



Holly the Twister Sister's

# **LINEWORK GUIDEBOOK**

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Keep your lines moving and get out on-time,  
every time, without creating an angry horde!





Hi I'm Holly and I started working as a professional balloon artist in 2005.

Linework events were my "bread and butter" as a twister, but I didn't always enjoy them. In fact, I used to dread going to large events. The long lines stressed me out, the noise made it hard to hear what people wanted and I always ended up working for free because I could never seem to get out on time!

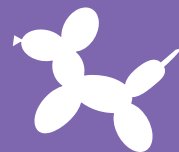
As I started to get bookings for more and more busy and long events (8 hours at a time!) I started experimenting with ways to make the work easier on myself and more enjoyable for everyone.

Now I look forward to, and actually prefer, linework style events and I'd like to share some of my best tips and tricks with you in this guide. If you only implement one of these ideas at your next event, I promise you'll notice an improvement in the way you feel about your work and in the way your audience receives you!

Here's to your POPpin' success!

The logo for Holly George, featuring a pink heart outline to the left of the name "Holly George" written in a black, cursive script.





## ARRIVAL

Arrive early. Leave your kit in your car if possible and go into the event and find the organizer who can show you where you should set up. Let them know if there are any issues with the location (In direct sunlight, right beside DJ, no space for a line to form.) Ask to relocate if you need to! Now you can go get your kit (or visit the bathroom ) and get setup. This minimizes the distance you have to cart your gear around and you can scope out any obstacles and ways around them ahead of time (stairs, rocky or muddy ground etc.)

## SETUP

I tend to avoid letting my balloons or menus be seen until I am ready to start working. People will see the bright colors and start forming a line well before you're ready to start twisting and this can cause stress before you even get started. Set up your table, bag, chairs etc and then uncover your balloons and any menu boards or signs right at your start time.

## DON'T STRESS

I only start to stress if I have a long line that's not moving very quickly. To prevent that I make sure I am using a menu that has designs on it that are appropriate for the type of event I'm at (quick & fast!). I also have a hard rule of 1 balloon per person in line. No balloons for invisible children either. They have to be standing right there in front of you to get one.

## HAVE FUN!

Smile While You Work. Your customers will 100% be able to read your energy and mimic how you're feeling. So make a point to smile, talk with the people in front of you, release tension from your shoulders, and make it look like you're having a blast and enjoying yourself. If you're having fun, your customers will too and they'll be less likely to get impatient or complain.





# GET TO WORK

Speaking of Menus, you DO have one, right!? These days I would never dream of attempting a linework event without a menu.

Why? Here's just a few reasons:

- ★ Keep things moving – customers know exactly what they want when it's their turn so you don't have to wait for them to make a decision and hold up the line.
- ★ Eliminate worries about being asked for something you don't know how to make.
- ★ Noise and communication barriers are no longer a problem. When customers can point to exactly what they want, you don't have to worry about accidentally giving a “cat” to someone who wanted a “hat”.
- ★ Having a Menu provides you a space to put a couple of rules in a place where you know everyone will see them. My favorite? 1 Balloon Per Person in Line!
- ★ Keep your line happy. Having a menu gives them something to look at and a task to perform while they're waiting (decide on their balloon). This helps them to pass the time and not feel like they're waiting as long.
- ★ You look like a Rockstar. A well-designed menu makes you look like a stand-out artist who cares about creating a great experience for your customers. This leads to more people taking your card and booking events with you.
- ★ You get to pick what you want to make. Don't feel like doing sharpie art? Want to minimize using certain colors, pinch twists or tying off balloons? You are free to fill your menu with designs that are the most enjoyable and easiest on your fingers!





# TIME TO GO

You were hired for a certain period of time and it is your responsibility to make sure you leave at the agreed upon time. Your event may have activities lined up for after you leave, need your space or you may have another event to get to. Staying past your agreed upon exit time means you're working for free and that's just not good business. Here's my method for getting out on time, every time:

- ★ Let your customers know when your services will be ending. This is a good thing to add to your menu board. "Balloon Twisting Today from \_\_\_ to \_\_\_"
- ★ Keep an eye on your line. If you need to end your line 30 - 45 minutes before your exit time, don't hesitate to do that!
- ★ When it is time to close the line, I take down my menu, turn it into a "Sorry! This Line is Now Closed!" sign and place it behind that last person currently in the line.
- ★ Hand a numbered ticket to everyone currently in line, letting them know that 1 ticket = 1 balloon. If they have two kids, each kid will need their own ticket to get a balloon.
- ★ Once all the tickets are handed out you should know exactly how many balloons you have left to make since your tickets are numbered. At this point no one gets a balloon without a ticket. This prevents anyone claiming they were in line or had been waiting etc, etc. I have also heard of artists taking a quick video of their line to have on hand just in case anyone tries to lie about being in line when they weren't. I've never done that personally, but I do think it's a pretty solid idea!
- ★ When you are done, you are done! No exceptions. It sounds crazy but people will watch you. If you make a balloon for someone who didn't have a ticket, you will have others appearing asking why you made that person a balloon but wouldn't make them a balloon. Just don't do this. Say something like, "I'm sorry, I've already turned away other people and it wouldn't be fair to make you a balloon at this point." Be kind and sympathetic, let them know you'd be happy to make them something next time.





## GET PAID!

Hopefully you were paid beforehand during the booking process, but If not, then make sure to find the event organizer you met when you first arrived and get your check.

Make sure to smile, let them know you had a wonderful time at their event and ask if you can leave them with a few of your business cards in case anyone asks them for your information.

If you were paid beforehand and you have the time, I still like to find the event organizer to thank them for having me. It's polite and gives them a sense that things went well and also lets them see that you left on time with no trouble like a true professional.

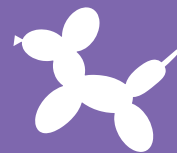
## AFTER HOURS

It's always a great idea to snap a few photos during the event so that you can add those photos to the event page on facebook. Event organizers usually love to see photos of their event getting posted on social media, and it helps build your brand and business as well. I also like to send "Thank You" cards to the person who booked me.

My booking process allows me to capture their mailing address separately from their event address so that this is possible. Sending a thank you note in the mail is a great touch that will stand out to people and encourage word of mouth marketing that will keep you busy with gigs all year!



# NEXT STEPS



## TAKE ACTION!

If you'd like to make your linework events more enjoyable and fun by implementing some of the tips mentioned in this guide, I'd like to offer you a bundle of resources I put together that will provide you with print-ready menus and more that you can start using right away. The Paid 2 Party bundle includes:

- ★ **Print Your Own Eye Stickers!** Using simple labels available at any office store and our eye templates, you can print out as many stickers as you need, on demand, for pennies! Create great looking faces in a fraction of the time without having to bust out the paint pens.
- ★ **Print-Ready Linework Menus!** Keep your lines moving and eliminate problems with loud music, language barriers and indecisive toddlers. You get 3 full menus you can print at home for Winter Events, Fall Festivals and an Everyday Linework Menu!
- ★ **Packing/Supply Lists!** Never show up to your event without the balloons you need again. We're including packing lists for each menu so you can quickly make sure you have all the supplies you need to make everything on your menuboards!
- ★ **Tutorials for every item on our menus!**
- ★ **Print-Ready Signs & Tickets!** End your events with ease using line-ending signs and tickets that you can print at home!



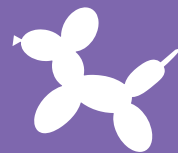
Ready to Get Started? Grab Your Paid 2 Party Bundle!

PAID 2 PARTY BUNDLE

CLICK HERE







# CONNECT

I'd love to stay in touch with you!

I release new Balloon Animal Tutorials every Tuesday on my Youtube channel as well as weekly live videos on my Facebook page and we've also got a great free Facebook group where you can chat about turning your passion for balloon twisting into a profitable balloon business!

Shoot me a quick "Hello" on Facebook messenger and let me know you made it to the end of this guide and that you're ready to rock your next linework event!



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