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# Step 1: Market Price Research

Ye sabse important step hai. Isme decide hoga ki log aap se Mehndi lagwayenge ya nahi.

Sab chahte hain profit kamana but uske saath saath reasonable hona bhi jaruri hai. Agar aap apne according kuch bhi charge karte ho, to koi bhi apse Mehndi nahi lagwayega.

Usually, Karwa Chauth ke time apko Mehndi Artists market me shops ke bahar baithe mil jayenge. Aur log parlour ke bajay Mehndi Artists se Mehndi lagwana prefer karte hain. Kyuki parlours ke price Mehndi Artists se usually high hote hain.

To sabse pehle apko, apni city ke Posh areas aur baaki sab areas mein jaana hai. Aur wahan par Mehndi Artists aur Parlours se rate pata karna hai.

Aur ye bhi dekhna hai, ki wo charge kis hisaab se karte hain. Normally, wo per hand ke hisaab se charge karte hain. To apko pata karna hai, ki apki city mein kya price chal raha hai.

Kuch Mehndi Artist apke area me bhi honge, unse pucho ki wo kitna charge kar rahe hain. Aur check karo market price aur apke area ke price mein kitna difference hai.

Apka price apki location ke hisaab se hoga. For example, agar apke area me 300 per hand charge kar rahe hain. Aur market mein 400 per hand charge kar rahe hain. Toh apko, 300 per hand hi charge karna hoga. Otherwise, log apke competitor ke pass hi jayenge.

Aur agar apke area ke parlours ke alawa koi aur competitor nahi hai. Aur parlour market price se jyada charge kar rahe hain. To aap market price, for example, 400 per hand charge kar sakte hain.

## **Step 1: Market Price Research**

But remember apke initial customers apke known hi honge. Wo apke decided price se kam karne ko bolenge. But apko price kam nahi karna. Otherwise, wo jab ye price baaki logon ko batayenge, to wo sab bhi apse low price pe Mehndi lagwayenge. Apko bade pyaar se, kuch bhi excuse dena hai but price kam nahi karna.

Agar apko ye dar hi ki log kahi aur se lagwayenge. Then, don't worry, us din sabhi Mehndi Artists busy hote hain aur koi bhi price kam nahi karte. Aur baki jagah waiting time bhi bahut hota hai. To wo apse hi lagwayenge.

### **Tips for Beauty Parlours and Salon Owners:**

- Kindly keep your Mehndi Design Prices as per market during Karwa Chauth.
- If people in market are charging 300 per hand and you normally charge 500 per hand. Kindly bring down your charges to 300 per hand.
- Even at 300 per hand, you will make huge profits during Karwa Chauth Week and on the day itself, as people are more price sensitive. But customers in bulk will make this Karwa Chauth season success for you.
- Normally, Parlour owners have staff that can handle the customers . But during Karwa Chauth, if you can hire extra staff for 1-2 day who are good Mehndi Artists by paying a resonable amount to them. You can make the most of this season, as you will be able to cater more people in your area which means more profit.

## **Step 2: Decide Your Strategy (Group or Solo)**

Ab apko ye decide karna hai ki aap group mein kaam karna chahte ho ya solo. It falls under 3 categories:

### **1. Apko Mehndi Lagana Nahi Aata But Apke Family Member ya Friend Ko Mehndi Lagana Aata Hai:**

Agar Mehndi Artist apka family member hai, to apko marketing karni hai. Wo aap step 6 aur step 7 me sikhenge. Mehndi Artist ka dhyan kewal Mehndi lagane par hona chahiye aur apka customer laane mein.

Agar Mehndi Artist apka friend hai, to aap 50-50 sharing pe kaam kar sakte ho. But, ye baat apko starting mein hi clear karni hogi, nahi toh baad mein clashes ho sakte hain. Isme apka kaam customers laane ka hoga. Aur apke friend ka focus Mehndi lagane pe hoga.

### **2. Aap Solo Kaam Karna Chahte Ho:**

Agar aap solo kaam karna chahte ho, to apko marketing aur customers dono ko handle karna hoga. But, isme saara profit apka hoga. Agar apko khud par believe hai ki aap akele handle kar sake ho, then this option is best for you.

### **3. Aap Group Mein Kaam Karna Chahte Ho:**

Agar aap group mein kaam karna chahte ho, to aap tasks ko multiple persons mein distribute kar sakte ho. Aapko jarurat padegi 1 marketing handle karne wale person ki, 1 cashier ki aur jitne ho sake Mehndi Artists ki.

Group mein kaam karke aap jyada customers handle kar sakte ho aur jyada profits earn kar sakte ho. But isme, apko initially decide karna hoga ki kiska kitna share hoga. Otherwise, baad mein clashes honge.

## Step 3: Decide Your Location

Isme saara game location ka hai. Agar apko ek acchi location mil jati hai jahan footfalls jyada hai. Wahan aap jyada profitable ho sakte ho.

If you are doing it **solo or a team of 2**. I would suggest you to do it from your home. But, you will have to sit outside your home. Otherwise, people will hesitate to come to your home.

Also, when you sit outside, those who are passing by will ask you for Mehndi and they can be your potential customer.

But remember, you will have to sit for the whole Karwa Chauth week. So, location outside your home may be such where there is no direct sunlight. Otherwise, you may have health issues.

Ideally, you can sit on your main gate and keep it open. This way you can sit in the shadow. Also, you can arrange a fan, if not already there and some water. Don't forget to keep some chairs. Also, keep the chairs vacant, otherwise people won't know, you are providing Mehndi service. Also, those who are passing, you can ask them for Mehndi.

Aur kuch log bolenge, hamare ghar pe aakar Mehndi laga do. Ab ye apko decide karna hai ki apko jana hai ki nahi aur koi profit hai ki nahi.

If you are doing it in **group**, aap ek achi location ka try karo. If not possible, to apne ghar ke bahar bhi kar sakte ho. But, apko tent lagwana chahiye, isse log attract honge, aur baki customers ko dekh kar wo bhi ayenge. Apko fan, water aur chairs ka bhi arrangement karna padega.

If you are a **Beauty Parlour** and **Salon Owner**, apko apni shop ke bahar tent lagwana chahiye. Log shop ke andar aane se hesitate karte hain, unhe lagta hai ki price high hoga. But bahar tent dekh kar log attract honge aur apke pass ayenge. But, fan, chair aur water ka arrangement hona chahiye.

## **Step 4: Get the Raw Materials Ready**

Aapke pass raw material jaise ki Mehndi Cones, Mehndi Oil ka stock hone chahiye. Last moment pe agar kuch khatm ho jaye aur nearby market mein bhi available na ho. To aap apni potential earnings aur customers lose kar doge.

So, stock apko daily check karna padega. Aap better jante ho ki kya items ki aur kitni quantity mein apko jarurat padegi.

One of the most important thing is get your design samples ready. This is the first thing that your customer will ask. What you can do is either show them the samples that you created while practicing for Mehndi Designs. You can also make designs in the hands of your family members for free. Take the photo of their hands only with Mehndi Designs which you can show to your customers as samples.



## Step 5: How to Practice Mehndi Designs

If you are a Student, Home Maker or someone who is not a Professional Mehndi Artist. You can also make money with Mehndi Design this Karwa Chauth Season.

Aap ke pass kam time hai, to aap 2 to 5 designs based on your capability, practice kar sakte ho.

First of all, apko design banana Seekhna padega. Uske liye aap, Youtube pe “Mehndi Design” search kar sakte ho. Wahan aapko jo bhi design pasand ho, use banana seekh sakte ho.

Practice ke liye, kisi paper pe aap apna haath rakho aur pen se outline draw kar lo. Ab jo bhi design apko pasand hai, aap usko pen se draw karke practice kar sakte ho.

Make sure aap jitne bhi design practice karo but ache se sikhna. Log quality prefer karte hain over quantity.

# **Step 6: How to Get Clients for Mehndi Design using Offline Method**

You can get clients for Mehndi Designs with 2 offline methods:

## **1. Word of Mouth:**

You will have to tell your friends, family, and acquaintances that you are providing Mehndi Design service this Karwachauth Season and they must tell the people they meet about this. This way you will get your initial clients very fast. As personal recommendations are very powerful.

## **2. Flyers or Pamphlets:**

This is the best way to get customers from your local area fast for your Mehndi Design Services.

Just talk with your Newspaper vendor, he will charge small amount of money. Tell him to put pamphlets in every newspaper. Next day, he will distribute your pamphlets. You will start getting customer queries with the start of the day.

Now, for your pamphlets, you can visit any printing service in your city. Tell them you want to get the templates printed for Mehndi Design Service for Karwa Chauth. They will share samples with you. Choose your favourite and get in printed as soon as possible.

Don't forget to include the essential points in your Pamphlet. Name of your service like [your name] Mehndi Artist, your address and contact number.

If you are a student and don't feel like sharing your contact number publicly. Either take a new sim or give the number of your family member like brother, father, husband or friend.

Your Promotion must start from 14th October 2024.

## **Step 7: How to Get Clients for Mehndi Design using Online Method**

This is the best and most powerful method to get queries fast for your Mehndi Design Service. Start promotion from 14th October 2024.

In this method, we will use the Stories feature of Instagram, Facebook and WhatsApp Status. But, to be very honest, WhatsApp Status is the most powerful of all. Also, your WhatsApp groups will also help in that.

Now, before diving into it. You must have your Sample Photos ready. You will have to post these Sample Photos along with the text in your Social Media particularly WhatsApp. I will provide you that text. Just make changes on that text and post it.

I hope you are ready to get fast results. So, follow these steps:

- Keep your Sample Photos ready with you.
- This is the text that you will need to post on your social media to get clients fast:

**If you are looking for a Mehndi Artist or you know someone who is looking for Mehndi Artist for Karwa Chauth. Please contact [your name] Mehndi Artist on [your phone number]**

- In the above text, you will have to put your name in place of [your name] and your phone number in place of [your phone number].
- You will have to use Social Media of your friends, family, and acquaintances. Your Social Media as well.
- Now, post the above text in bold with Sample Photos on Instagram & Facebook Stories, WhatsApp Status, and WhatsApp groups of your friends, family, and acquaintances. Also, post on your social media.
- You will start getting queries within few hours.

This way you will make the most of your Karwa Chauth season with your Mehndi Design Services and make money successfully.