

Open a Hair Salon: The Ultimate Guide

Thinking about opening a hair salon? Use this step-by-step list in order to make your hair salon opening a success!

DEFINE YOUR BUSINESS

- Select a hair salon business model
 - Employee-based
 - Booth/station rental
- Identify what makes your salon unique
- Identify your key target market(s)
- Define the salon's culture
- Select salon business name
- Decide on your salon service offerings

PLAN YOUR BUSINESS

- Organize finances
 - Create salon goals
 - Set a budget
 - Elevate financing needs/options
 - Finalize service pricing
 - Identify start-up costs
 - Operational costs
 - Booking and CMS software - <http://heymt.com/salonopen>
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 - Accounting software
 - Website (design, development, domain & hosting)
 - Workstation furniture
 - Waiting area furniture
 - Hair stylist equipment and tools
 - Salon lighting
 - Towels and smocks
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- Sink basins
- Laundering solution

Will you purchasing a washer dryer or using a laundry service?

- Plumbers, electricians & handymen costs
- Salon decor
- Consumer product inventory
- Purchase backbar order

Identify ongoing costs

- Lease or mortgage payment
- Labor costs (i.e. wages, payroll taxes)
- Utility bills (power, security, water, waste, etc.)
- Internet/phone bill
- General maintenance & repairs
- Booking and CMS software
- Accounting software
- Credit card processing fees
- POS/Terminal
- Website maintenance - <http://heymt.com/salonopenmarketing>
- Marketing costs - <http://heymt.com/salonopenmarketing>

CHOOSE BUSINESS LOCATION

- Dedicate substantial time for location search
- Submit LOI (letter of intent) and application

HOT TIP! If negotiating a lease - make sure your *rent commencement date* is contingent on having all licenses permits resolved first

SETUP YOUR BUSINESS (Paperwork)

- Get salon's Employer Identification Number (EIN)
 - Register for state and federal taxes
 - Open business bank account and credit card
 - Setup a business accounting process
- Decide on a business accounting system (i.e Quickbooks) or hire a bookkeeper.
- Obtain permits and licenses

- Cosmetologist license
- State & local business license
- Get certificate of occupancy
- Get resale certificate
- Get business insurance
- Join trade organization

Here are a few of the big ones: Professional Beauty Association (PBA), ...

SETUP YOUR BUSINESS (Physical Location)

- Contact utility providers (power, security, water, waste, etc.)
- Hire any required contractors/sub-contractors
- Order salon equipment and supplies
- Purchase salon outdoor/indoor signage

HIRE FOR YOUR BUSINESS

- Identify best hiring channels
- Create a list of all needed positions
- Create stylist training plan
- Post jobs listings for team members
- Interview & hire team members
- Schedule & train staff on salon processes

PROMOTE YOUR BUSINESS

- Develop & launch website - <http://heymt.com/salonopenmarketing>
- Develop a marketing strategy
- Create social media account(s)
- Finalize branding
- Print business cards & other collateral
- Setup search engine info

Be sure to set up your Yelp, Google Biz, and Apple Maps account so you can keep the info accurate and up-to-date – crucial for SEO purposes.

- Connect website to online booking software
- Grand opening marketing strategy - <http://heymt.com/salonopenmarketing>

Post flyers in local businesses

Reach out to local publications

OPEN YOUR BUSINESS!!!!

Crush it!

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