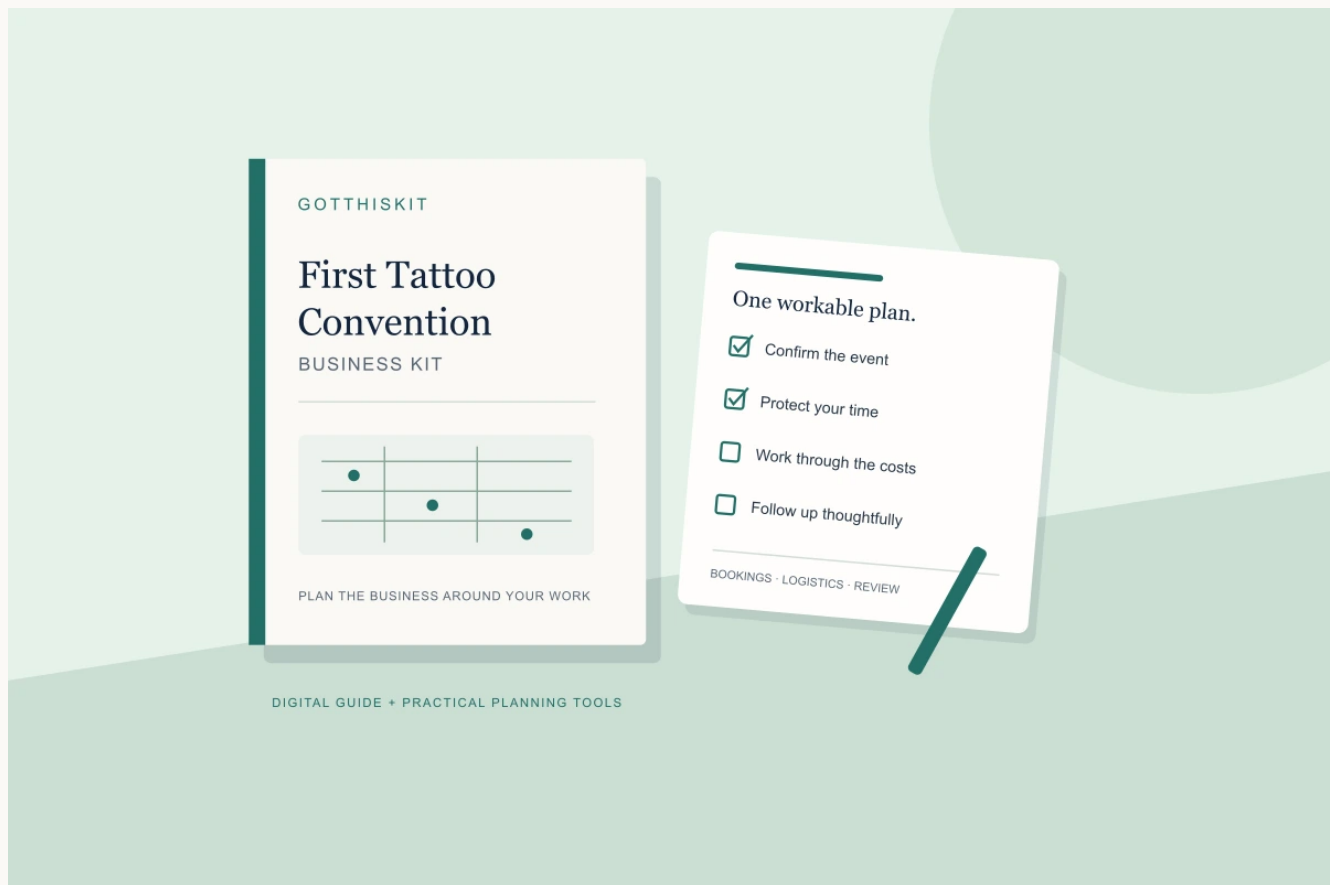


First Tattoo Convention Business Kit

Plan bookings, stand logistics, costs and follow-up for your first event



For trained tattoo artists preparing their first convention. Build a realistic event budget, manageable booking plan and repeatable business routine. Includes six printable worksheets covering bookings, stand logistics, costs and follow-up.

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Worksheets are designed to print and write on. Keep a fresh copy for your next event or project.

01 / GUIDE

1. Decide What Success Means

Your first convention creates several jobs around the work you already know: choosing an event, making appointments, moving a small business into a temporary space and keeping promises afterwards. This kit helps you organise those jobs. Its reader is an already-trained tattoo artist who is new to conventions, not new to tattooing.

This business-planning guide has not been co-authored or reviewed by an experienced tattoo artist. No practitioner contribution or professional endorsement is claimed. It covers business organisation only. It does not teach hygiene, tattoo technique, client eligibility, medical care or local professional requirements. Keep your established professional procedures and the event's requirements alongside this plan.

Choose one primary result before committing money. Examples are completing a manageable set of prebooked appointments, meeting potential clients in a new city, or learning whether a particular event suits your work. Add one secondary result. A first trip cannot reliably maximise earnings, networking, content creation and competition participation at once.

Make your result observable. 'Build awareness' becomes 'have ten relevant conversations and record the next step each person requests'. This is a planning target, not a prediction. Measure income separately. A pleasant weekend does not erase a cash loss, and a learning experience needs a spending limit.

Work through the chapters, then complete the six worksheets. Keep the decision sheet, appointment board and daily close page accessible during the trip. Monetary examples are fictional EUR figures, not market rates or earnings forecasts. Replace them with your own quotes and records. Decide the maximum cash loss you can accept without relying on future bookings.