

# Bartending Service

2007-07-31 08:00:36



Private functions, events and birthday parties often require the services of a bartender. Whether the bar is a table in the corner of the room or a neon light centerpiece, it forms an important part of any event. Starting a bartending business from home is an inexpensive and fun way to generate a full or part time income. You can choose from simply offering your services as an independent bartender to starting a fully-fledged business, with staff, a vehicle and supplies.

## Before The Start-up, Let's Not Get Ahead Of Ourselves

You'll need to have a thorough knowledge of all forms of alcohol and most importantly be able to whip up any cocktail imaginable without consulting a book. You'll also need to be the legal drinking age and in some countries, have a certification.

## The Start-Up

To get started you'll need reliable transport, a cell phone and plenty of business cards. Keep your start-up costs low and write hand written invoices and receipts to begin with. On average, bartenders charge a flat rate of between \$15 and \$30 (USD) per hour. What you charge will depend on the type of event and the level of experience and expertise you can offer.

Unless you offer an extremely unique service we don't recommend ever turning down work. If you have more clients than you can handle, consider hiring other bartenders and make the move from being self-employed to running a business. There is excellent potential for expansion in this business and even the possibility of turning your bartending service into a booking agency for other independent bartenders.

## Making It Work

Once you've achieved some level of success you'll most likely look to improve your bottom line. High-end cocktail parties fetch a higher price than your average birthday party; consider taking a specialist course in cocktails and flaring (think Tom Cruise in Cocktail). These additional skills will open up a new, more exclusive market for your services.

## Marketing

Word of mouth and referrals will eventually account for a large part of your new business. Birthday parties in particular will encourage this process; groups of friends often celebrate important birthdays in the same year, such as 21st's and 50th's. Until your business hits this runaway stage you'll need to work hard to get the word out. Consider doing your first few events for free. Use this time to build awareness; you could leave your business cards on the bar, have a small branded sign visible and even run a competition.

## Don't Forget

If you supply the alcohol for an event don't forget to add a fee for delivery. Finally, it's easy for travel

expenses to eat into your bottom line; keep these in mind when putting together your price packages.