

WEDDING TRIAL PREP:



Is it just me or are Brides becoming fussier?!

It could be that there are more tutorials online so they feel more clued up with techniques and are therefore more experimental?

But unfortunately this means they get less of a 'WOW' moment once you've done their hair and makeup because they've seen it all before.

Damn you social media!

OR it may also be due to the fact that there are SO many different options available to them that they simply feel overwhelmed?


Either way, it can make the Hair + Makeup trial exhausting so let's try and be ultra prepared BEFORE they even arrive...

First things first, let's get 3 inspiration photos from them.

3 for Hair and/or 3 for Makeup.

Limiting the amount of inspiration photos prevents your client from sending through HUNDREDS of photos and allows us AND them to really think about what they ACTUALLY want.

Next up, let's see what they look like and how they like to wear their hair and makeup- we can simply ask for 2-3 photos.

Time and time again they tell me they want to look 'natural and dewy' only to find out that they wear Estee lauder double wear foundation?! 

This brings me to my next idea specifically for makeup artists...

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Let's find out what their 3 favourite makeup products are.

This allows us to show a genuine interest in them and it also helps us to determine which tones and textures they like prior to the trial.

Asking them to bring their favourite lipstick or favourite product means that we can add a touch of their own personality to the makeup look too!

This is something that can make them feel COMFORTABLE and something that allows us to say 'oh that's lovely, I have something really similar to this that you may also like...'

In this day and age, we have to work harder at communication, particularly when it comes to all things 'natural' and 'effortless' because there is no standard format to producing these looks, it's all about understanding what your client wants from the get go.

So let's crack this guys, let's make trials easier and Brides less of a pain in the backside!

We've got this!