

# The Business of Bridal Makeup

*Creating the foundation for a successful bridal makeup career.*

with *Kendra Aarhus*  
kendraarhus.com

## Week 1: Bridal Business Basics Wedding Day Timeline Template

### Step 1: Wedding Day Timeline Questionnaire

You'll have a lot of conversations with your brides about their day and it's common for all that information to get lost or confused. I recommend starting with a questionnaire to be emailed to your brides 2-3 months prior to their wedding day (see Email Templates, Email 5 for communication best practices).

Your questionnaire should contain the following details:

#### SAMPLE QUESTIONNAIRE QUESTIONS

Wedding Date

Wedding Time

Wedding Ceremony Location

Where will the bridal party be getting ready?

Will the photographer take photos while getting ready?

What time should the bride be ready to put her gown on?

First Look/Bridal Portrait Time

Names of people needing makeup:

Bridesmaids/Attendants

Mothers

Jr. Bridesmaids/Flower Girls (under 13)

Other

Questions/Comments

### Step 2: Create a Timeline

Creating a timeline for each bride starts with knowing your own information for each bride.

How far do you have to travel to arrive at the wedding day location? \_\_\_\_\_

How long does it take you to set up your makeup station? \_\_\_\_\_

How long does each makeup service take you to complete? \_\_\_\_\_

Now enter the information above with the questionnaire answers on the following pages. These pages will seamlessly flow into your contract. A blank copy is provided for your use/reference.

# Bridal Beauty

## Client Information & Timeline Details

Client's Name	Addison Fischels	
Client's Home Address	1234 First Street	
City, State ZIP	Anytown, USA 12345	
Email	addie01@gmail.com	
Phone / Alternate Phone	(319) 867-5309	
Alternate Contact	Fiance - Justin Beeber	(555) 555-0055
Wedding Planner	None	
Wedding Date	September 1, 2020	
Wedding Time	5:00 pm	
Wedding Location	First Methodist Church	202 3rd Avenue, Anytown
Bridal Party Beauty Location	Bride's mom's house	97 Timber Court, Anytown
Services Start Time	8:00 am	
Services End Time	3:00 pm	
Additional Artists	None	
Artist Arrival Time	7:15 am	
Photographer / Arrival Time	Ashton Marie Photography	9:00 am
Bride Ready by / First Look	12:00 pm	1:00 pm
Other Information	Hairstylist: Brunettes Salon	

Time	Name	Role	Service
8:00 am	Nicole	Mother of the Bride	Attendant Makeup
8:45 am	Alexus	Mother of the Groom	Attendant Makeup
9:15 am	Avery	Sister/Maid of Honor	Attendant Makeup
10:00 am	Raelyn	Bridesmaid	Attendant Makeup
10:45 am	Addison	Bride	Bridal Makeup
11:45 am	Greta	Flower girl	Jr. Makeup
12:15 - 1:15	Touchups		

## Notes

Avery is allergic to latex.

No lashes for Alexis.

Lipstick Bar will be set up/available.

# Bridal Beauty

## Client Information & Timeline Details

Client's Name

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Client's Home Address

---

City, State ZIP

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Email

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Phone / Alternate Phone

---

Alternate Contact

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Wedding Planner

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Wedding Date

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Wedding Time

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Wedding Location

---

Bridal Party Beauty Location

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Services Start Time

---

Services End Time

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Additional Artists

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Artist Arrival Time

---

Photographer / Arrival Time

---

Bride Ready by / First Look

---

Other Information

---

Time

Name

Role

Service

Notes