

SLAAATE

Stop Hoping. Start *Booking.*

The Tattoo Artist's Client
Acquisition Playbook

Most tattoo artists rely on the same three things to get booked: Instagram DMs, word of mouth, and hoping the algorithm cooperates today.

None of that is a system. It's luck with good lighting, and luck runs out the moment your account gets restricted, your DMs pile up faster than you can answer, or someone searches for a tattoo artist near them and finds someone else because Google never showed you.

A real system doesn't *hope*. It shows up, it confirms, it collects the deposit, and it keeps working while you're tattooing instead of scrolling your phone between clients.

Here are the 5 pillars that make that possible.

01 – ONLINE PRESENCE

A Profile That Sells Before the DM Starts

THE PROBLEM

Your Instagram grid shows your work, but it doesn't tell a stranger your pricing range, your booking process, or how to actually reach you.

THE REAL COST

Someone lands on your profile ready to book, hits a dead end, and moves to the next artist. One who made it obvious what to do next.

DO IT YOURSELF TODAY

Write one clear line in your bio about what you tattoo and who you tattoo it for.

Where we come in

We build the actual website behind that bio link. Your Instagram brings the eyes. The website closes the decision.

02 - DEPOSITS

Stop Losing Money to Inconsistent Policy

THE PROBLEM

The #1 reason artists lose money isn't bad clients. It's inconsistent policy.

THE REAL COST

A no-show costs you the appointment slot, the prep time, and the momentum of that day's schedule.

DO IT YOURSELF TODAY

Make deposits non-negotiable, and say so upfront, every single time.

Where we come in

We build a real deposit checkout into your site. Every inquiry lands straight in your email, organized and trackable.

03 – GOOGLE VISIBILITY

Be Found by People Who Don't Know You Yet

THE PROBLEM

Instagram brings followers, DMs, comments. Few of them are qualified clients in your area actually ready to sit in your chair. Social media matters, but a qualified lead matters more. Someone searching "tattoo artist near me" will never find your Instagram. Google doesn't index it that way.

THE REAL COST

Every extra second of friction, waiting on a DM reply, digging for pricing, guessing how to book, sends that lead to the artist who answers first and moves smoother. Attention isn't the same as demand, and you're only found by people who already know to look for you.

DO IT YOURSELF TODAY

Claim your free Google Business Profile listing. Ten minutes, and you're on the map.

Where we come in

We handle full technical SEO so your site actually ranks, not just exists, and turns attention into a lead the moment it arrives, no friction, no waiting.

04 - PORTFOLIO

Organized to Sell, Not Just to Exist

THE PROBLEM

A chronological Instagram grid makes a potential client scroll through everything you've ever posted.

THE REAL COST

The client who wanted exactly your best work gives up scrolling and books with someone else.

DO IT YOURSELF TODAY

Pin your strongest pieces, use highlights to fake some organization by style.

Where we come in

We build your portfolio into a real website, organized by style or placement. Their tattoo, found in five seconds.

05 – STRATEGY

Content Isn't a Client Acquisition Strategy

THE PROBLEM

Weekly reels, stories begging for bookings, another giveaway to boost engagement. It keeps you busy, it doesn't scale, and it doesn't grow revenue on its own.

THE REAL COST

Without a funnel behind the content, every view is a dead end. You're producing constantly and still can't predict next month's bookings.

DO IT YOURSELF TODAY

Track where your bookings actually come from this month. If you can't answer, you don't have a funnel, you have a feed.

Where we come in

We build the acquisition system behind the content: strategy, funnel, flow, and analytics for ads. Content brings attention, the system converts it, consistently, month over month.

Quick Self-Check

- ☐ Does your bio link lead to more than a list of links?
- ☐ Do you ask for a deposit every time, no exceptions?
- ☐ Are you findable on Google, not just Instagram?
- ☐ Can someone find your best work in under 10 seconds?
- ☐ If your Instagram disappeared tomorrow, would clients still reach you?

Answered "no" more than twice? Hope is still doing most of the work in your business.

Most of this you can start yourself, today, for free.

When you're ready to have the whole system built, the site, the deposit flow, the SEO, all of it working together, that's exactly what we do.

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