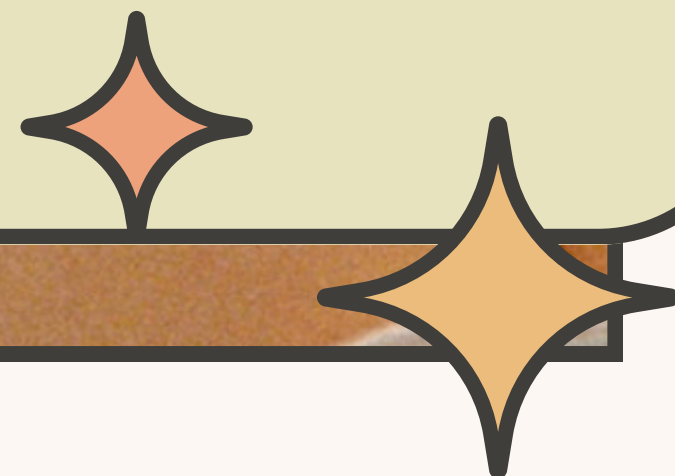




CARLY JO. MAKEUP

Investment Guide



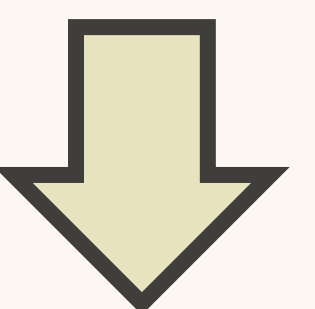
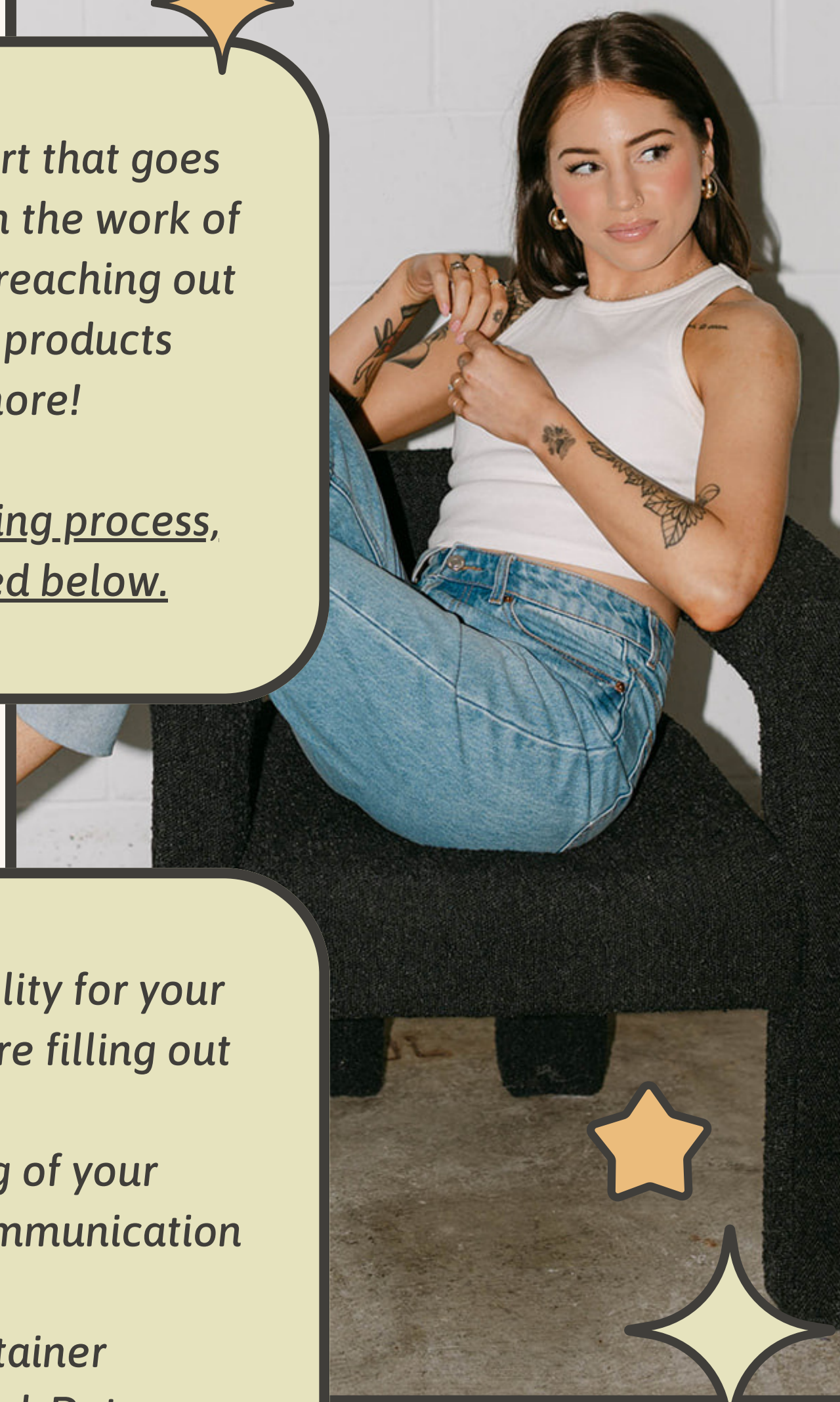
CONGRATULATIONS

AND THANK YOU FOR
CONSIDERING MY SERVICES!

As a May 2024 bride, I understand the effort that goes into wedding planning. Allow me to take on the work of the makeup portion of the planning plate: reaching out to schedule sessions, bringing all of the products needed to complete the job, and more!

To ensure a streamlined inquiry and booking process, please respect the booking policies listed below.

- *Please make sure to review my availability for your wedding day on the Booking page before filling out the inquiry form.*
- *To ensure that I have full understanding of your expectations, it's important that our communication is 1:1.*
- *All wedding bookings require a \$500 retainer payment & signed contract to be secured. Dates are not held by inquiries. The retainer is applied to your day-of service.*
- *I require a minimum of the bride + 4 others OR the price equivalent for all wedding services on Fridays, Saturdays, and Sundays.*
- *Investment cost is subject to change at any time. Only contracted rates will be honored.*



ALL INCLUSIVE MAKEUP PACKAGE

WEDDING MAKEUP PACKAGE - \$1,200

This is my minimum package requirement for weddings held on Fridays, Saturdays, and Sundays.

- Bride + 4 others
- Trial session at my studio in Grandview (with bubbly of course!) and on-site wedding day applications (both allotted for 1 hour and 30 mins)
- Bespoke Skin Preparation for the trial + wedding day (Includes a hand massage with lotion and cuticle oil while relaxing in a face mask and depuffing with eye patches; due to timing, offered for the bride only)
- Personalized makeup timeline
- Bespoke Touch Up Kit for you (inclusions listed in the Add-Ons section)
- Lashes for all applications
- Touch ups for everyone before I leave for fresh lips and a shine-free face
- The BRIDE GUIDE
- Complimentary travel within Franklin County limits (\$1/mile round trip for locations outside of FC limits.)

A LA CARTE ADD ONS

MAKEUP APPLICATION - \$135/person

Skin preparation, makeup application, lashes, and touch up kit (straw, mint, sponge, powder puff, powder, lip brush, lip color, oil blotting sheet, tissue, and q-tips).

ADDITIONAL ARTIST - \$250

An additional artist is applied to bookings of 8-12 people to help shorten the timeframe. All travel and lodging fees apply to the additional artist.

BESPOKE TOUCH UP KIT FOR WEDDING PARTY: \$30/each

Straw, mint, sponge, powder puff, powder, lip color, lipstick, oil-blotting sheet, lash glue, compact mirror, cleansing balm, micellar water, q-tips, reusable makeup removing cloth, tissues, and eye patches.

ON-LOCATION TOUCH UPS AT THE VENUE: \$150/hour + travel (if applicable)

The best way to ensure your makeup is as fresh as possible. I stick around before/after the ceremony to touch up you and your crews makeup and make sure you're all picture perfect. More information is provided in my reply if you're interested!

TRAVEL + OTHER FEES

TRAVEL: Complimentary for locations within Franklin County

\$1/mile round trip will be added on for locations outside of Franklin County limits.

LOCATIONS 1.5 HRS+ AWAY

Locations 1.5 hours or more from me (one way) will require a hotel accommodation the evening before.

START TIMES EARLIER THAN 7 AM: \$50/hour

This cost is not applied up front but will be determined when the timeline is made closer to the wedding.

HOLIDAY FEE: \$100

Applied to the following observed holiday weekends (Friday-Monday): Memorial Day, Independence Day, and Labor Day. Weddings are not scheduled on Thanksgiving, Christmas, and New Years weekends!

THE RUNDOWN

I'm a SUPER Type-A Enneagram 6, so you can bet that there's no detail left behind or forgotten about. Here are a few important things to know about the process of working with me:

PAYMENTS: If you're ready to go forward, a \$500 retainer payment alongside a contract signature will be due! The retainer goes toward your wedding and the remaining balance + Ohio sales tax of 7.5% is due one month before the wedding.

THE BRIDE GUIDE: After you've officially booked, I'll email you a document titled "The Bride Guide". This guide is carefully curated to provide you with the best beauty and wedding morning preparation tips I've gained in my 8 years in the industry. From tanning do's and don'ts to getting rid of that stress pimple, this will be a saving grace!

TRIAL: 3 months up to the wedding, I'll reach out to schedule your trial. Your trial is already included in your investment! I schedule trials 1-2 months before the wedding date.

TIMELINE: We create your timeline after the trial has concluded! By this time, information like headcount, location, and service end time (determined by your photographer) should be confirmed to create a timeline.

TOUCH UPS: Within the time I'm with you on your wedding day, I also provide touch ups before I leave as well as a required 30 minute buffer time at the end to keep any delays that could arise from running the day behind.

COMMUNICATION: There are a few of ways in which I'm big on communication:

- You'll receive a reply to emails within the same day or the next business day. To keep everything streamlined, all emails are within our HoneyBook portal!
- I text you 2 days before the wedding to confirm location and the time I'll arrive and the morning of when I'm on my way and when I've arrived.
- When we have your trial/wedding day/makeup application, you're in a safe space to communicate anything you want to change about the look. I'm very receptive to feedback and want you to feel your best!
- If there's ever a time that you'd like to hop on a quick call for something, never hesitate to ask!

FAQ'S

What if I don't have a headcount?

We will start with my minimum and go from there! People can be added on up to the wedding, but please note that the price will remain firm if anyone opts out.

What if I don't have enough people to meet the minimum?

You're able to substitute the remaining applications for wedding events such as engagement photos, bridal shower, or rehearsal dinner!

Can I have a trial before booking?

Since trials do not hold dates, they're reserved for booked clients! If you have any specific questions or concerns, I'm more than happy to hold a quick phone call!

More FAQ's from booking to the wedding day can be found here!

NEXT STEPS

1. If you like what you see, fill out the inquiry form on this page! Please remember to review my booking policies and availability before submitting.
2. Within 1-2 days of submitting the form, you'll receive an email from me with your personalized quote. If you have any questions about my services, don't hesitate to let me know - I'm here to help!
3. The ball is in your court to let me know what you're thinkin' and if you'd like to go forward once you receive my email, but I typically reach out a week after this email is sent to give you enough time to discuss any details if needed! Please note that I work on a first-come-first-serve basis, so if I don't hear from you after I follow up, I will move onto the next inquiry for your date.
4. At any point after you get my email that you let me know you'd like to go forward (if I'm still available), I'll send you the proposal of services which includes an itemized invoice, payment schedule, and contract! A signed contract + paid retainer within 7 days of receiving is required to secure the date.

THANK YOU

Thank you for considering my services for your wedding day. As I continue into my 9th year, I gain more passion for this job with every bride I work with and I wouldn't be where I am without my clients!