



# GET MAKE-UP CLIENTS

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Be your own boss

2024

**YOU DO THE MAKE-UP  
WONDER; WE'LL DELIVER  
THE CLIENTS.**





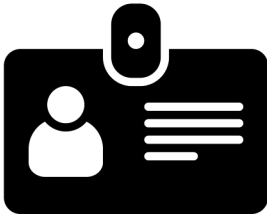
## HOW DOES EZAPA WORK?

Ezapa uses geolocation booking. You can see all the paid bookings within a specific distance of your current location. As an artist, you travel to the client's location and provide the service. When you complete the job, you earn money in your wallet and can request a withdrawal at any time.

## IS EZAPA SAFE?

We verify every single member on the ezapa ecosystem individually. The **client verification process** consists of the following steps:

### 1. Identity verification



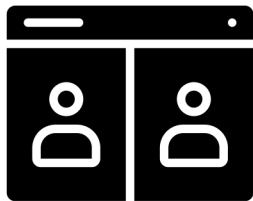
To verify their identity, clients need to send a photo of their valid South African ID card and take a selfie with the camera, not from the gallery, when they sign up.

### 2. Background check



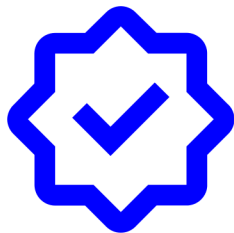
Only individuals with no criminal record can proceed with the verification process. We check each applicant's criminal history to ensure this.

### 3. Online meeting



The concluding step of the verification process involves an online meeting with the client to further confirm their identity and introduce them to the platform. ✨

### 4. Verified



Successfully verified clients gain booking access to the Ezapa platform and are expected to consistently adhere to Ezapa's guidelines to retain their verification badge.

## HOW IS THE MONEY LIKE?

### **Do i pay a subscription fee?**

There is no membership subscription fee as an artist ezapa, not now not in the future.

### **Service prices**

The ezapa team uses an algorithm to calculate the prices for all services. The algorithm adjusts the prices based on the income level of the client's area.

### **Transport expenses**

The client is charged a flat travelling expense. This expense goes 100% to you as the artist.

### **Ezapa commission**

In order to consistently offer exceptional client and artist support, marketing, system maintenance, and innovative solutions, **Ezapa applies a commission of 25% on the service price.**

# HOW DO I GET STARTED?

## 1. Download the ezapa artist app



Download the **ezapa artist** app. It is available on Google Play and App Store.



## 2. Signup process



While signing up, feel free to apply for multiple expertise areas. As part of the identity verification, kindly submit a photo of your South African ID and take a clear selfie or close-up picture. Let's get you started!

## 3. Practical skill(s) assessment



"The practical skills assessment for the makeup therapist comprises two key components:

1. **Submission of your portfolio**, which can take the form of your social media handle showcasing your work.

2. **In-person assessment** to evaluate your hands-on makeup skills.

Let's highlight your talent and expertise!"

3. **Written examination** to assess theoretical knowledge, including product knowledge, hygiene practices, and the ability to adapt to different client needs.

