

THE EPOXY BUSINESS STARTER KIT

How I went from practicing on my girlfriend's desk
to building a six-figure epoxy business

40K+

Followers

25M+

Views Across Platforms

5 Yrs

In Business

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How I Got Started

I didn't come from money. I didn't have connections in the trades. I didn't even have a shop. What I had was a girlfriend's desk and a YouTube video about epoxy.

I practiced my first pour on that desk. It wasn't perfect, but it looked good enough to film. So I made a video, added some text explaining what epoxy does — stain resistant, heat resistant, chemical resistant, scratch resistant — and posted it online.

Within a week, someone messaged me asking for a quote on their kitchen countertops. My first job was \$900. I used the 50% deposit to buy the tools and materials I needed. Total startup cost: about \$350.

That was five years ago. Since then, I've done hundreds of custom epoxy projects — countertops, floors, bathroom vanities, commercial spaces. I've built a following of over 40,000 people, had videos hit nearly 9 million views, and trained students from across the country through my program, Resin Academics.

"I used my first client's deposit to buy the tools I needed. You don't need savings to start. You need one client."

The point isn't that I'm special. The point is that this industry has a low barrier to entry, massive demand, and most people don't even know it exists. If you're reading this, you're already ahead of 99% of people who will never take the first step.

Why Epoxy Is a Goldmine Right Now

Epoxy coatings are one of the fastest-growing segments in the home improvement and commercial construction markets. Homeowners want custom countertops. Businesses want showroom-quality floors. Contractors want to upsell their existing clients. And there aren't nearly enough skilled epoxy professionals to meet the demand.

What You Can Offer & What It Pays

Service	Avg. Job Price	Material Cost	Your Profit
Kitchen Countertops	\$1,500 - \$4,000	\$150 - \$400	\$1,100 - \$3,600
Bathroom Vanities/Sinks	\$800 - \$2,000	\$80 - \$200	\$600 - \$1,800
Garage Floor (2-car)	\$3,000 - \$6,000	\$500 - \$1,200	\$1,800 - \$4,800

Commercial Floor (per sqft)	\$6 - \$12/sqft	\$1.50 - \$3/sqft	\$4.50 - \$9/sqft
Custom Art Pieces/Tables	\$500 - \$3,000	\$50 - \$300	\$400 - \$2,700

A single 2,000 sqft commercial floor at \$8/sqft is a \$16,000 job. After materials, you're walking away with \$10,000-\$13,000 in profit. That's one project.

Your Starter Toolkit

One of the biggest myths about starting an epoxy business is that you need thousands in equipment. Here's what I actually used when I started — and what you'll need for your first job:

Tool / Supply	Est. Cost	Why You Need It
Epoxy resin + hardener	\$80 - \$150	Your main material — this IS the product
Mixing cups & stir sticks	\$10 - \$20	Proper ratios are everything
Heat gun or torch	\$20 - \$40	Removes air bubbles from the surface
Spreader / squeegee	\$10 - \$15	Even distribution across the surface
Nitrile gloves	\$10	Protect your hands — epoxy is no joke
Respirator mask	\$25 - \$35	Safety first — fumes are real
Plastic sheeting / drop cloths	\$10 - \$20	Protect surrounding areas from drips
Sandpaper (various grits)	\$10 - \$15	Surface prep is 80% of the job
Painter's tape	\$5 - \$10	Clean edges make the job look pro
Orbital sander (optional Day 1)	\$40 - \$60	Speeds up prep — buy after first job

Total startup cost: \$200 - \$350 — That's it. Your first \$900+ job pays for everything and then some.

5 Mistakes That Will Ruin Your First Job

1. Skipping Surface Prep

This is the #1 reason epoxy jobs fail. If the surface isn't clean, sanded, and properly prepped, the epoxy won't bond. It'll peel, bubble, or crack within weeks. Prep is 80% of the job. I teach my students to spend more time prepping than pouring.

2. Wrong Mixing Ratios

Epoxy is a chemical reaction. If your ratio is off by even a little, it won't cure properly. You'll end up with a sticky, soft, or uneven surface. Always measure precisely and follow the manufacturer's specs exactly.

3. Pouring in the Wrong Conditions

Temperature and humidity matter more than most people think. Too cold and the epoxy won't cure. Too humid and you'll get a cloudy finish. Too hot and it cures too fast. Ideal conditions: 65-85°F with low humidity.

4. Rushing the Topcoat

Patience is what separates a \$500 job from a \$5,000 job. If you apply the topcoat before the base layer is fully cured, you'll trap bubbles and imperfections underneath. Wait the full cure time.

5. Not Having a Contract

I learned this the hard way. Always have a signed contract before you start. It should cover: scope of work, payment terms, what's refundable and what's not, color approval, and timeline. This protects you AND the client.

How to Get Your First Client

You don't need a portfolio to get your first client. You need one sample project and a phone with a camera. Here's the exact playbook I used:

Step 1: Practice on Something You Own

A desk, a coffee table, a piece of scrap countertop — anything. Film the entire process. This becomes your first piece of content AND your sample to show potential clients.

Step 2: Post the Video Everywhere

Instagram, TikTok, Facebook, Nextdoor. Add text overlays explaining the benefits of epoxy. People don't know what epoxy can do — educate them. This is how I got my first client.

Step 3: Offer a Deal to Someone You Know

Friend's kitchen, family member's garage floor, your neighbor's bathroom vanity. Do it at cost or slightly above. Take incredible before & after photos. Now you have a real portfolio.

Step 4: Set Up a Simple Payment Structure

50% deposit to book, 50% on completion. The deposit covers your materials. You're using the client's money to fund the job — that's how I started with \$0.

Step 5: Build a Simple Website

You can build a free website in 30 minutes with tools like Lovable. Add your photos, a quote request form, and your contact info. This makes you look legitimate and professional instantly.

*"Your first job won't be perfect. But it'll be paid. And the second one will be better.
That's how every successful epoxy business starts."*

What This Guide Doesn't Cover

This guide gives you the foundation — the what, the why, and the how-much. But there's a difference between knowing what epoxy is and actually being able to execute a flawless pour, manage a client, and build a sustainable business. That's where hands-on training comes in.

Things you can only learn by doing (or by learning from someone who's done it):

- Advanced pour techniques — metallic waves, veining, custom color blends
- How to fix mistakes mid-pour without starting over
- Reading the epoxy — knowing when it's ready to manipulate vs. leave alone
- Client communication — setting expectations, handling changes, getting paid
- Scaling from side hustle to full-time — LLC, insurance, pricing strategy
- Marketing your business — content that converts, not just gets views
- Building a brand — creating your own identity in a competitive market

Ready to Go From Watching to Doing?

I created Resin Academics because I wish someone had taught me the right way from the start. Instead, I made every mistake in the book and figured it out the hard way over five years. My students skip all of that.

VIDEO BUNDLE

\$197

- ✓ Self-paced countertop & backsplash tutorials
 - ✓ Access to the Resin Academics community
 - ✓ Discounted materials through our supplier network
 - ✓ Learn on your own time, at your own pace
-

ONLINE 1-ON-1 TRAINING

\$1,500

- ✓ Live virtual training sessions with Jake
 - ✓ Screen-shared technique walkthroughs
 - ✓ Lifetime mentorship via direct messaging
 - ✓ Discounted materials through our supplier network
 - ✓ Ask questions, get answers in real time
-

IN-PERSON 1-ON-1 TRAINING

\$5,000

- ✓ Jake Epoxy travels to YOU
 - ✓ Hands-on training on a live project
 - ✓ Priority lifetime mentorship
 - ✓ Discounted materials through our supplier network
 - ✓ Walk away with a completed project in your portfolio
-

PRO BUILDER PACKAGE

\$10,000

- ✓ Everything in all tiers above
 - ✓ Jake travels to you for hands-on training
 - ✓ Full business setup: LLC, logo, website
 - ✓ Social media buildout & marketing funnel
 - ✓ DUNS number & business credit setup
 - ✓ Lifetime mentorship & advanced coaching
 - ✓ Discounted materials through our supplier network
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Visit resinacademics.com to lock in your spot

DM @Jake.epoxy on Instagram with any questions.
Serious inquiries only — spots are limited.

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