Hawaii Ink

The Artist Handbook

Short, plain-language one-pagers covering every part of how the platform works for tattoo artists — leads, quotes, deposits, payouts, and the stuff that goes sideways.

18 topics · printable · shareable links at hawaii.ink/docs

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What Hawaii Ink is (in one page)

A directory + AI intake that sends qualified, paid clients to your inbox. You owe nothing.

Hawaii Ink is two things bolted together:

- A directory of every licensed tattoo artist in Hawai■i (we pre-loaded ~1,300 from public records).
- An AI intake that walks clients through a 10-step conversation and turns their idea into a clean Tattoo Brief.

Clients pay a flat $50 consultation fee up front. They pick you (or you get matched), and the brief lands in your dashboard. You take it from there — book it, quote it, decline it, whatever you want.

What it costs you

Nothing. No listing fee, no commission on the tattoo, no subscription. The $50 the client pays is the platform's only revenue from that lead.

What we do not do

- We don't take a cut of the tattoo itself.
- We don't auto-book your calendar.
- We don't share your phone or email until you accept a lead.

> **Tip.** If you remember one thing: the $50 is the client's skin in the game. Treat every lead like someone who already paid to be in front of you — because they did.

hawaii.ink/docs/what-hawaii-ink-is

Claim your profile (or sign up fresh)

Your name is probably already on the site. Here's how to take it over.

We pre-loaded most licensed Hawai■i artists from the Department of Health register. Search your name on the Browse page first.

If your profile exists

1. Open your profile.
2. Hit "Claim this profile."
3. Verify with your email or phone on file. If neither matches, contact support — we'll verify you manually with your license.
4. Set a password and you're in.

If it doesn't

1. Go to /artist/signup.
2. Enter your artist name, studio, island, and a working email.
3. Confirm the email link we send.
4. Add a few portfolio images and pick at least one style.

Heads up. We require either valid contact info or a verified Hawai■i license to publish a profile. No anonymous listings.

hawaii.ink/docs/claim-or-sign-up

Build a profile that actually gets leads

The minimum to be eligible for routing — and the polish that wins picks.

Minimum to be routed leads

- City set (not just island).
- At least 1 style selected.
- At least 3 portfolio images.

Until those three are done, the routing engine skips you. The Client Readiness Card on your dashboard shows exactly what's missing.

Polish that helps you win picks

- Bio: 2–4 sentences in your voice. The AI helper drafts one if you're stuck.
- Cover photo: a wide shot of your work or station. Use the AI Photo Studio if you don't have one.
- Pricing range: even a rough $/hour. Clients filter by budget.
- Business hours + walk-in policy.
- Instagram link (we pull recent posts).

> **Tip.** Profile completeness % feeds your match score. Going from 60% to 100% is usually worth more than any other tweak.

hawaii.ink/docs/build-a-profile-that-gets-leads

How a lead actually reaches you

The path from 'client clicks Start Consultation' to your inbox.

1. Client chats with our AI for ~10 questions about idea, style, placement, size, budget, timeline.
2. We generate a Tattoo Brief (a structured summary).
3. We rank artists for that brief by island, style, walk-in policy, profile quality.
4. Client sees a short list and picks one — that's you, hopefully.
5. Client pays $50. The brief routes to your dashboard.
6. You have 72 hours to send a quote or the client gets refunded.

Two kinds of leads

Picked	Client chose you specifically off the matched list. Goes only to you.
Direct	Client clicked 'Book' on your profile without doing a brief first. Same inbox, same flow.

Heads up. If you don't respond inside 72 hours, the client is auto-refunded and you're flagged as slow on the trust badge. Two strikes hurt your visibility.

hawaii.ink/docs/how-leads-reach-you

The 72-hour match guarantee

Why the timer matters for the client and what happens if you ghost.

Every paid lead carries a 72-hour clock. If you don't send a quote (or formally decline) inside 72 hours, the client gets their $50 back automatically and the lead is gone.

What that looks like for the client

- First 24h: a soft 'we're matching you' message.
- After 24h: a live countdown showing the deadline.
- At 72h: auto-refund email + an offer to try a different artist.

What it looks like for you

- New lead alert (email + SMS + push if enabled).
- Yellow banner on your dashboard at 48h remaining.
- If you let it expire: a red 'often slow' marker added to your trust badge.

> **Tip.** A two-line decline is way better than silence. Declines don't hurt your trust score — ghosts do.

hawaii.ink/docs/the-72-hour-guarantee

Send a quote

Price, deposit, and the optional appointment slot.

From an accepted lead, hit 'Send Quote.' You'll fill in:

Total estimate	Your full price for the piece. Single number or a low–high range.
Deposit	How much the client pays now to lock the slot. Goes through Stripe to your Connect account.
Proposed date/time	Optional. If you set one, the client sees a one-tap accept.
Notes	Free text — describe sittings, prep, aftercare, whatever they need to know.

What the client sees

A clean card in their dashboard with your price, your terms, and a 'Pay deposit' button. Once they pay, you both get a confirmation email and the appointment lands on your dashboard.

Heads up. Deposits are non-refundable by default. If you cancel on the client, the system refunds them and may charge it back to your payouts.

hawaii.ink/docs/send-a-quote

Messaging a client

1:1 chat opens the moment a lead is accepted.

When you accept a lead, a private thread opens in /messages. It's realtime, supports image attachments, and notifies the client by email + SMS when you write.

- Use it for reference images, deposit confirmations, last-minute questions.
- Admins can see threads if either side reports an issue (read-only).
- Don't share off-platform contact info before the deposit is paid — if the client ghosts, we can't help you.

hawaii.ink/docs/messaging-the-client

Deposits, payouts, and Stripe Connect

How the money moves from the client's card to your bank.

One-time setup

1. Settings → Payouts → 'Connect with Stripe.'
2. Stripe walks you through: legal name, address, last 4 of SSN/EIN, bank account.
3. Takes ~5 minutes. You're done forever.

How a deposit moves

1. Client pays your deposit on their dashboard.
2. Stripe charges the card on your behalf (destination charge).
3. Funds land in your Stripe balance, minus Stripe's processing fee (~2.9% + 30¢).
4. Stripe pays out to your bank on a 2-day rolling schedule.

Hawaii Ink takes 0% of the deposit. The only money the platform makes from this lead is the original $50 the client paid for the consultation.

> **Tip.** Track everything from Dashboard → Earnings. Lifetime totals, monthly breakdown, CSV export for your bookkeeper.

hawaii.ink/docs/deposits-and-payouts

Your Earnings page

Lifetime, monthly, and CSV export — built for tax season.

Dashboard → Earnings shows:

- Gross deposits collected.
- Stripe fees deducted.
- Net payouts to your bank.
- Per-client breakdown with date and consultation link.
- CSV export — one click, opens in Excel/Numbers.

> **Tip.** We don't issue you a 1099. Stripe does, if you cross the IRS threshold for the year ($600 total via Stripe). Keep the CSV either way.

hawaii.ink/docs/earnings-page

Your trust badge (Reliable / Often slow)

Public signal of how fast you respond. Built from your last 90 days.

Clients see a small badge on your card and profile:

Reliable	Quoted at least 80% of leads inside 72 hours over the last 90 days.
Often slow	Let 2+ leads expire without a quote in the last 90 days.
(no badge)	Not enough recent leads to score yet.

How to fix 'Often slow'

Quote or decline the next 5 leads inside 72 hours. The badge recalculates daily.

> **Tip.** A clear decline is treated the same as a quote for this score. Silence is the only thing that hurts you.

hawaii.ink/docs/your-trust-badge

Lead schedule + vacation mode

Pause routing while you're traveling, sick, or fully booked.

Weekly schedule

Set the days/hours you actually want lead alerts. Outside those windows, leads are queued and held until you're back on shift.

Vacation mode

Settings → Lead Schedule → 'Away until.' Pick a date. Until that date hits, you're invisible to routing and Browse. The day after, you're back on automatically.

> **Heads up.** Leads already accepted before you went away still need a quote inside 72 hours. Vacation mode doesn't pause active deadlines.

hawaii.ink/docs/lead-schedule-and-vacation

Reschedules and no-shows

How to move an appointment, and what to do if the client ghosts.

Rescheduling

- Open the appointment → 'Reschedule.' Pick a new date.
- Client gets an email + SMS to accept the new slot.
- Hard cap: 3 reschedules per appointment. After the 2nd, the client can request a deposit refund.

Marking a no-show

- Open the appointment → 'Mark no-show.'
- The deposit stays with you (that's what it's for).
- Consultation closes. Client can leave a review either way.

> **Tip.** We send the client a 24h-before reminder automatically. You don't need to chase them.

hawaii.ink/docs/reschedules-and-no-shows

Notifications: email, SMS, push

Three channels, all opt-in, all controllable.

Email	Default on. Sent from notify.hawaii.ink. New leads, deposit confirmations, weekly digest.
SMS	Opt-in. Reply STOP anytime. Used for new leads + 48h-remaining warnings.
Push	Install Hawaii Ink as an app from /install, then enable push. Works on iPhone, Android, desktop.

Toggle each channel from Settings → Notifications.

hawaii.ink/docs/messaging-notifications

Your Instagram booking link

A short URL + Story sticker for your IG bio.

Every artist gets a short link: hawaii.ink/a/your-slug. Drop it in your IG bio. Clients land on a stripped-down booking page that goes straight into the AI consultation, pre-tagged with your name.

Story sticker

Settings → Instagram Tools → 'Download Story sticker.' It's a transparent PNG sized for IG Stories with your QR code. Post it, swipe up, done.

> **Tip.** Leads from your IG link are 'Direct' leads — they skip routing and come straight to you, no competition.

hawaii.ink/docs/instagram-booking-link

Client asked for a refund — now what?

Three scenarios, three different rules.

1. Within 72h, no quote sent

Auto-refunded by the platform. Nothing for you to do. Lead disappears.

2. After deposit, you rescheduled 2+ times

Client gets a 'Request deposit refund' button. If they hit it, support reviews and usually approves. The deposit gets pulled back from your next payout.

3. After deposit, client just changed their mind

Deposit stays with you. We'll politely tell them no. You can choose to refund as a goodwill gesture from your Stripe dashboard.

> **Heads up.** Don't promise refunds in DMs — anything you put in writing, we'll honor. Use the Messages thread (it's logged) so there's no he-said/she-said.

hawaii.ink/docs/client-asked-for-refund

I can't log in

The five things to try before emailing support.

1. Use 'Forgot password' on the Login page. Check spam.
2. Try the Google sign-in button if you originally signed up with Google.
3. Make sure you're using the email on your profile (not your studio's general inbox).
4. If you claimed an existing profile, the login email is whatever you set during claim — not necessarily the one shown publicly.
5. Still stuck? Email info@hawaii.ink with your artist name and last 4 of your phone. We'll verify and reset manually.

hawaii.ink/docs/i-cant-log-in

How to delete your account

30-day grace period, fully reversible by signing in.

1. Settings → Account → 'Delete account.'
2. Type your email to confirm.
3. Click the one-time link we send.
4. Account enters a 30-day grace period.

What happens at day 30

- Login is removed.
- Profile becomes 'unclaimed' — portfolio stays so the directory's history isn't broken.
- Past consultations are anonymized.
- Payment records stay (legal/accounting).

> **Tip.** Sign in any time during those 30 days and the deletion cancels itself. No support ticket needed.

hawaii.ink/docs/delete-my-account

Getting help

Two ways to reach us. One business day to reply.

- Email info@hawaii.ink for anything account, lead, or payment related.
- Use /contact if you'd rather not open your email client.
- For legal or privacy: legal@hawaii.ink, privacy@hawaii.ink.

We're a small team. Replies usually arrive within one business day, faster on weekdays.

hawaii.ink/docs/support-and-contact