

ROHAN THARYAN  
CONTENT WRITER

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PORTFOLIO: <https://www.rohantharyan.com>

## Talisman Website: Content and Notes

### General notes:

- Phone number and email address to be made prominent throughout the website

### <Home page content>

#### Talisman

Ink marks the body. It brands skin with an emotion.

*Your* emotion.

Find an artist skilled enough, and that mark . . . that tattoo . . . becomes your talisman.

**Comment [A1]:** The home page will need to have:

1. **A mini gallery** of tattoos by Amar and Nisha. This will link to the gallery section
2. **Quotes** from clients (and later from students)
3. **Prominent links** to...
  - a. 'taking tattoo classes'
  - b. 'getting a tattoo'
  - c. The blog (we'll need to title the link as 'resources' to let users know that the blog has important info as well)

Susheel will decide the layout.

The fact that Talisman is Chennai-based will have to be specified somewhere.

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## Take our tattoo classes

### Learn to tattoo like a pro in 3 weeks

**There was a time when only drunken sailors in seedy bars had tattoos.** But the modern client is more likely to be a model asking for an elegant custom-designed tattoo on her back. If you want to be a tattoo artist, your tattoos will have to have firm lines, intricate detailing, and delicate shading. You will need sound technique.

**Sound technique is what differentiates good artists from excellent ones.** It takes them out of a tattoo *shop* and puts them in a tattoo *studio*.

**But you can't get sound technique from experience alone.** For proof, just visit one of the hundreds of artists out there who've picked up a tattoo gun and started 'practising'.

**We guarantee you will have the tattoo technique of a pro in 3 weeks.** We've been trained by Thai tattoo masters (with 15 years' experience) and are Chennai's first professional tattoo artists. After 3 weeks, the only determining factor will be your innate artistic ability.

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<b>Duration of our tattoo course</b>	3 weeks (classes are for 3 hours, 5 days a week)
<b>Timing</b>	Can be negotiated to fit your schedule
<b>Students per class</b>	Maximum of 2
<b>Cost</b>	Rs. 75,000/- per student

### 30 tattoos to make your money back

With tattoos usually starting at Rs. 2000/- you'll have made your money back after doing a maximum of 38 tattoos.

### What you'll learn

1. Sterilizing your equipment and providing aftercare support
2. Tuning and adjusting your tattoo gun
3. Operational techniques (e.g. choosing the right needles for each stage of tattooing – there are more than 15 types of needles used for outlining and 20-25 used for shading; applying the right amount of pressure; etc.)
4. The art of outlining
5. The art of shading and colouring; colour mixing and theory

### What you'll tattoo on

We will provide commercially available 'fake skin' for you to practise on.

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### Extras

1. You can use our equipment and ink for a 2-week period after the course, to practise on willing subjects.
2. You will have access to our network of contacts.

### For more information

Email [<Insert email address>](#) or call [<Insert phone number>](#).

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## Get a Tattoo

*"Every mark I've had drawn on my skin connects me to where and who I've been -- so I never forget who I am and how I got here."*

–Charles de Lint, *Someplace To Be Flying*

### Tattoos starting at Rs. 1500/-

After 3.5 years as the tattoo artists for Irezumi (on College Road), we're scaling down. With no major overheads at our new boutique studio we are able to offer tattoos with our trademark quality, but now **starting at Rs. 1500/-**.

### Safe and hygienic

All our equipment is imported from abroad and we maintain the safety standards you've come to trust and rely on. This includes using...

- An autoclave (producing high pressure steam) to sterilize the tubes we use.
- An ultrasonic cleaner to clean smaller components of our equipment .
- Fresh needles sealed in packaging that we open in front of you .

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- Small quantities of ink, so ink that has been exposed to a needle is never reused.
- A new set of surgical gloves for each session.

**Comment [A2]:** Each point is a caption for a picture of the corresponding equipment

### Quality assured

#### Samples of our work

<A selection of images from your portfolio to be inserted here>

<See more of our work>

**Comment [A3]:** Leads to Gallery page

### Caring for your tattoo

Download our [aftercare sheet](#) for details on looking after your tattoo.

**Comment [A4]:** Links to Aftercare PDF

### For an appointment

Email <Insert email address> or call <Insert phone number>.

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Gallery

**Comment [A5]:** As of now the gallery will only show Amar and Nisha's work. But as they teach more students, the students' art work can also be displayed.

Susheel will decide the layout.

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### Testimonials

**Comment [A6]:** As of now there will only be client testimonials, but in time we can add student testimonials.

Here is a sample of what our clients have had to say about us:

#### Aparna Rajkumar

“They understand the concepts behind your tattoo.”

“My husband and I had decided to get identical tattoos on his 38th birthday, but he passed away a week before the big day. I put aside the idea of getting the tattoo, but then figured . . . why not go ahead with it anyway? Life’s too short.

“I had designed my own tattoos, so was slightly concerned about whether Nisha would be able to execute my ideas well. In fact, when I went to meet her I was expecting some ‘funky tattoo babe’ . . .

“But she was nothing like that. I was very comfortable with her and noticed that she understood what my tattoos were about – the concept and reasoning behind them. She seemed to automatically choose the very colours I had in mind and as she started tattooing, there was a smooth flow to the whole process. In fact, if you ask her I’m sure she’d say her hand was moving



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almost by itself! She had a definite connection with the design. And there was so much positive energy in the room.

“Later, Amar worked on my Tibetan mantra and did an equally great job. He was very well prepared and professional, and it shows in the design – it’s so intricate and smooth!”

**Rajesh Iyer**

“Nice service at a rock-bottom price.”

“I was looking for a good deal from a nice artist . . . and I got that. No-frills work. Nice service at a rock-bottom price.”

**Harikrishanan. B**

“They respect their clients.”

“What I really love about Amar and Nisha is that they don’t just tell you what you want to hear. Like, I remember I was planning to get the tattoo of a ring on my thumb but Amar actually advised against it, saying that I’d regret it in a couple of years . . . that especially in India it’d cause problems at work. And he was right. The thing is he could have just taken my money and done the tattoo, but he didn’t. That goes to show how much respect both he and Nisha have for their clients.”

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### Shilpa Menon

“They are accessible and open.”

“I remember being quite surprised to find out that Amar and Nisha don’t have tattoos themselves. Weird, right?!! But Nisha really put me at ease quite quickly. And what I liked the most was that she took the effort to call me later to see if I was following the aftercare instructions properly. They were both very accessible and open . . . and that makes such a difference.”

### Ananth Viswanathan

“They work hard to make sure you are satisfied with your tattoo.”

“I was getting my children’s initials tattooed on me, so the whole experience was very personal and intense. What I liked was the flexibility with which Amar and Nisha approached the process. They were willing to listen to my suggestions and work with what I had in mind. At no point did they push me. They made sure I was completely satisfied.

“Most of us have seen shows like Miami Ink and L.A Ink on TV, and the thing is that these guys have the technique to match those artists. Their work is the same as what you see on your television screens. They’re that good!”

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Tattoo blog

**Comment [A7]:** This blog can start with topics covered in the Thailand Tattoo Centre FAQs.

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## About Us

### **We are Chennai's first professional tattoo artists.**

In the Indian tattoo business there are no certifying bodies. So a pro is someone who has the *technique* and *experience* to consistently produce quality tattoos.

We (Amar and Nisha) were drilled in proper tattooing technique by masters of the art, in Thailand. We then spent 3.5 years gaining the experience we needed to become professionals. We did this at Irezumi (on College Road), thus making it Chennai's first professional tattoo studio.

### **We started Talisman for our community of tattoo-lovers.**

In our profession, news travels best by word of mouth. While at Irezumi, clients who appreciated our work told their friends and soon a community of tattoo aficionados evolved. We started *Talisman* to do justice to this community.

By cutting down on our overheads, we've been able to create the quality tattoos we're known for, but at competitive prices.

**Nisha**

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**“The first tattoo I worked on was a dragon.** It was MASSIVE! It covered my client’s entire back and took me 3 days to finish . . . working six hours a day. I still remember wanting to run away because it was such hard work . . . lol. But I hung in there and it came out beautifully. And now I’m always hoping a client asks for a large tattoo!”

**“Helping a client express emotion ...** I guess at the end of the day, that’s what it is about tattooing that I enjoy. The better I am . . . the better the tattoo is . . . the clearer the expression.”

[Nisha’s portfolio>>](#)

**Comment [A8]:** to the relevant part of the Gallery section

### Amar

**“I had no idea I’d end up being a tattoo artist.** I had just finished studying to be an interior designer when the opportunity came up. And I never looked back.”

**“The world seems to melt away when I’m working on a tattoo.** Nothing else seems to matter. This is something I hope to pass on to my students. There’s no describing the feeling. . .”

**“You can’t afford to make a mistake . . .** that’s the thing about tattooing. You’ve gotta be spot on 100% of the time. You don’t get a 2nd chance. And that’s such challenge.”

[Amar’s portfolio>>](#)

**Comment [A9]:** to the relevant part of the Gallery section

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## Discounts and offers

### 10% off on your 2nd tattoo at Talisman

Like your first Talisman tattoo? Come back for more and we'll give you 10% off on your 2nd one. If you love getting tattoos, we love giving them!

### Talisman gift vouchers

#### A tattoo can be the perfect present!

Want a novel, meaningful gift for a friend? Give them a Talisman tattoo gift voucher and they get a gift that lasts a lifetime!

For friends who have been dying to get a tattoo, this can be just the nudge they need. And for everyone else, it can mark the beginning of a magical journey into the world of tattoos.

[Contact us for details on getting a tattoo gift voucher.](#)

**Comment [A10]:** Link to Contact Us page

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## Contact Us

### Address

Talisman,  
Sriram Nagar South Street,  
Alwarpet (Behind Park Sheraton)  
Chennai – 600018

<Insert Google Map with directions>

### Phone

<Add Amar's number>

### Email

<Add Amar's email address>

<Later on, a contact form can be inserted on this page, if needed>