



TAPSNAP™

News Release

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First-time entrepreneur “busier than ever” with TapSnap franchise

Carol McCue had never owned a business. A dental hygienist/assistant for 26 years, she had little knowledge of computers or technology. But if there’s one thing she knows, it’s how to make people smile. With her new TapSnap phototainment business, that’s all that matters.

“In March, I purchased my TapSnap franchise. In April, I did the training. In May, I’m busier than ever with weddings every weekend,” says Carol.

How does TapSnap make people smile? Imagine a giant 42-inch-wide interactive touchscreen where event and wedding guests can take their photos simply by tapping their finger on the screen. That’s only the beginning of the fun. They can add digital props like giant sunglasses or Brad Pitt’s head or Iron Man’s mask, and then share their photo creations instantly on social media or by email.

Carol had her first paid event – a wedding – just two weeks after she completed her TapSnap training. On May 1, she cashed her first paycheck and was officially in business.

She also recently did an event called National Free Comic Book Day where children in comic book costumes came to local stores with their parents – an absolutely wonderful photo opportunity. For June, she already has grad parties and proms booked. She’s already a wedding booked for 2014 as well.

Not bad for Carleton Place, Ontario, a small town of 10,000 people where Carol lives. Located on the outskirts of Ottawa, Canada’s capital city, Carleton Place is a perfect destination for country weddings, with idyllic venues like Stonefields Heritage Farm.

“Carol McCue is on fire,” says Claire Nagle, TapSnap Head Office Events Coordinator. Carol doesn’t see it that way. “It’s easy to promote it,” she says. “TapSnap really promotes itself, especially when people see it.”



Carol McCue made the transformation to entrepreneur with a TapSnap phototainment franchise

She says the marketing and technical support from TapSnap's head office has been invaluable – when people google “photo booth Ottawa”, she's at the top of the list. “They're on call for me at every event to provide technical support too which is really great,” she says.

Customers like Adobe and Colautti Group are already approaching her about corporate events such as corporate picnics and holiday parties.

Her favorite moment so far was at a wedding. “Three generations of a family took their photo together – the grandparents, the parents and the grand children. I printed it out and gave it to them and they were so happy. I just really felt pleased to have been there and been a part of helping people make memories,” she says.

Because TapSnap events usually take place on evenings and weekends, Carol is able to continue working part-time as a dental hygienist.

“It's being able to have the freedom to set your own schedule, do your own thing. It's a great way to start something part-time,” she says, noting that she looks forward to her three teenage sons joining her in the business.

“When you're a mom, you're trying to do everything for your kids, but they need to see you doing something for yourself,” she says. “Now, they're saying how proud they are of me. They're at the age where they are ready to go out and start doing their own thing, and I am too.”

A limited number of exclusive TapSnap franchises are now available in North America. Learn more about this opportunity by contacting:

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