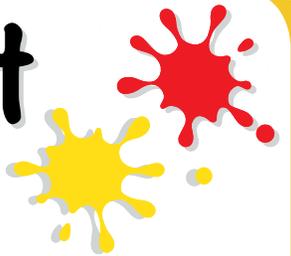




# Paintertainment

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## Balancing Work and Family

by Gretchen Fleener

*December can be a tricky time for face painters when it comes to juggling work and family. We want to spend as much time as possible with our own families, while at the same time dozens of other families and businesses are vying for our time to entertain at their own celebrations. So how do we simultaneously create holiday memories for our own families and for so many others?*

### Feel Out Their Flexibility

Been asked to paint at the same day and time as your own family tradition? It doesn't hurt to ask your client if they are flexible on their event's date or time! You might be surprised to find that some clients are perfectly able and willing to shift their event or entertainment portion by an hour or even a day if they don't have everything else nailed down yet. So if you can have your own traditions and still squeak in a gig before or after, it's a win-win!

### Share The Love

Holidays are a great time to help out a fellow painter with different traditions who may be looking for extra cash! If you're already acting as an agent, this is as easy as assigning another artist to the gig. If not, and you'd rather not deal with all the behind-the-scenes work of acting as an agent, simply refer it to someone else and pass it all on. I always

figure I'd rather be known for being helpful to the party planner by recommending an equally amazing artist and help another artist get the work than just pass on it and tell them I'm busy. It leaves a good impression all around!

### Premium Rates for Premium Time

Think you can get a plumber to come out on Christmas morning for the same rate as a random Tuesday in February? Not a chance! And you shouldn't expect a face painter for standard rates either! There is absolutely nothing wrong with charging a higher rate for working on holidays! We are paid for our time. Time spent with our families is valuable... and holidays where traditions are celebrated only one day of the year are at a premium. I don't know about you, but I'd have to be paid extremely well to give up time with my family on holidays, and while most holidays I still consider priceless, a high enough rate may lure me to your event if the timing is right.

There really is no formula for defining this rate...the value of your family traditions is entirely personal and only you can set your rate. I recommend you quote a price that will make you pleasantly surprised and happy to work if the client says yes, NOT a rate that you will later regret missing out on Christmas dinner for. It should be a win for you whether the client bites or not. But whatever you do, stick to it and don't back down!

### Ho Ho NO!

Contrary to popular belief, it really is okay to just say no to a gig! After all, our own kids are only little for a short time. I know this seems

counter intuitive when you're a business trying to make money. However, what is the point in being your own boss if you can't control your own schedule and happiness?

There's something to be said about keeping yourself happy and sane when it comes to work life balance. It makes you better at everything on both sides. I work as an agent as well, and there are times when my family and I are on vacation, and rather than hire out a gig I will pass completely. If I truly want and need time to completely unplug and relax, I'd just rather not even have to look at my watch, wonder if my artist has arrived on time, or get that call from an artist who is lost en route or a frantic client who's painter is not there. I can guarantee 100% that nothing will interrupt my vacation by saying no!

Of course, I wouldn't be so blunt as to just say "no way" to a client...a simple "I'm sorry, but I'm afraid I am booked on that date" will suffice! And yes, you can consider your time "booked" with your family just the same as you book with clients. Heck, book an appointment with your couch, pajamas and a pint of Ben & Jerry's if you want! No more details are necessary beyond "I'm booked!"

This holiday season, my wish for you is that you reap the benefits of all the events on your calendar, that you realize the value of your personal time, and find balance with your work and family. Whatever you've got on the calendar, just remember, the restful reprieve of January is just around the corner! ❄️

# What's News?



## Visit the Christmas Shop!

Our Christmas shop is now open! Check it out to find all your holiday essentials in one place!



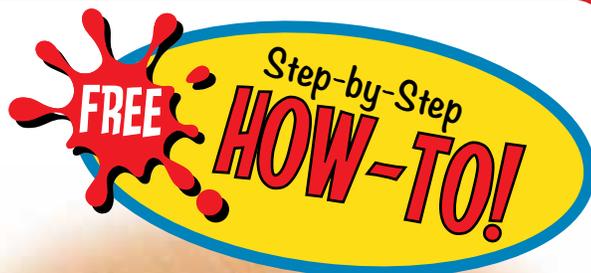
## Find Me on Twitter!

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## On the Blog

December is the last month of our 365 day Celebration Challenge! Be sure to follow us on Facebook, Twitter & Instagram to see them all!



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