

BABY BOTTLE - 5 PACK COLUMN

Shopping list for 1 sculpture (\$34+ postage)

1 knot lamp sprayed pink (added cost to base price)	\$ 5.00
1 bag 100 ct pink 11"	12.00
1 bag 100 ct white 11"	12.00
1 bag 100 ct white 5"	5.00
Your Labor Cost @25hr \$40/1.5 hr + addtl delivery chg	\$74.00

Directions:

Inflate 5 clusters of 11" pink balloons to 8".

You can add one single balloon on to one of the two duplets to make your cluster of 5. Twist each cluster directly on the pole doing the double twist. Please make long necks when tying the duplets so you have some stretchability to get neck(s) around the pole (unless you are making this like a garland). If you are working alone and the 5 pack pops up and does not lie flat as you add clusters on, put the template and some weight on top. (*make a round cardboard circle with a slit to the center- this resembles a Christmas tree skirt- slide atop of the last cluster put on the pole and add a book on top of cardboard for weight on if needed. U can now do it alone)

Inflate 1 cluster of 11" white to 8"

Inflate 1 cluster of 9" pink to 5.5"

(*If you do not have 9" pink already in stock and want save money, inflate the 11" to 5.5" but push all the air to top of balloon stretching out the dull spot. Tie a knot close to head of balloon. This will leave you a big long neck with no air left in it. Now tie each balloon you made individually make this cluster.

Inflate 1 cluster of 9" white to 4.5

(*same trick as above OR pre-stretch the 5" white to a big as u can. Double stuff each balloon and inflate/size to 4.5. Again you have to tie each one individually and put in a cluster. Reason for this is u have a thicker wall for no breakage and this balloon will be totally white- not a thin white overfilled balloon)

Inflate 1 cluster of 5" white to 3.5 and then add a single 9 or 11" white sized to 4.5-5"

(yes way under inflate now) Attach this **6 pack** on top and the biggest one will stand up. You can be creative using a clear balloon, or distortion.



**represents Kiss Professional Tip.*

Pricing: The balloon professional has to consider paying themselves a labor fee. This is a cost, not part of the profit that you will add to this figure to pay company bills and overhead expenses. Realize u always have to charge your clients as if you have no left over product in stock and you are possibly making only one sculpture. If you end up making more pieces, then the price per piece will go down after 3-4 and your production time will also go down. Set up and delivery has to be a pricing after thought. It is a cost that is paid someone who is doing that job and that \$ will never reach your company. Lots more on this on an upcoming blog- "Pricing- you are doing it Wrong".

1- 6.5' sculpture , cost/breakeven point, is \$74. The Small city market **minimum** price for 1-2 \$105 each/multiples \$75-80. Large city prices for 1 sculpture is a minimum \$155-\$175 and reduction for multiples. (Large city overhead is much higher and profit needs to be more from your client or you will not survive.)

DO NOT cost out your product by counting the balloons that u used as the cost! Unless you have the capability of buying individual balloons from your store, you have to buy the whole bag. Knowing this is the difference between a hobbyist and a professional running a business for profit.

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