



## *Shades of Inspiration* For Sale

Is listed and rated amongst three best Face Painting Business in Fraser Coast

Face Painting and Balloon Sculpture Business

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I am the owner and Founder of Shades of Inspiration. Due to circumstances I have had to relocate to Brisbane at the beginning of 2019. I am looking for someone to take on Shades of Inspiration in the Fraser Coast Region for a small price. I will outline the value of what is on offer below in detail and the price I am asking. For the right person with interest in the entertainment business this structure has been designed for expansion but I changed paths in 2014 and became interested in something else and dedicated my energy to that so kept this running in support of my new venture. A lot of work has gone into Shades of Inspiration before that and I feel it is an opportunity for the right spirit to take it to the next level. I have left the physical part of the business with a friend in River Heads who is managing it for now. The virtual side of the transfer or exchange I can complete online from Brisbane.

You would need a Blue Card under \$100.00 per year

Public Liability can give you mine is around \$120.00 per year

And costs of website domain or plan, business name registration is approx under or in par with \$200 per year

So small running costs and perhaps Yellow Pages add under \$200 but I haven't done it lately but think there still a free listing

The name *Shades of Inspiration* was

Born on a day I walked in the botanical gardens rainforest in Hervey Bay and saw the light shimmering in the green foliage this was about 2006. I had Face Painted under my name before that since 2001 and played around with another name Art Oracle but finally settled on an official name "Shades of Inspiration" which would give you the official business registration document. The name is inspired by the serenity of the rainforest from all the peacefulness and freshness there.

I have always been drawn to a world of fantasy and dreams. I also love nature

A Face Painting business is a world of enchantment, fun, magic and brings a child's imagination to life that you can keep adding services as you learn more things to expand your repotrar. If you wanted to really expand you could become an agency for entertainers if that was your thing the potential is there as the website is a simple drag and drop platform which you can do it yourself add on's.

I feel a person with the right interest has the structure here as a great start to do well in the entertainment business

I would pay for the transfer of business name, help transfer bank account to your name, send up cheque books etc send you zip back up of business structure and send you some extra Face Painting stock and one shirt and Cardigan I still have.

Basically there is two parts to business the mother ship **Shades of Inspiration** and **Janet's Balloons**.

They are both managed through same website platform and account but separated as there was a separate person in charge of Balloon department but it all goes under Shades of Inspiration Banner. Anything that goes under Janet s balloons can be edited to any name as it's just a side pocket and not official. It was crated to separate departments. So in terms of Websites there is one main website" Shades of Inspiration" and a sub linked to website called" Janet s balloons" that runs for free. There is two facebook pages one Shades of Inspiration and the other Janet s Balloons one official SOI one verified etc and Janet's balloons not yet made official but operating as didn't get to advertising etc and business name registry before Janet retired. So essentially this business can be split in two or kept together. So I will list the Face Painting value and Balloon Value separately but also a combined price.

Shades of Inspiration is valued at \$5000

Janets Balloons \$1000

**But will accept a combined price of \$5000 if they bought together**

See below for SOI details

**Shades of Inspiration** valued at \$5000

\*Two A1 Signs ( can be used for Balloons also as has white board area) payed about \$700 for physical signs and still have original Artwork with Logo, website and white board which you would get in change over

(Someone can get a sticker made with their phone number to cover mine as I will keep my phone number) and I would recommend a sticker for any social media like facebook etc )

- Online established presence which is many hours and days and weeks of my time looking up and listing business in free online listings, free business listings, stories in paper written about the business and I have even since come across a whole heap more I can sent screen shots to you of about 80 more free listings to help generate stronger online presence. The only add I've ever payed for is yellow pages as Face Painting a visual business and its through working that you get more work and making connections with other entertainers and your enterprising job search which with this structure I can show you a few tips on generating work.
- The email I have set up has a signature with logo, hyperlinks to the website etc and is very professional and I can give you target audience to email which generates work every time
- I have sewed a 3 meter banner out of Calico valued around \$70 printed and painted with water resistant fabric paint Face Painting and below Shades of Inspiration website on it that clips on a 3x3 meter oz trail stall site stall for Markets (.I am keeping my oz trail stall but I got a deluxe one from BCF and walls at a discounted price for only a couple of hundred dollars).
- The website is able for account to be transferred over to someone to manage both sites and the email is part of the domain in a G suite account so goes with it which isn't due till end of year. I can also set up an Instagram for business if you wished upon transfer and link it to the facebook business page as extra free marketing for you. Instagram is powerful as is visual.
- Business Card structure is on a disk which I think I payed about \$120 for originally and it can be edited by the printer. I can give you contact who prints my cards he is reasonable.
- When training and putting on Staff I have three documents in place for expansion that staff sign on being taken on in the business. 1) Face Painting Tips which covers everything they need to be established and they sign as an official agreement to put clear expectations in place. 2) Rules for Business is a document of Professional behavior and 3) Intellectual Property is a contract to protect your originality in design concepts that you hire contractors to implement in work you can't fulfill to protect you some and at least create some boundaries.
- I have retained my portable table and threw my stools as they getting old but this shouldn't set you back much to get under \$200 if new.
- For Invoices I have designed a beautiful digital template that is very professional that I number then save as and renumber and make into a pdf before sending it via email. It also has a hyperlink to website and email and is a selling point of business also. It's all interconnected. I can edit a few things like phone number to your details
- There are over 30 themes on boards ready to go to Jobs e.g. Christmas, Easter, Pirate, Jungle etc. These are from my designs, and or from material I have bought and organized into more

functionality than book format to not waste time in a face painting queue. There are over 80 boards with laminated material just the cost of it all about \$4000 without the time involved arranging and blue taking them on and designing them and arranging into categories.

- There is a training Video and assortment of Books about \$150.00 all up
- Shirt Artwork with a local printer and I order shirts and jackets through his website ( there are two small shirts already printed and two cardigans offered with this valued at about \$120 originally , still in good nick)
- There are repeat clients and goodwill but no regular work. The business is quieter in the first half of the year but I can show you a few marketing generating tricks to do in this time that generate a lot of work and works every time and the second half of year normally naturally busy. A business is what you put into it. This structure can generate a lot of work with the right know how
- There are other little odds and ends included like some face Painting stock my friend has and id send you mine I still have. It's a couple of hundred worth.

**Janet's Balloons:** - Value of this at a discounted price including Janet's Balloons Website and Face book Page is approx \$1000

- A Qualatex professional Balloon Course valued at \$380 which if you pass 3 or four tests about \$35 ish each you become a professional balloon twister.
- There is an assortment of Balloon Stock worth a few hundred dollars
- An established Shades of Inspiration account with a Balloon Supplier that you get wholesale price for
- Some small pumps and a big air inflator pump valued originally at \$150 ish
- Think a balloon apron.
- Some inflatable foil and bubble balloons for occasions \$50-\$100