

Module 3 : The Equipment and Materials You Will Need for Balloon Modelling

- What the best type of balloons are for making models
- How marker pens can make all the difference to your work
- About the equipment you can buy to help keep your bookings more organised
- Why it is a good idea to have your own transport

In this module you will learn:

- The equipment you can buy to help keep your bookings more organised
- How marker pens can make all the difference
- Why it is important to have a costume
- Why it is a good idea to have your own transport

3.1 Introduction



There are not huge amounts of pieces of equipment or specialist

materials that you will need in order to set up your own balloon modelling business, and this means that you won't need to generate a huge amount of capital in order make a start in the business.

There are, however, a few essential items which you will need to have before you will be able to really call yourself a balloon modeller.

3.2: Your own transport



The equipment that you will need to carry from booking to booking is not heavy or bulky, so balloon modellers are lucky in that they do not need to have a large vehicle in which to transport all of their things.

Having your own transport is essential, though, as bookings can be far away from each other and are often in remote locations or people's houses which are difficult to reach using public transport. If you have your own car, you will have much more freedom when it comes to booking and will be able to travel more easily from one to another; fitting more parties, events and occasions into your calendar.

You could even turn your car into a marketing tool to give yourself extra publicity. It does not cost a huge amount of money to pay a professional to draw a picture and paint your number on the side of your car so that wherever you drive, people will be able to see your moving advert.

3.3: Diary



Whether you store your bookings in an electronic app or whether you keep a paper diary on you at all times, it is extremely important to be very organised when you are working for yourself.

Having one place where you meticulously write down all of the times and locations of your bookings

will make it much easier to stay on track.

Make sure that you purchase a diary with enough space to write down all of the details and remember that you are likely to take multiple bookings in a day as you become more well-known, so buy an organiser which caters for this.

Having a diary is not much use if you don't always have it on you, so make sure that you keep it with you at all times so that you can check your availability if anyone wants to make a booking. If you keep the contact details of your clients in your diary as well then you will always have them on you should you need to get in touch with them for any reason.

3.4: Balloons



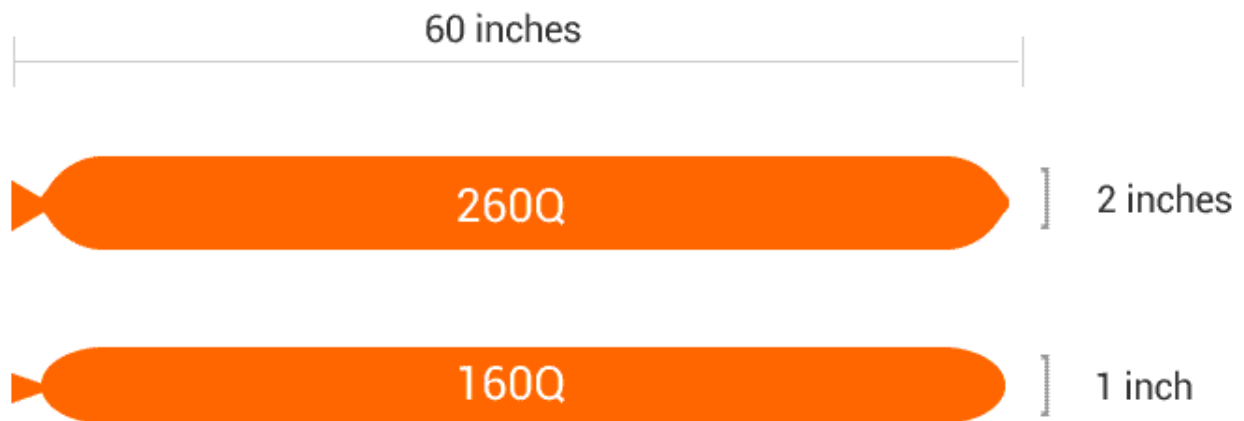
A balloon modeller wouldn't be much of a balloon modeller without any balloons.

These will become the major tools of your trade so it is vital that you invest in quality.

You will not leave a very good lasting impression on anyone if their models burst after just a few seconds. Remember that most of your customers are likely to be children and they will not always be gentle with your balloon creations. Buy the best quality balloons so that you come across as a professional who really cares about the standard of their work. You will need a variety of different shapes and colours, so that you are always prepared for any request which may come your way.

The balloons will be much cheaper if you buy in bulk, so plan ahead and buy in big quantities. Keep an eye on your supplies to make sure to place your next order before you run out.

FACT



The two most common balloons that you will use for modelling are 260Q and 160Q

3.5: Marker pens



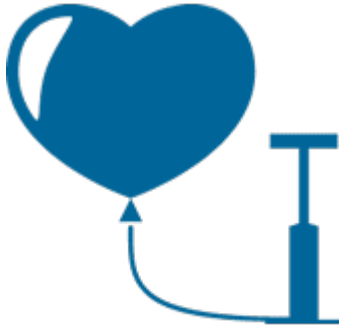
Whilst a good balloon modeller should be able to make recognisable shapes using just the balloons themselves, sometimes being able to draw on a couple of markings here and there can make all of the difference.

If you are booked for a lot of children's parties, marker pens can also come in handy to label the balloons.

Writing the name of the child who owns the balloon on the model itself can avoid disputes and arguments later on.

If you always have a marker pen on you then you can also use the models as advertising, as you can write your name and number on them before you sell them or give them away at places like village fetes or in the city/town centre.

3.6: Balloon pump



It takes a lot of lung power to blow up those long balloons, but investing in a balloon pump will make the job much easier.

It is also much quicker to inflate balloons using a hand pump, so your audiences will have to wait for less time to see your creations come to life. This will also reduce the amount of filler jokes and stories that you need to have prepared to entertain your audience whilst you blow up your balloons. Your balloon pump will be one of your most important pieces of equipment as a balloon modeller, and it is always a good idea to have a spare on you at all times as you will be left in a bit of a bind if your only pump breaks.

3.7: Costume



No balloon modelling act is complete without a costume.

You want to make sure that your appearance is as memorable as your balloon modelling skills, so that people will recognise you easily from one booking to the next. You can choose whatever you like for your costume; just make sure that it is relatively comfortable, as you will often have to spend long periods of time wearing it.

Once you start to get lots of bookings it is also a good idea to have more than one set of costume clothes as you might not have time to wash and dry your outfit between events.

You should make sure that your costume has pockets. You will need to always keep a few balloons on you at all times and this can be tricky if you don't have anywhere on your person to keep them. Get a costume with deep pockets so that they don't fall out easily.

3.8: A box to put it all in



Once you have assembled all of these materials and pieces of equipment, you will need something to store them all in.

Tool chests are perfectly suited for this job, especially the ones with small drawers and compartments, as they allow you to keep all of the colours of balloons organised and separated so that you can find what you are looking for easily when you need it.

Your customers will see this chest regularly as you get it in and out of the car and you may even need it on stage if it contains all of your equipment. This means that it is a good idea to decorate it to match your costume and is another opportunity for you to remind people of the name of your act and your contact number.

Painting your tool chest in bright colours will also mean that you have some sort of a set wherever you go, which will liven up whatever stage that you happen to be performing on without requiring you to carry any extra cumbersome items around with you.

3.9: Business Cards



You never know when somebody might be impressed by your performance and want to book you for one of their events.

You will appear prepared and professional if you have a set of high quality business cards printed with your name and contact details. This will give a great impression to people who are meeting you for the first time and will make them more inclined to want to book you.

Always having a business card on you will save you time as you won't have to look for a piece of paper to scribble your number on and potential clients will be less likely to lose your number.

Business cards fit neatly inside wallets and purses so they are less likely to end up forgotten at the bottom of a pocket or under a table. If you attend school fairs or summer fetes then you will also be able to place business cards on your table as easy advertising.

FACT



According to research for every 200 business cards you hand out sales increase by 2.5%

Source:Xprint.ie

3.10: Sign / banner



If you think that you will be attending lots of summer fairs and fetes, or that you will be setting up stalls at other similar events, investing in a portable sign or a large printed banner could be an easy way to decorate your stall quickly and effectively.

You would also be able to use these items to dress the stage at all of the events where you perform. This will give a really professional look to your act and will help people to remember your name and contact details even more easily.

Module Summary

Lessons learned

Balloon modelling doesn't require a great deal of equipment, but it's important that you have your own transport to enable you to maximise your business' potential.

You'll also need: good quality balloons in plentiful supply; marker pens to transform your creations and advertise yourself on your models; an eye-catching costume with deep pockets; two balloon pumps; a large trunk that doubles as a set, decorated with your brand and details; a banner or sign with your company name on it; and high quality business cards that you should have on your person at all times.

It's crucial to organise yourself with a diary to maintain professionalism and punctuality.

[Tweet "I just completed Module 3 of the Balloon Modelling Academy Diploma Course"]
