid.
16. Which ever system being used keeps the gun level to avoid tan spilling from the cup or the spray uptake becoming un-even.
Maintain the client’s modesty, privacy and comfort throughout the treatment

1. If at the last minute the client is un-prepared use the exfoliating mitt, pre-tan prep spray and make-up remover wipes.

2. Once ready to start the treatment, leave the client to get changed, provide disposable pants and bra and leave the room, at this point hands should be washed.

3. On return, knock and ask the client if they are ready, once confirmed, enter the room and lock the door. Keep checking the client’s well being at regular intervals throughout the treatment.
Complete the treatment within a commercially viable time

1. The consultation should take around 5 minutes.
2. The treatment should take around 10 minutes.
3. Drying Time/Clean up/Rebook should take around 15 minutes

Applying the tan

1. Make sure there is always enough tan in the cup; keep the cup perpendicular to the body, but always in the upright position.
2. The therapist must be accurate with coverage, so develop a routine and stick with it.
3. Apply the tan in the correct sequence and according to manufacturer’s instructions.
4. Remember to start the airbrush away from the body.
5. Keep the gun moving around, at a good distance away from the body too close and the tan will run too far away and it will not reach the skin.
6. If the action is too slow dripping will occur, too fast and the skin will not be covered.
7. Use a side to side action in smooth even stokes across the body.
8. Apply the tan in this order.
9. Stand the client facing away from you and begin spraying from under the hairline down to the pant line.
10. Get the client to face right with arms in the air and spray from pits to pants.
11. With the client now facing you spray over the chest and down to the pants.
12. Get the client to face left with arms in the air and spray from pits to pants.
13. Take the right arm rotate it slowly and spray right around it, finish by asking the client to hold a crumpled tissue in a claw and spray the back of the hand lightly.
14. Take the left arm rotate it slowly and spray right around it, finish by asking the client to hold a crumpled tissue in a claw and spray the back of the hand lightly.
15. Wipe around the arms with a tanning mitt to ensure full coverage and prevent arms from rubbing tan off onto the body.
16. Ask the client to face you and show her inner right thigh, spray from pants to ankle, and now spray the front of the leg, the back of the leg.
17. Now on the left leg spray the back of the leg the side of the leg and finish the legs with the inner left thigh from pants to ankle.
18. Avoid the feet as much tan will drop there naturally.
19. Finally move the mask up to push the hair away from the face get the client to take a deep breath and spray from forehead to neck on all aspects of the face.
20. Try to avoid spraying off the body as much as possible.
21. If a drip occurs, blot with a tanning mitt and lightly re-spray.
22. Check that the finished result is to the client’s satisfaction.
Provide aftercare advice specific to the client’s individual needs

1. The tan may take longer in humid summery conditions, but generally leave the client to dry for 10 minutes standing up.

2. If really business savvy give the client some magazines and go next door to perform the next tan.

3. If the tan is very wet and looks as though it may run, lightly stroke over the wettest parts of the body with a tanning mitt, or use a hairdryer or HVLP warm drier.

4. Ask the client not to shower or exercise for at least the next 24 hours.

5. They may now dress in loose clothes and go away from the treatment area to remove the sticky feet.

6. Offer them 10% off this treatment if they rebook before they leave as it feels good to have a full book.

7. Provide the client with aftercare instructions have these printed on the appointment card and try and to up-sell offer a tanning mitt and tan extender, so the client can keep the tan going until the next appointment.

8. Ask them the following day to:

9. Moisturise daily (not on the day of treatment, use a moisturiser without fruit acids as the tan will fade quicker with these)

10. For best results and prolonged results, tell the client to moisturize each day after and rotate a tan extender into their routine.

11. No Soaking in the bath (quick showers with no scrubbing are the best for tan maintenance).

12. Avoid shaving/waxing.

13. Anything which exfoliates the skin will reduce the life of the tan (so gently pat after the shower do not vigorously towel dry)

14. Swimming is a no-no as the chorine in the pool is pretty good at exfoliation.

15. At the end of the treatment clear away, wipe out the tent with couch roll and throw away all the disposables. A bin bag is essential for doing this. It should then be disposed of in the appropriate business waste bags and picked up by the council (see the local council website for these details)

16. Make it a rule not to put makeup or acrylics into the tanning airbrush.

17. Recommended further follow-on treatments as agreed in the consultation.

18. Always treat all clients equally never discriminate write up a salon policy which everyone must comply with.

19. Tan should be stored in a cool dark place.

Removing tan

1. Do not get tan anywhere it is not wanted, as without taking off the top layer of skin it cannot be removed.

2. Here are some other suggestions from various sources
3. Soak for hours in a bath/swimming baths and towel dry roughly

4. Half a lemon and rub over the skin.

5. I find it is best to spray someone halfway through the day rather than evening, as they are not going to bed on a still wet tan that will come off on their hands in the night – and it looks a mess. Try to avoid late evenings because this will put them off having a tan again if they end up with horrible hands.

6. It is possible to buy special sheet protectors called tanning bags to protect the tanner’s sheets
# Troubleshooting

<table>
<thead>
<tr>
<th>Problem</th>
<th>Reason</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tan is coming off in patches.</td>
<td>This is likely to be down to lack of preparation.</td>
<td>Exfoliate.</td>
</tr>
<tr>
<td></td>
<td>It could also be because too high a percentage solution has been used or that too much solution has been applied.</td>
<td>Use a sensible percentage and do not apply too much solution at once.</td>
</tr>
<tr>
<td>Solution is dripping.</td>
<td>Oil on skin.</td>
<td>Wipe the client down with prep wipes.</td>
</tr>
<tr>
<td></td>
<td>Gun too close.</td>
<td>Keep the gun a good distance away from the body.</td>
</tr>
<tr>
<td></td>
<td>Action too slow.</td>
<td>Move more quickly across the body.</td>
</tr>
<tr>
<td></td>
<td>Fluid adjustment screw too loose.</td>
<td>Tighten the density dial.</td>
</tr>
<tr>
<td>Tan is incomplete.</td>
<td>Cup has run out.</td>
<td>Make sure there is always enough tan in the cup.</td>
</tr>
<tr>
<td></td>
<td>Tube which uptakes the tan has fallen out.</td>
<td>Reattach the tube.</td>
</tr>
<tr>
<td></td>
<td>Cup has been tilted.</td>
<td>Keep the cup perpendicular to the body but always in the upright position.</td>
</tr>
<tr>
<td></td>
<td>The therapist has not been accurate with coverage.</td>
<td>Develop a routine and stick with it.</td>
</tr>
<tr>
<td></td>
<td>Clogged nozzle.</td>
<td>Clean the gun according to manufacturer’s instructions.</td>
</tr>
<tr>
<td></td>
<td>Density dial is too tight.</td>
<td>Loosen the dial to allow the trigger freedom of movement.</td>
</tr>
<tr>
<td></td>
<td>Air hose has been compromised.</td>
<td>Move whatever is resting on or blocking the air hose.</td>
</tr>
<tr>
<td></td>
<td>Compressor is not working.</td>
<td>Check it is plugged in and switched on. If this does not work, check the fuse.</td>
</tr>
<tr>
<td>Tan is bubbling in the cup.</td>
<td>The airbrush is blocked.</td>
<td>Unblock the airbrush by cleaning it.</td>
</tr>
<tr>
<td></td>
<td>Seal is incorrectly fitted.</td>
<td>Correctly fit the seal.</td>
</tr>
<tr>
<td></td>
<td>Fluid adjustment needs tightening.</td>
<td>Tighten the fluid adjusting nut.</td>
</tr>
<tr>
<td></td>
<td>Cup not correctly screwed onto gun.</td>
<td>Ensure that the cup has been correctly screwed onto the gun.</td>
</tr>
<tr>
<td>Tan has gone green.</td>
<td>The guide colour in the tan may go green when it comes into contact with certain chemicals, particularly deodorant.</td>
<td>Wipe the client down with prep wipes or make sure that the client has showered and exfoliated a few hours before applying the solution.</td>
</tr>
<tr>
<td>Nails have gone orange.</td>
<td>False nails and very porous natural nails may absorb the guide colour pigments.</td>
<td>Have the client apply barrier cream or base coat to finger nails and toe nails before starting or wipe over with a tan remover wipe on completion.</td>
</tr>
<tr>
<td>Cuticles have gone orange.</td>
<td>Some cuticles are very dry and may react strongly to the tan.</td>
<td>Spray these areas lightly and apply barrier cream to cuticles where necessary.</td>
</tr>
<tr>
<td>Some parts have not taken the tan well.</td>
<td>Typically, perfume has been sprayed before the treatment or other products applied which prevent the product from adhering.</td>
<td>Advise the client to avoid all products containing oil prior to the tan. Even some shower gels can block tan.</td>
</tr>
<tr>
<td></td>
<td>Some depilation treatments strip the skin of amino acids, which are essential for the chemical reaction with dha. Legs are particularly affected.</td>
<td>Apply the tan with a horizontal action ensures plenty of tan is applied to these hard to tan areas.</td>
</tr>
<tr>
<td></td>
<td>Contra indications.</td>
<td>A thorough consultation can avoid this.</td>
</tr>
<tr>
<td>Brown spotting.</td>
<td>Guide colour has collected in the hair follicle.</td>
<td>Avoid waxing or shaving for 48 hours before a treatment.</td>
</tr>
<tr>
<td>Issue</td>
<td>Cause</td>
<td>Solution</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Tan is streaking.</td>
<td>This is usually the result of the tan dripping on the client.</td>
<td>Avoid steaks by starting and stopping the spray session away from the body and by holding the mist applicator in a level position. Using the air from the HVLP gun or fan or hairdryer will speed up the drying process which limits the probability of drips developing. Even running a tanning mitt over the problem areas will help.</td>
</tr>
<tr>
<td>Contraindications, for example pregnancy, dermatitis, etc can cause a streaky result.</td>
<td></td>
<td>A thorough consultation can avoid this.</td>
</tr>
<tr>
<td>Brows are discoloured</td>
<td>Some clients, particularly fair-haired ones, may find that the tan collects in the brow.</td>
<td>Carefully apply barrier cream with a cotton bud before spraying or else wipe over the brow with a tissue afterwards.</td>
</tr>
<tr>
<td>Stained hands</td>
<td>The therapist has sprayed tan onto their hands.</td>
<td>When spraying the forearms, use a gloved hand to shield the palm and at the end of the treatment ask the client to inspect his or her hands.</td>
</tr>
<tr>
<td></td>
<td>The client has touched their newly tanned skin.</td>
<td>Ensure they are aware that touching or patting the skin before they have showered will result in palms becoming stained.</td>
</tr>
<tr>
<td>Tan has come off onto palms or sheets overnight.</td>
<td>The client has gone to bed without showering.</td>
<td>Advise the client to shower before bed. If this is not possible, use a tanning bag to protect the sheets and wrap the hands in cling film.</td>
</tr>
<tr>
<td>Tan has run into body creases.</td>
<td>The tan has run into, and built up in the body creases such as the neck and the elbows.</td>
<td>Using the air from the HVLP gun, fan or hairdryer will speed up the drying process. Running a tanning mitt over the problem areas will also help. Also, try closing up the density dial a little or spray from further away.</td>
</tr>
<tr>
<td>Some areas of the body appear darker than others.</td>
<td>Dry skin absorbs tan much more readily than normal skin so naturally dry areas of the body will often appear darker.</td>
<td>Identify these problem areas during consultation, exfoliate them thoroughly and massage well with barrier cream before commencing. Spray more lightly over these areas.</td>
</tr>
<tr>
<td>Rash occurs after treatment.</td>
<td>The client may have an allergy to one of the ingredients in the tan.</td>
<td>Get the client to thoroughly and immediately wash off the tan and apply antihistamine cream. If the rash persists, medical help must be sought. Avoid this by offering a patch test prior to treatment.</td>
</tr>
<tr>
<td>Tan appears speckled.</td>
<td>Dirty needle.</td>
<td>Clean the gun according to the manufacturer’s instructions.</td>
</tr>
<tr>
<td></td>
<td>The therapist may be positioned too far away.</td>
<td>Reduce the density dial and stand closer.</td>
</tr>
<tr>
<td>The compressor rattles if shaken and is not working properly.</td>
<td>It is probable that the compressor has fallen off a trolley or table and sustained irreparable damage.</td>
<td>It is imperative to always check equipment immediately on delivery to ensure everything is working correctly. This is usually included in the terms and conditions of the supplier and any delay in reporting damage may adversely affect your claim. After delivery, keep the compressor on a low surface to minimise the risk as this type of damage will not be covered by the manufacturer’s warranty and will require a claim on the salon’s insurance policy. Avoid pulling at the compressor when apply a tan.</td>
</tr>
<tr>
<td>Tan appears to be emanating from the compressor.</td>
<td>The compressor has been situated too close to the tanning area and has sucked in tan from the atmosphere.</td>
<td>Move the compressor further away from the tanning area.</td>
</tr>
</tbody>
</table>
**Reception Duties**

**Consult with the client**
When the client calls and an appointment is booked, it is wise to politely go through a number of procedures.

**Supply a pre-advice card**
To ensure that no important points are omitted, pre-advice cards should clearly state the appointment time and date together with further instructions about anything which the client should or should not do by means of preparation ahead of the appointment:

**Depilation instructions**
In order to give the skin time to recover, clients should not shave in the 24 hours leading up to the Spray Tan session, nor apply wax in the preceding 48 hours.

**Exfoliation instructions**
For streak-free, even tanning results, clients should exfoliate skin 24 hours before a Spray Tan. Spend a little extra time on knees, elbows, feet and hands. Be careful to choose an exfoliating product without any oil or moisturisers because these may create a barrier that will prevent spray tanning solution from reaching the skin. Try a dry mitt exfoliator.

**What to wear**
The client should not wear perfume, moisturiser, lotion, deodorant or make up. Even some oil based shower gels can act as a barrier. Avoid wool, nylon or silk for 8 hours after the spray tan session, as the guide colour ingredients can stain those fibres. Also avoid white leather car seats for the same reason. Wear dark, loose fitting clothes. Although the tan solution washes out of most clothing it may show some temporary discolouration on light clothing for up to 8 hours after the spray tan session. Please bring flip-flops for your feet.

**Check for contra indications**
Practitioners should check that the client is not within the first trimester of pregnancy, does not have asthma and has no skin disorders, cuts or abrasions.

**Sensitivity test**
Even if the client has not informed the Spraytanpro of any known problems with self tanners or sensitivities it is also good practice to always carry out a sensitivity test to check the suitability of the entire range of chosen products prior to treatment. The manufacturer’s instructions often contain instructions for this but 24 hours is usually sufficient time in which to see a reaction.

Carry out the sensitivity test on the inner elbow or behind the ear, and ask the client to check it after 12–24 hours for any reactions. If there is a reaction, the client must be ring the practitioner and cancel the appointment as soon as possible. Reaction to the test can be immediate; clients may experience itchiness or a burning sensation in the area. A more common reaction involves the client developing a prickly heat type of rash (urticaria) within 12 hours. If urticaria develops, an antihistamine tablet will help reduce the inflammation and it is advisable not to continue with the treatment.

**Treatments upgrade options**
When the client books the appointment, try to upgrade the treatment to include a luxurious, full body exfoliation to add a healthy glow to the skin and prolong the tan.

**Product selling opportunity**
If the client does not want to upgrade the treatment, try instead to sell them a pre-tan preparation spray and an exfoliating mitt, explaining the necessity of effective exfoliation and the avoidance of oily or moisturising preparations.

**Cost Transparency**
Also explain and agree the projected cost, duration and frequency of treatment needed.

**Booking in the client**
Get a good appointment book or a digital diary. If using the latter, it must be ‘cloud based’ or else reliably backed up every evening or should the system fail there is a risk of losing all of the appointments. The diary should have space for:

- The client’s name
- The treatment required
- The mobile phone number (so a text reminder can be sent)

**Get a mobile**
Many clients however prefer to dial a landline. They find this reassuring, looks professional and tells the client that the business is established. For a practitioner working on a mobile basis or away from an established base though, mobile phones give added flexibility.

Wherever the line is ringing to, it is no good if there is no-one there to take the call. A regularly answered phone builds customer confidence and enhanced business opportunities so unless you are in a position to hire a full-time receptionist an answer-phone is also a must and it may also be a good idea to buy a service which transfers the landline straight through to a mobile as this way you can simply choose to direct the calls to wherever you are most likely to be able to catch them.

**Use text**
Send a text message to remind clients of their appointment. This helps avoid gaps in the diary, too.

**Practise receiving calls**
Take time to practise answering the phone. Never snatch at it, take a breath before answering it and then smile. It will be noticeable in your voice and these added seconds will help you to mentally prepare yourself and be ready to assist. If it helps, write down your greeting on the pad next to the phone so that you are not fumbling for words. Always have a pen and paper to hand, with the diary open too. Before ending the conversation, be certain to review all the information and read it back to the client so that both sides are sure that everything is correct and understood.

**Pretend the customer is there**
Smile when picking up the phone and throughout the conversation. Sit comfortably and relax. Try to understand what sort of communicator the person is and try to mirror their behaviour. However, don’t be put off with someone who is short on the phone – this may be their way of communicating.

**Have conversations**
Don’t talk at them – Don’t talk for too long and do try to engage them in the conversation.

**Establish their requirements**
Clearly explain who the appointment is with, where it will take place, at what time and how long it will take.

**Be as co-operative as possible**
Without admitting to an empty diary (people like to go to the “in” place), try to offer them appointments as close together, ‘back to back’ as possible.
Up-sell the benefits of another product or service
Try to find something else to offer them that they find difficult to say no to. e.g. exfoliator mitt or exfoliating treatments.

Be assertive when closing the call
Clarify at the end of the call the appointment time and date before thanking them for their time.
**Record cards**

Even though the business is fully insured, to validate it, a record card for the client must be completed and signed.

Always get the client to sign a client record card stating that the technician cannot be held responsible for any irritation or allergies to the product. Although any reaction to solution is very rare, remember to always patch test the solution before using it. Included is a form that can be emailed over to the client giving pre-tan advice and preparation details. This will also supply a written record of the client's name, address, email and mobile number all essential for marketing purposes.

**Possible contra-actions**

Performing a full contra-indication check as part of a thorough consultation will help minimise the risk of a contra-action occurring during the treatment. The Spraytanpro should check whether the client has any allergies and also perform a sensitivity test to establish whether the client is likely to react to any of the products being used. *However, there is still a small risk that the following reactions may occur:*

- Skin irritation,
- Inflammation or swelling in the area burning or itching (urticaria),
- Watery eyes,
- Coughing through inhalation of the product,
- Fainting.

These reactions may occur for a number of reasons and it is possible for a client to develop a reaction to *any* product, even if they have been using it without reaction for years. Certain medications, especially hormone-based drugs such as the contraceptive pill or HRT, antibiotics or steroids, can upset the acid mantle on the skin and cause skin irritation.

Another cause of adverse reactions may be the self tanning products reacting with other products that the client has used recently, such as hair dye or a regular skincare product such as a moisturiser or shower gel. Use of a depilatory product or even a change to a different type of washing powder may be enough to trigger irritation.

*Be especially cautious with asthmatics to ensure they do not inhale the spray mist.* It is also important to ask the client when they last had something to eat; some clients who have not eaten recently are more prone to fainting when asked to stand still for a period of time, especially if blood sugar levels are low, or if they are a diabetic.

Always explain potential contra-actions before beginning the treatment and explain what the client should do if a reaction occurs. Mild irritation can be soothed by applying either a cool compress or else some cooling cream, such as an after-wax lotion or a mild antihistamine cream designed for bites and mild skin rashes. *If there is any doubt about the client’s health or the nature of their reaction, the client should see their GP or a trained medical professional.*

N.B. Pay particular attention the possibility of nut allergy. *Nuts are a common ingredient in exfoliants,* almond kernels for example, so it is important to remember this and include exfoliation in the sensitivity tests which you will perform prior to treatment.

The sensitivity test of the tanning product itself can also be used to check the finished colour and determine the client's colour preference before the treatment begins.

**Tip:** When performing a shade check, use a stencil so that the client can more accurately gauge the true colour result.
Remember that tans may differ from area to area due to the varying acidity, base colour and oil content of the skin.

**Contra-indications to treatment**

A full consultation will determine the client’s requirements and their preferences but it should also involve a *contra-indication check* to ensure that the client has no pre-existing conditions which may restrict the treatment or prevent it from being carried out. In some cases it is the *severity* of the condition as well as the existence thereof which will determine whether the treatment can be modified or whether it must be avoided altogether.

**Treatment consent, including minors**

Be sure to obtain signed, written, informed consent from the client prior to the treatment or, in the case of a minor, from their parent or guardian.

**Keep the client informed**

Explain to the client what the treatment entails, its potential benefits and any restrictions to use in a way they can understand.
### Example of a record card

<table>
<thead>
<tr>
<th>Name:</th>
<th>Email:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Address:</th>
<th>Work:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Home:</td>
</tr>
<tr>
<td></td>
<td>Mobile:</td>
</tr>
</tbody>
</table>

**Broken or inflamed skin:** these areas should be avoided.

**Recent sunburn,** especially if the skin is inflamed or irritated.

**Infectious skin conditions (bacterial, viral or fungal):** these are total contra-indications and treatment should not be carried out to avoid the spread of infection.

**Non-infectious skin conditions, such as eczema, psoriasis and dermatitis:** the condition of the skin determines the effectiveness of the treatment, so areas affected by these conditions will absorb more tanning agent and dark patches may appear. The therapist may feel in your professional judgement that the affected area is too large and the client will not be pleased with the end result, in which case the treatment cannot go ahead. It is also possible that the products used may cause further irritation to the skin.

Insulin-dependent diabetics or clients on medication containing Retinol A or Roactane: *these clients may have thinner skin, leading to a much higher risk of bruising.*

Treatment can go ahead if GP approval is obtained.

**Clients on steroid-based medication or having Chemotherapy** may find they develop a reaction to the treatment and should be made aware of this.

Clients with high sensitivity or allergies may also not be suitable for treatment.

<table>
<thead>
<tr>
<th>Scent used:</th>
<th>Percentage/colour used:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How dark does the client wish to be?</th>
<th>Skin condition/type/colour/sensitivity:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skin Type:</th>
<th>Skin Colour:</th>
<th>Sensitivity:</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**Homecare Advise Given:**

**Homecare products Purchased:**

<table>
<thead>
<tr>
<th>Age:</th>
<th>Parental consent if under 16:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Patch test date:**

**I declare if in the unlikely event of an allergic reaction to the product I do not hold the therapist responsible:**

<table>
<thead>
<tr>
<th>Date:</th>
<th>Sign here to confirm you suffer from none of the conditions listed.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Understand the laws of data protection

Once the record card is completed it is important to store it in a locked filing cabinet. As well as protecting the client’s information it prevents employees from stealing the client list.

There are three important things to know about the Data Protection Act:

1. **Businesses must process client data in a proper way**; and it gives the client rights, the client has the right to know what information is held about her/him, and the right to correct it if it is wrong also they have the right to opt out of marketing.

2. **Any company that obtains records or holds personal data is obligated to comply with the act.** If the client has given permission for the salon to sell their data (by ticking a tick box at the end of a sign-up process or through signing the terms and conditions), the salon has every right to do so. Unless the client requests the salon to stop.

   This means that details must be:
   - Processed for limited purposes
   - Adequate, relevant and not excessive
   - Accurate and up to date
   - Not kept for longer than is necessary
   - Processed in line with the law
   - Secure
   - Not transferred to other countries without adequate protection
   - Fairly and lawfully processed

3. **If a company holds data about its clients**, it is the Spraytanpro’s responsibility to process it securely, to keep it up to date and to keep it only for as long as it is relevant.
Health & Safety

Health & Safety appears to be wrapped up in a bureaucracy but a lot of it is common sense. If you have chosen the mobile route then even though you do not have to worry about H&S in relation to the salon itself you still need to keep certain issues in mind. Here are some simple tips that will keep you and your business compliant:

1. **Policy**: Consider preparing a health and safety policy for your business.

2. **Appliance Testing**: Arrange to have all your electrical appliances tested by a competent person. This will ensure that your appliances are in safe working order and may also assist in reducing your insurance premiums. However, whatever PAT testing companies say, there is no law to say you have to have it done by a PAT tester every year. The exact rules from the HSE say:

   "The Electricity at Work Regulations 1989 requires that any electrical equipment that has the potential to cause injury is maintained in a safe condition". However, the Regulations do not specify what needs to be done, by whom or how frequently (i.e. they don't make inspection or testing of electrical appliances a legal requirement, nor do they make it a legal requirement to undertake this annually)."

   I suggest that if for some reason you decide not to get your tanning machine PAT tested then you should have in place a standard procedure for meeting the legal requirement and be able to demonstrate that this procedure exists. You could record it in your diary (say on the back page). This should include the appliance name, the date it was inspected and a signature of the person who inspected it.

   Once a year, a responsible person will need to check appliances to spot worn or cracked insulation, loose terminals, corroded wires, defective parts and any other components that might not work correctly. They will also need to open the plug & make sure that the fuse has the correct rating for the appliance. The three main types of fuses found in plugs are 3 amp, 5 amp and 13 amp. The power rating for a particular device is usually written on the back of the device or if not it should be in the instruction manual.

   It is worth noting below the record of annual inspection that "the appliance operator performs a visual inspection prior to every use". If the appliance is suspected of having a fault or at risk of developing a fault then you must cease using it with immediate effect, replace the appliance or have it repaired by a person qualified to do so.

3. **Chemicals**: Assess all the chemical products used in your salon and determine any safety risks associated with each product. All staff should be trained in safe working practices for each chemical they will come into contact with including handling storage and preparation.

4. **Dermatitis**: Introduce steps to prevent dermatitis. Use vinyl or nitrile gloves, introduce good hand care routines and use a good moisturiser.

5. **Fire Exits**: Check that all your fire exits and route ways are clear from obstruction and appropriately signed.

6. **Ventilation**: Good ventilation will reduce problems associated with products used in the salon. Preparation and work areas may require additional mechanical ventilation.

7. **First Aid & Accidents**: Restock your first aid kit. Each salon should have an appointed person who takes responsibility for checking the kit on a regular basis and is also responsible for recording any incidents in the salon in an accident book.

8. **Salon hygiene**: good salon hygiene is essential not only for health and safety purposes but also to attract and retain clients. Hair clippings should be regularly swept away, dusty surfaces cleansed and work equipment washed and disinfected/sterilised as appropriate.
9. **Lighting:** All work areas must be well lit and fit for purpose. Check your lighting throughout the salon is adequate and well maintained.

10. **Personal Care:** Employees must be given access to suitable and clean WC facilities, with a wash hand basin, hot and cold water supply, an adequate supply of soap and drying facilities.

11. **H&S Training:** Train all staff in health and safety practices and principles. This training should be refreshed whenever necessary. A little investment in time now will be rewarded in the future.
Offer best practice to prevent or minimize occupational health problems.

Hazards associated with spray tanning

**Air Compressor**

Explosion/noise risks are associated with compressors. The airbrush system incorporates the use of an air compressor unit and would fall within the scope of the ‘Pressure Systems Safety Regulations 2000’.

**Manual Handling**

The liquid tan may be supplied in large bottles from which it must be decanted into the airbrush cup. Staff may have to negotiate awkward steps from a store room and carry heavy containers over a distance.

**Repetitive Strain Injury**

This is particularly applicable to the manual air brush system, because it requires repetitive finger, hand and arm movements. Airbrush application of the spray to the client may involve a lot of bending, stooping and awkward postures. Effective staff training and the provision of adequate work space is essential to safe working.

**Waste Disposal**

Waste generated with fake tanning systems may be classed as trade effluent and disposal may require a trade effluent license from the local water authority. Check this with your local authority.

**Staff Training**

Staff should always be given appropriate information, instruction and training in the use of the tanning equipment and associated products.

**Slips and Trips**

The danger of slips and trips is most pertinent as a potential hazard, particularly given that the liquid is sprayed as a fine mist and tends to settle on the floor. Good ventilation and the choice of spray system can minimise these risks as can the use of anti-slip matting and regular cleaning of the booth.

**Electric Shock**

The compressor and extractor need to be PAT tested regularly. The wires should also be given a weekly visual inspection by a competent person. Staff training should include general safe practice around electrical equipment, what to look for and what to do if damage is spotted.

Do not use equipment near a water supply e.g. Shower room and do not use with wet hands.

**Chemical Safety**

Obtain Material Safety Data Sheets for the tanning product from the supplier or manufacturer. Salons should assess the safety of the product in the form of a COSHH appraisal and identify any potential ingredients likely to cause problems. Examples of problems which could occur include allergic reactions and respiratory problems. Of particular importance is the awareness of nut allergy risk as some tanning solutions contain extracts of nut which can cause discomfort to clients with nut allergies. Manufacturers of tanning products advise that clients suffering from asthma should consult their physician before using some spray products. Ingestion of the tanning product is likely as being administered as a fine mist it may be breathed in.
Ingestion of some tanning products may cause nausea, vomiting, gastrointestinal irritation and diarrhoea. Clients should be given appropriate advice to avoid this.

Salon owners are advised to read the safety data sheet carefully before administering the product to clients and to check carefully for any probable contraindications when completing the initial report card and sensitivity checks.

**Ventilation**

Good ventilation should be considered paramount when installing spray tan systems as it is important to minimise exposure of both the client and the therapist to the tanning spray.

Some airbrush systems are particularly liable to incur spray particle inhalation, the primary reason being the fine mist being generated in an environment which may prove to have inadequate ventilation. This may particularly be the case for mobile units where it is not always possible to predict the exact nature of the location where the treatment will be applied. In this case owners should ensure that a specific site assessment is carried out where the equipment is likely to be used in order to ensure that sufficient and adequate ventilation will be available. Always obtain manufacturer’s instruction in this regard and abide by them.

Some local authorities will insist on external extraction. Please check with yours.

**Personal protective equipment**

Where gloves and masks are used, ensure that the protective equipment is of the approved type for the tasks being performed and is freely available to the operative. Bear in mind that some therapists are allergic to latex or the talc present in the gloves so it may be necessary to provide alternative, hypoallergenic versions.

**After Care Advice**

Appropriate after care advice should be given to the client after treatment. The advice should include particular precautions about use of UV sun beds after having used a spray tan system and the client must be reminded that the tan does not afford any protection against sun damage to the skin.

**Legislative requirements**

- The Pressure Systems Safety Regulations 2000
- The Health and Safety at Work etc Act 1974
- Control of Substances Hazardous to Health Regulations 2002
- The Work Place Health Safety and Welfare Regulations 1992
- The Management of Health and Safety at Work Regulations 1999
BUSINESS TIPS

Take credit cards

Accepting credit cards has recently been quietly revolutionised. Most people still think that accepting credit cards involves business bank accounts, credit licences and lots of paperwork however matters are becoming much simpler than before: it is now possible to get a simple credit card reader that plugs into an IPod or Android phone.

The company in question is called Izettle. At the time of writing it is still early days, but the one we have used (for trade shows) has worked very well with only a couple of extra hurdles for Visa cards, which I believe the manufacturer is actively working to overcome. Keep an eye on this as mobile card payments are predicted to attract an enormous rise in popularity in the near future as other companies rush to compete with Izettle along with possibly the biggest hitter of them all - PayPal.

- https://www.izettle.com/gb
- https://www.paypal.com/uk/webapps/mpp/credit-card-reader

Create Customer Loyalty Cards

Keep customers coming back to you by providing them with incentives through a customer loyalty card. Each time they get a tan, they earn a stamp on their customer loyalty card. Some salon management software such as Salon Base, Salon Booker or SalonBiz even allows you to do this electronically. Once customers receive five stamps or credits, provide them with a free spray tan.

Start a VIP Service

If you operate an upscale salon, your customers may enjoy a VIP club, designed to make their salon experiences more personalized. Your VIP club might include benefits such as priority appointments, hair services provided by your salon's top stylists and colourists, car service to and from the salon and a special waiting area stocked with wine, coffee, tea, fruit and other healthy snacks. You may also offer VIP clients the opportunity to receive other services while getting their hair done at your salon, such as a pick-up and delivery dry cleaning and laundry service, errand runners, masseuse and manicurist. You can charge a monthly fee for this service.

Host a Salon ‘Happy Hour’

Invite your top clients to visit your salon for a happy hour, where you serve a signature cocktail, appetizers and desserts. Ask each client to bring a friend along who has never received services at your salon. This event can help you build customer loyalty and introduce your business to potential clients.

Make a list:

Not really much to do with spray tanning, but making a list is the first step in getting things done. The trick to a great list is to prioritise each task. Hopefully after reading this book you have a long list of things that need doing. The way I do it is to add 3 columns next to my list of tasks. The first column is marked "U" for urgency, the second column is marked "I" for importance and the third “T” for total. The “U” and “I” columns are both marked out of 10 and the total written in “T”. Start with the highest score and mark it as "1" and work down from there.
**MONEY**

*Never Undersell Yourself*

The easiest way to go out of business is to burn money and the easiest way to burn money is to undercharge for your service. Everyone these days is looking for a bargain or an offer; they work hard for their money so justifying an expense is much easier if they feel they are getting a bargain; paying less than the expected price for the service offered.

Value is deceptive and is a matter of perception. You may be tempted to drop your prices to appear to offer good value but in doing so you will achieve quite the opposite. Good quality requires a premium and at heart even the most dedicated bargain-hunter recognises this. The very premium itself is a reflection of a client’s status and worth and this in itself is a powerful attraction.

Undercharging for your service will only make it look cheap and there is no value in being cheap.

What you must do instead is create a service which truly does offer good value, both by the excellence of your service and of the end result. "Value" can be defined as the worth of something compared to the price paid or asked for it. Your challenge is try to make the gap between "worth" and "price" as wide as possible.

The relationship between worth and price is integral to the success of your business. Get this relationship wrong and your phone will never ring. Get it right and you will get steady work.

If your phone is ringing off the hook then you have definitely got the relationship wrong. The easiest way to lose money is to be too cheap. Consider the following example.

Let us imagine that you work as a mobile therapist and have five appointments in a day. Your average fixed costs (we'll talk more about these later) are £8. This is to cover petrol, insurance, tan, ‘sticky feet’, telephone, business cards etc.

You charge £10 for a tan (because you haven't yet worked out your costs) and you actually end up making £10 for a full day's work. Now let's say that you charge £18 for a tan but the worst case scenario occurs and nobody now can afford you. Let's say five people ring, four put the phone down on you, but one makes an appointment with you. You tell them you are really busy and could they do Friday at 3pm? They say yes so you book them in. The next day the same thing happens and four out of five people walk away but the fifth person makes an appointment for 1pm on Friday.

Let's look at the figures:

\[
\begin{align*}
5 \times £10 & \quad 5 \text{ days per week} \quad = £250 \quad \text{(turnover)} \\
5 \times £18 & \quad 1 \text{ day a week} \quad = £90 \quad \text{(turnover)}
\end{align*}
\]

To be honest both results look pretty bad. But if all you are looking at is the bottom line then maybe the first looks best? WRONG! There is an old saying in business which has certainly been overused but is none the less probably the most important rule there is:

"**Turnover is vanity, profit is sanity**."

Look again at the same figures but this time in terms of profit:

\[
\begin{align*}
5 \times £2 & \quad 5 \text{ days per week} \quad = £50 \quad \text{(gross profit)} \\
5 \times £10 & \quad 1 \text{ a week} \quad = £50 \quad \text{(gross profit)}
\end{align*}
\]

Don’t worry if you don't know the difference between gross profit & net profit yet, (even Richard Branson claimed he didn’t know the difference between "Net" and "Gross").
There are two main problems with these examples. The first is that most people actually like to pay more for something. That's right. People prefer to pay more. It is the easiest way to gauge how good something is.

Say all your Christmases come at once and someone tells you to go into Argos and buy the best TV they have. No looking at reviews, no asking friends, just get the best one there. You go in and you don't know your Sony from your Sanyo. What do you do? You go for the most expensive which, at the time of writing, is the Panasonic TC-PVT50, at a whopping £2899.99. You tuck it under your arm and head home.

If you take a look at the review on CNET it says "The Panasonic TC-PVT50 series represents the pinnacle of current flat-panel TV picture quality". RESULT. You have managed to get the best TV out there just by using the greatest quality gauge there is...price.

Not only will some clients actively seek out the more (if not most) expensive service but they will actually be happier with it. Not just because they need to justify the increased price to themselves, but if their tan had only cost £10 they wouldn't expect it to be good. They will not be happy with their bargain tan. They will actually be looking for flaws and excuses for why the tan was so cheap.

Tans aren't perfect. They are called "fake" for a reason. Even with the finest tanning solution available (more about that later), the most expensive machine and the best trained, most experienced spray tan technician, they are still rarely perfect. So when there is a streak, what they will do is either not come back to you or demand a refund. Now if you refund them their £10 you will need to work a full day for free just to make the money back. However, by charging £18 you can afford to refund them.

Much of the "worth" of the service is in the customer service, and customer service costs money. Build it into the price, otherwise you will end up with clients that are only coming to you because of your prices and will jump ship for the smallest reason. What you need are "Star Clients" (more about them later).

When you get your price lists printed always start high. Think about this; you get two different price lists, both are identical, however one dropped through your doorstep with all the other fliers and it says "Spray Tans £10.00". The other came with your tennis membership letter saying "Spray Tans £25" but on the front is a big yellow sticker saying "Exclusive half price offer to all tennis club members". Which would you go for? Not only is the second endorsed by an organisation you are signed up for, but the perceived value is higher.

Charging more on your pricelist will always give you the ability to discount. If you start at £10 you have painted yourself into a corner with nowhere to go. Always start high. You can always put a special offer sticker on the front at a later date.

**Fixed & Variable Costs**

In economics, fixed costs are business expenses that are not dependent on the level of goods or services produced by the business. They tend to be time-related, such as salaries or rents paid per month, and are often referred to as overhead costs. This is in contrast to variable costs, which are volume-related (and are paid per quantity produced).

This may sound boring and long winded but failure to accurately calculate your costs will mean that you could easily end up working yourself into the ground and losing money every time you see a client.

However accurately you try to pin down your business costs you will always miss something. You must build in a contingency to cover for those extra expenses that always crop up. For instance the tax man comes knocking and you need the help of an accountant (£1 - £2000?), your spray tan machine blows up (£1 - £500), you bump your car going up someone's driveway (£500) and not to forget all the little daily expenses that quietly nibble away at your profits on a daily basis, often without being accounted for?
I have attempted to design a form for you to list your costs however it is difficult for me to estimate what your costs will be. For instance, the cost per tan of using a budget brand such as Spatan is 50p per application whilst a brand such as Siennasol might cost twice that.

I would suggest that you take all your annual fixed costs, add the cost of the equipment and divide it by twelve. This assumes that your machine will need to be replaced after just one year. This figure will represent the amount of profit you need to make each month just to cover your costs. Remember that this is profit not turnover.

Now take your variable costs, add them together, include a 20% contingency and take this away from the average charge for a tan. This is the profit you make per tan before you pay any fixed costs.

Now take your total monthly fixed costs and divide this number by the variable costs figure. This is how many tans you need to do per month to break even. I would suggest that you include an hour’s wages when you calculate your variable cost.

The easiest way to do this is to use our simple Excel form. We have included suggestions for most of the fixed and variable costs but you may need to go in and change the ones marked with an asterisk as these are different for everyone.

On balance, it is better to sit waiting for a phone to ring and give up after a month or two than be really busy losing money just because you underestimated your costs.

Keep tax in mind

Start now by keeping a record of everything you take and everything you pay out. If (and when) your business grows, the taxman may come knocking. If he finds evidence that you have been trading, he will presume that you have been taking x amount of revenue and without the paper trail to prove the figures the taxman will presume the worst.

Tax is more boring than cash flow but is at least as important. Before you start up you must understand what taxes you are liable to pay, what proportion of your gross profits will be drained by them and when you will need to pay. You really don’t want any nasty surprises just as you’re about to truly take off or, worse still, when the tank is already dry. Get good advice up front and plan ahead.

When you register as self-employed, you will have to fill in a Self Assessment tax return every year. Each April HM Revenue & Customs (HMRC) will send you a letter telling you to complete a tax return or a paper tax return.

You will be asked for information about profits from your business and other income that you have to pay tax on - such as rental income. This is used to work out how much tax and National Insurance contributions you have to pay. You must provide the correct information and get it to HMRC on time.

You must keep records so that you can fill in your tax return fully and accurately. The more detailed records you keep, the easier it will be to answer any questions that HMRC may have.

You may decide to use an accountant but Self Assessment is designed to be as straightforward as possible so that you can do it yourself.

For more details visit the HMRC website http://www.hmrc.gov.uk/sa/self-emp.htm

Accounts

As I said before, you must write and record everything that comes in and goes out from day one. Although accountants do have their place, and can save you a fortune, you can get an awful lot of good advice for free. Believe it or not a great place to start is with HMRC themselves. Give them a ring and you will be surprised how helpful they can be.

If you are looking for a great, easy to use accounting system I would recommend you take a look at www.kashflow.co.uk. It is designed with small businesses in mind and is very
simple to use. Should you decide that you do need an accountant then they can always download all the data from there.
MARKETING

Use ‘Cause Marketing’
You can get significant amounts of free publicity in local, and even national, publications simply by piggybacking a newsworthy or related good cause. Not only will you increase your clientele, but you will also help charities. You can offer free tans to local groups or donate a portion of the taking for one day to charity. You could for example offer a free tan too anyone who has, or knows, someone who has suffered with breast cancer on "wear it pink day", which takes place on 25th October. Your work in the community can help boost self-esteem and give recipients a new lease of life.

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, “What’s in it for me?” – Brian Tracy

Building Partnerships
This is the single best tip you will ever receive in business. Never underestimate how important it is to build relationships. Using the example above, you could tie in with a local independent clothes shop & a local photographer. Each client could get a spray tan, have a great photo taken and look fantastic in some beautiful clothes. For each business you work with you double your exposure.

By working with you, a business is endorsing you to their clients. Endorsements are the single biggest driver of new clients to your business. If you go into two other companies then you are tripling your reach. You can also pool your advertising resources. Don’t just think of frocks and photo shoots, you can use this with any type of campaign. Whichever campaign you think of, try to think of different ways to include other businesses. This is the key to increasing your clients.

Star Clients
"Star Clients" are the only clients you will ever need. To begin with, you will not recognise them when you meet them, but unless you know who they are then you are really blind in business. An ideal client will value the service you offer and recommend you to others. That's it. Fill your books with these clients and you will build a thriving business in no time at all. Problem is this is easier said than done.

What you need to do is make this client real flesh and blood. If you already have such a client then that is great. But sometimes you might need to think a little. Understanding this ideal client can do wonders for your marketing campaigns. Give them a name, an age, find out what they read, where they shop; but most importantly, how do they shop?

Unfortunately my Star Client will be different to your Star Client but the trick is to make them real, give them a name, put a picture on a wall and write what you know about them.

Initially this can be very difficult but over time you will learn to recognise them at 100 yards. Or at least you will learn which clients to avoid.

Let’s say your ‘Ideal Client’ is called Jessica Reynolds, she is 28 years old, she works in a large local plumbing suppliers, she is married, her husband sells new VW cars. How does she buy? Does she use the yellow pages? Or does she prefer to use Google™?

What you must do is aim all your marketing campaigns toward this person. Marketing needn't cost lots of money, sometimes the best marketing costs nothing. With the above client in mind you should think about how they can find you. One of the best free adverts out there is to get your business a free listing on Google™ (more about that later). Perhaps the company has an internal newsletter? Companies love to offer benefits to their employees.

Talking logos
In order to differentiate yourself from the competition, you must make sure that all your marketing material (pricelists, logos, newsletters, business cards, offers, salon etc) all communicate your core point in a simple & compelling way.

When potential clients understand what makes you different to any other business offering a similar service, you will increase your client base and send your profits soaring.

Without this point of difference, a potential client won't recognise the value you offer & will compare your service on price alone.

A talking logo is somewhat like an "elevator pitch", in that it is a short statement that quickly communicates your position and ideally forces the listener to want to know more.

You can create a talking logo easily once you understand who your Star Client is.

Put simply, just fill in the blanks. As you begin to fill the blanks in you will, in turn, begin to fill the blanks in within your business.

I _______ ________ how to ___________

I Action verb, (I show, I teach, I help) target market, (business owners, homeowners, teachers, divorced women, Fortune 500 companies) how to xxxx = solve a problem, get a result or meet a need.

Just as every Star Client is different, so is every "talking logo". For instance a financial advisor might say “I show young married couples how to retire rich.”

“We help write novels for adults and children that explore journeys of faith.”

“I teach wives and mothers how to save money on household expenses so they can increase their budget for charity.”

“I help locally-owned businesses promote/advertise within the Leeds area.”

“I help home inspectors create professional inspection reports.”

“I help brides look great on their wedding day”

**Business Cards, Pricelists & fliers for a fiver**

Before I say anything about printing, I would just like to advise you to keep away from Vistaprint™. I'm sure that there are many people who have had a perfectly satisfactory service from them but I am not among them. My own experience (and that of plenty of others to whom I have spoken) is that I was signed up for a preferential subscription without my permission and then it was made very difficult to cancel my monthly payment. Also, a business card with a Vistaprint logo on the back does not, in my opinion, give the impression of established professionalism which we wish to convey.

Many new businesses love to get their cards printed before even getting any customers, my advice is wait till you really need one. If you're going to get something printed, why not get a nice looking rate card printed, with pre-care/aftercare advice and space to put your contact details.

You could get all this for just a fiver; in fact you can get all sorts of things for a fiver just take a look at http://fiverr.com/categories/graphics-design/creative-brochure-design
While you are there you could also get a logo designed. Once you have the design then look over on eBay® to see if you can find some A5 printing services. That said, don’t rush out and spend money on printing until you need to. There is a lot you can do initially, even with a free program like OpenOffice™. http://www.openoffice.org/
ONLINE MARKETING

Connect with Customers Online
With the popularity of social media, blogging, video marketing and email marketing, salon owners can easily and effectively promote themselves online. Begin a blog, showcasing tips and ideas for hair styling and maintenance. Create tutorials for your customers. Set up social media profiles on sites such as Twitter and Facebook so that you share your blogs and videos and keep clients updated on special deals and events your salon is offering.

Websites
Given that it has never been easier to set up a website, there really is no excuse for not having an active web presence. But before you consider setting up your website you should first claim your free Google Places™ place.

I personally can't remember the last time I even saw a copy of the Yellow Pages®. Nowadays I just use Google®.

More people search for businesses online than anywhere else. So it's important to make sure your local business listing can be easily found on Google.com™ and Google Maps™. With Google Places™, creating a great listing takes just a few minutes and doesn’t cost a thing. Follow this link here: https://support.google.com/places/?hl=en

Once you have done that then head over to Yell® & register there: http://www.yell.com/. Yell is used by many mobile phone providers and Google ranks it very highly in its search results.

http://www.freeindex.co.uk/ is another online directory well worth registering with.

There are many more but before you go mad registering on different websites you may want to set up a website yourself. I am not going to go into the full process here, but would recommend considering using a popup shop from a domain provider and taking a look at Wordpres® templates. I personally buy my domain names from www.godaddy.com and then host a free Wordpress theme at www.hostgator.com.

There are some great tutorials for this online. See: http://youtu.be/svKW-MqP3qE

It is really worth taking time and effort over as not only is it really reasonably priced but it is great for search engine optimization. SEO just means when they type "spray tan My town" you come up top. The sooner you can do this the better. When the potential client then clicks through they don't get http://www.the-beauty-room-abridge.co.uk/ they get http://bizzthemes.com/preview/?theme=2364. A Wordpress template allows you to include maps, appointments, carts, client chat etc. In fact, if you can think of it then the chances are someone has created a Wordpress plug-in that does it for you.

Of course if all this is beyond you and you're too busy to do it yourself, then head over to www.elance.com where you will find many freelancers who will be more than happy to do the work for you for a very reasonable cost. If you want to spend a little more, post a job on www.http://99designs.co.uk. This is an amazing site where you can get some fantastic designs done by some very talented people.

Social networks
Along with claiming your free Google Places entry, I’d say it is equally important to set up a Facebook® page. It is amazing how much extra revenue can be achieved by putting special offers on your profile. There is a lot of information online about building a following on social networks.

Personally I think Twitter® is not great for salons. Twitter can take a lot of effort as you really do need to update your status regularly and you will find that many of the followers are not real, not interested, not local or don't know who you are.
I have about 10,000 followers on Twitter and 1000 on Facebook but I’d say Facebook brings in ten times as much revenue as Twitter. You can of course try them both and judge for yourself.
MARKETING TIPS

Throw a Spray Tan party

Using the previous tips regarding "Star Clients" & building partnerships, you should be able to come up with some great places to offer spray tanning parties. Spray tan parties are great because most of your costs are fixed, with the cost of the solution being negligible. Once you have paid for all the gear, got yourself out to someone’s home and set up the equipment, then it is virtually as easy to do ten people as it is to do one person.

Let’s look at the figures...........

Let’s say you do the most amazing deal going & do a tan for just a tenner. And you have ten people in the party.

- Standard fixed cost for one person £8
- Cost for each subsequent person £1
- Total costs £17
- Total takings £100
- Profit = £73

The extra time taken to do ten people instead of one equates to approximately twenty to thirty minutes. Even if you were to only do two on a Friday night & two on a Saturday night you would make nearly £300 profit for two nights work.

As in all lines of business, you always need to "chase the money". If spray tan parties are your biggest money spinner, then how are you going to get your Star Client to hold one? If you then think that your Star Client wouldn't be interested in a "spray tan party" then perhaps you have chosen the wrong Star Client.

Our Star Client (Jessica Reynolds) works in a very large head office of an international plumbing supply chain. She is constantly going on hen nights, and parties seem to come round every other week. She has no children and goes out Friday with the girls and every Saturday night with her boyfriend Sean. She is perfect! Maybe you know someone down there who will put a poster up, or better still a friend who works there could host a party as a favour. These things can snowball, remember one of the main attributes of your Star Client is that they not only recommend you, but are also in a position to recommend.

Never sign up for anything

Probably a bit harsh but once you have your Yell, Google and Facebook page up you will begin getting cold calls from companies trying to sell you stuff. Don’t waste your time. Just say no. Or if you are a bit too mild mannered, tell them the boss is back in on Saturday. You will get calls from everyone trying to sell you upgraded Facebook pages, getting you ranked on Google, or just advertising on the local golf club beer mats. Say no to all of them. When the time comes, and you feel you need to be seen by a wider scope of people, make an informed choice then.

Text is your friend

This works best if you are running your business from a salon where you have fixed costs and a space in the diary. Make sure you get clients numbers and group them together.

Suggested text for a Spray Tan Party Poster

You've thrown Tupperware parties, cosmetics parties, lingerie parties... well now it's time to introduce Spray Tan Parties!

What's a Spray Tan Party?
Basically, invite a number of friends to your place and all get tanned at once.

Ideal for hen parties, pre-wedding or pre-holiday tans or just a treat ahead of the weekly girls' night out.

Being sprayed together represents great savings and is great fun too!
in your phone. This works with landlines as well. Text messages to landlines are amazing (try it). Next time you get a space send a text and make it personal, "Hi, this Nicola, I have a spare appointment 3PM today, half price tan if you are interested". Send it out to the whole group. Works every time, but you do need to be genuine and only send to people who have said they would be interested and don't send them out more than once every couple of weeks or so (to each person). If you have any spaces in your diary it is an idea to text all your existing clients with an offer to fill the spaces, once they are in up-sell.
HINTS & TIPS:

1. Always join local clubs & networks (even sports clubs count).
2. Going out on a Friday night will pay for itself as you will meet lots of clients.
3. Always carry a business card.
4. Print your business cards with space for appointment details on the back.
5. Regularly ask clients if there is anything else you could offer or do?
6. Don’t be soft with staff. Keep it professional.
7. Keep your client list locked away (staff will copy it).
8. Advise staff to wear black.
9. Spend time working on your business rather than just in your business.
10. Never cancel an appointment.
11. Never take out an advert that won’t repay a return on investment.
12. Don’t buy into a massive range of retail products unless you really need to.
13. Always keep client cards and record more than just their contact details.
14. Always collect e-mail addresses.
15. Only begin a marketing campaign to attract new clients when you have fully utilised your current ones.
17. Always seek to undersell and over-deliver.
18. Plan by beginning where you want to be and working backwards.
19. Always try to think of little things you can give away.
20. Ask yourself, what am I trying to avoid? What do I want? What is the next, small step? Take the step!
21. Build your own dreams, or someone else will hire you to build theirs.
Nicola Scott has worked within the spray tan industry for over 20 years & since gaining a degree in teaching, she has helped thousands of people become spray tan pros.

Nicola has created many new spray tan solutions, & advises spray tan companies how best to brand & market spray tan related products.

During Nicola's 20 years in the industry she has helped develop many of the major innovations in the industry which include being part of the team who developed the first Rapidtan 1 hour tanning solution, as well as the first ultra dark spray tan (Siennasol Extreme), which was the first tan to break the 16% DHA barrier.

Nicola runs the UKs largest specialist spray tan supply company http://www.spraytanpro.co.uk, as well as editing a very successful spray tanning blog http://www.spraytanpro.net and is also a regular writer and commentator across TV & print media.

She is currently developing the first insurable fully online interactive spray tanning course, which is due to go live early 2014.
FINAL THOUGHTS.

You have a real shot at making a good living spray tanning. The strategies in this book worked for me, they worked for my students and they'll work for you. I said this earlier but I think it’s worth repeating: Have the drive to make life as you want it to be, rather than living by somebody else’s rules.
QUESTIONS OR COMMENTS?

I’d love to hear your thoughts. Email me at nicola@spraytanpro.co.uk, or contact me on twitter @spraytanpro.

Need totally free & insurable training? Sign up at http://www.spraytanpro.org (coming early 2014)

Need Help buying equipment or tanning solution? visit http://spraytanpro.co.uk.

See live demonstrations of the concepts in this book, get your questions answered in real time and set your business on the path to profits. Sign up at http://www.spraytanpro.net.
ONE LAST THING...

When you turn the page, Kindle will give you the opportunity to rate the book and share your thoughts through an automatic feed to your Facebook and Twitter accounts. If you believe your friends would get something valuable out of this book, I’d be honored if you’d post your thoughts. If you feel particularly strong about the contributions this book made to your own business efforts, I’d be eternally grateful if you posted a review on Amazon. Just click here and it will take you directly to the page: http://goo.gl/VgHPBn. All the best,

Nicola.

Build your own dreams, or someone else will hire you to build theirs. –Farrah Gray

Acknowledgments

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