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ASSISTING **RULES** PressRelease

INTERNATIONALLY- ACCLAIMED MAKEUP ARTIST OFFERS DEFINITIVE GUIDE TO BREAKING INTO THE BUSINESS OF ASSISTING!

**New book includes a comprehensive process
for freelance makeup artists and hairstylists
seeking jobs in film, fashion, and print**

Beacon, NY, October 17, 2022 ... The second edition of **ASSISTING RULES: The Ultimate Guide to Assisting Makeup Artists and Hairstylists in Film, Fashion and Print** is scheduled for release in early November. The book offers a backstage pass to learning every aspect of the business from the initial research right to what to do when you get the gig. It helps the reader learn the nuances of runway, film sets or magazine photo shoots, studio etiquette, communicating with photographers, how to manage personalities, and so much more.

Author **DeShawn Hatcher** says she wrote the book due to the reticence of many professionals to offer advice when she was a beginner. The term “figure it out on your own,” was her kryptonite and moved her to dedicate time and energy to teaching and mentoring those looking to dive into the business of assisting. “Assisting is the job that everyone needs, but so few know how to effectively go about landing,” says Hatcher. She has shared her experiences on the speakers’ circuit and has a YouTube live channel where she sometimes fields questions and gives helpful tips to freelancers.

“DeShawn Hatcher is a beacon of light in these murky waters,” says Kevin James Bennet, two-time Emmy Award-winning makeup artist and founder of Cosmetic Junkie™. He adds her book is a “well-researched, factual advice learned the correct way through assisting.”

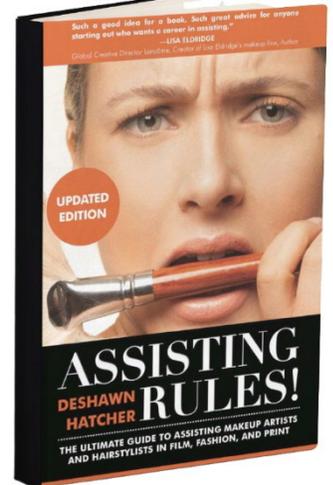
Assisting Rules is published by Wordeee

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Preorder available wherever books are sold, or log onto www.assistingrules.com



About the Author: Deshawn Hatcher is an accomplished professional, educator, magazine columnist and speaker. Her work has been featured in top tier fashion magazines such as Elle, Vogue, Harper’s Bazaar and WWD. Her corporate clients include Rocawear, Cotton Corporation, MasterCard, and Panasonic. She has worked with many celebrities making them camera ready and red carpet ready. She is the creator of “INCLUSION” by Graftobian, the industry’s first international best-selling multicultural foundation palette for people of color. For more information log onto www.assistingrules.com.

deshawn

MAKEUPARTIST DESHAWN HATCHER



Native New Yorker [DeShawn Hatcher](#) began her career in the film and beauty industry after working a corporate job offering her steady pay and benefits. It was a question from a friend that inspired her to rely on her gifts and take a leap of faith: “what would you do for free?”

She said goodbye to Corporate America and never looked back.

Since then, she has made a name for herself as an acclaimed makeup artist, educator, magazine columnist, and public speaker. Her work has been featured in top-tier fashion publications such as Elle, Vogue, Harper’s Bazaar, and WWD to name a few.

Hatcher has worked with many A-list celebrities, heads of state, all-star athletes and dignitaries. She has served as Beauty Director as well as lead makeup artist for New York Fashion Week. She also holds the Guinness World Record as Beauty Director for the world’s longest runway show garnering 84 million views where she managed a beauty crew of 80 artists and 224 designs, all within a 24-hour session.

DeShawn Hatcher is viewed as a visionary within the industry. In 2019, she collaborated with cosmetic company [Graftobian](#) and created her international top-selling multi-cultural foundation palette called “Inclusion” designed specifically for people of color.

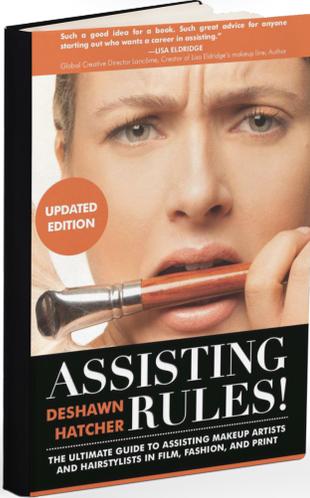
Crediting her success to her days assisting, whereby aspiring makeup artists shadow senior artists to learn the business, she decided that those who wanted to enter the field or advance their careers needed to know the rules of the game. In 2015, she wrote *Assisting Rules!* a game-changing book that reveals some of the unspoken expectations and rules such as researching, set etiquette, networking strategies and professional communication, traditionally learned while “on the job.” She regularly shares industry secrets and answers questions from her tens of thousands of audience members on her YouTube Live show every Sunday at 7pm.

In her second edition of [Assisting Rules: The Ultimate Guide to Assisting Makeup Artists and Hairstylists in Film, Fashion, and Print](#), published by [Wordeee](#), Hatcher expands further into film, TV, runway and agencies and has added more content to advance the careers of aspiring artists worldwide.



ASSISTING RULES! THE ULTIMATE GUIDE TO ASSISTING MAKEUP ARTISTS AND HAIRSTYLISTS IN FILM, FASHION, AND PRINT DeShawn Hatcher

NonFiction • Business • Education



"Assisting is the job that everyone great wants, but so few know how to effectively go about landing. Assisting is the job that could open up your whole world as an artist, and I don't want any of you to blow your opportunities. So, if you are up for the journey to becoming the sought-after Assistant, *Assisting Rules!* could change your life. It changed mine!"
—DeShawn Hatcher

What Make-Up Artist DeShawn Hatcher shares in her best-selling book *Assisting Rules! The Ultimate Guide to Assisting Makeup Artists and Hairstylists in Film, Fashion, and Print* is invaluable. This comprehensive guide instructs how to finally land the coveted assisting gig you have always wanted. Through her years as a working artist and mentor, DeShawn took what she learned and shared it with her assistants...and now she shares it with the world in this second edition.

Praise for ASSISTING RULES!

"Such a good idea for a book. Such great advice for anyone starting out who wants a career in assisting."
—Lisa Eldridge, Global Creative Director Lancôme
Creator of Lisa Eldridge's Makeup Line, Author

"DeShawn Hatcher is a beacon of light in these murky waters. A voice of reason, offering no apologies or sugar coating...just well-researched, factual advice learned the correct way through assisting."
—Kevin James Bennett
Emmy Award-winning makeup artist,
Founder of Cosmetic Junkie

"*Assisting Rules!* is the only must-have guide for anyone in the freelance makeup (and hair) business! DeShawn clearly lays out how to jump-start your career or advance it by assisting. And actually, for me, the book helped me efficiently utilize an assistant. Everything you need in one place. Thanks, DeShawn, for this essential guide!"
—Valarie Noble
Celebrity Makeup Artist, Magazine Editor,
Makeup Artist For Oscar Winner Octavia Spenser



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About the Author: DESHAWN HATCHER is an accomplished professional in editorial and beauty make-up. She is a Celebrity Make-up Artist, educator, instructor, magazine columnist, guest speaker, and former Assistant. Her work has been featured in Elle, Vogue (MX), Redbook, Zink, Runners World (cover), Harper's Bazaar, and WWD. And her clients include Rocawear, Nixie Cosmetics, Cotton Corporation, MasterCard, Boost Mobile, Panasonic and celebrities: Beyonce, Tom Cruise, Vanessa Williams, Gabourey Sidibe, Annette Bening, Cynthia Rowley, as well as her work for fashion shows for Tory Burch, Tommy Hilfiger, Philip Lim, & Christian Siriano. She holds the Guinness World Record as a Beauty Director for the world's longest runway show. Since 2019, DeShawn has collaborated with Graftobian Makeup, one of the leading industry's professional makeup lines for T.V./Film and Beauty. With Graftobian, she created the industry's first internationally best-selling Multicultural Foundation Palette for People of Color, "INCLUSION." Beauty had always been DeShawn's superpower but growing up in East New York, Brooklyn, entrepreneurship was unheard of—it was all about getting a job with good pay and benefits, so she put her dreams on hold until her friend asked her the question that would change her life: "What would you do for free?" Leaving her corporate job, she took her faith and her gifts and started her career in the film and beauty industry. She never looked back, all thanks to her being able to Assist. She contends that assisting is a powerful experience that can shape your future career in the world of beauty.

I'm thrilled that a book like this exists to help new artists learn that assisting is one of the most important roles in an artist's career. Assisting top artists early in my career helped me to become the artist I am today. Assisting taught me about the workings of the industry and to anticipate my client's needs. Assisting taught me about the workings of the industry - how to serve the client best, communicate with the photographer and crew and work closely with hairstylists and stylists to achieve beautiful results.

—SAM FINE

CELEBRITY MAKE-UP ARTIST, GLOBAL MAKEUP AMBASSADOR, FASHION FAIR, AUTHOR

What Make-Up Artist DeShawn Hatcher shares with you in her best-selling book *Assisting Rules! The Ultimate Guide to Assisting Makeup Artists and Hairstylists in Film, Fashion, and Print* is invaluable. This comprehensive guide will instruct you on how to finally land the coveted assisting gig you have always wanted. Through her years as a working artist and mentor, DeShawn took what she learned and shared it with her assistants and now she shares it with you.

"Assisting is the job that everyone wants, but so few know how to effectively go about landing. Assisting is the job that could open up your whole world as an artist, and I don't want any of you to blow your opportunities. So, if you are up for the journey to becoming the sought-after Assistant, *Assisting Rules* could change your life. It changed mine!"

—DESHAWN HATCHER

WHAT YOU WILL LEARN IN THIS BOOK:

- * STRATEGIC RESEARCHING
- * KEY PERSONALITIES-HOW TO HANDLE THEM
- * MARKETING WITH A PURPOSE
- * THE RULES OF SET ETIQUETTE
- * AGENCY KNOW-HOW
- * ACTION PLANS AND FORMS
- * HOW TO GET ON THE ASSISTANT'S LIST
- * AND SO MUCH MORE... OVER 150 PAGES ON ASSISTING!
- * WHAT TO DO IF YOU'RE A NEWBIE

...AND MORE!

NETWORKING
 SOCIAL MEDIA
 UNDERSTANDING YOUR KEY
 THE RIGHT WAY TO MARKET
 AGENCY LISTS

\$39.95



ASSISTING RULES!

DESHAWN HATCHER

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Such a good idea for a book. Such great advice for anyone starting out who wants a career in assisting."

—LISA ELDRIDGE

Global Creative Director Lancôme, Creator of Lisa Eldridge's makeup line, Author



ASSISTING DESHAWN HATCHER RULES!

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 AND HAIRSTYLISTS IN FILM, FASHION, AND PRINT