

A Step-by-Step Checklist for Opening a Salon

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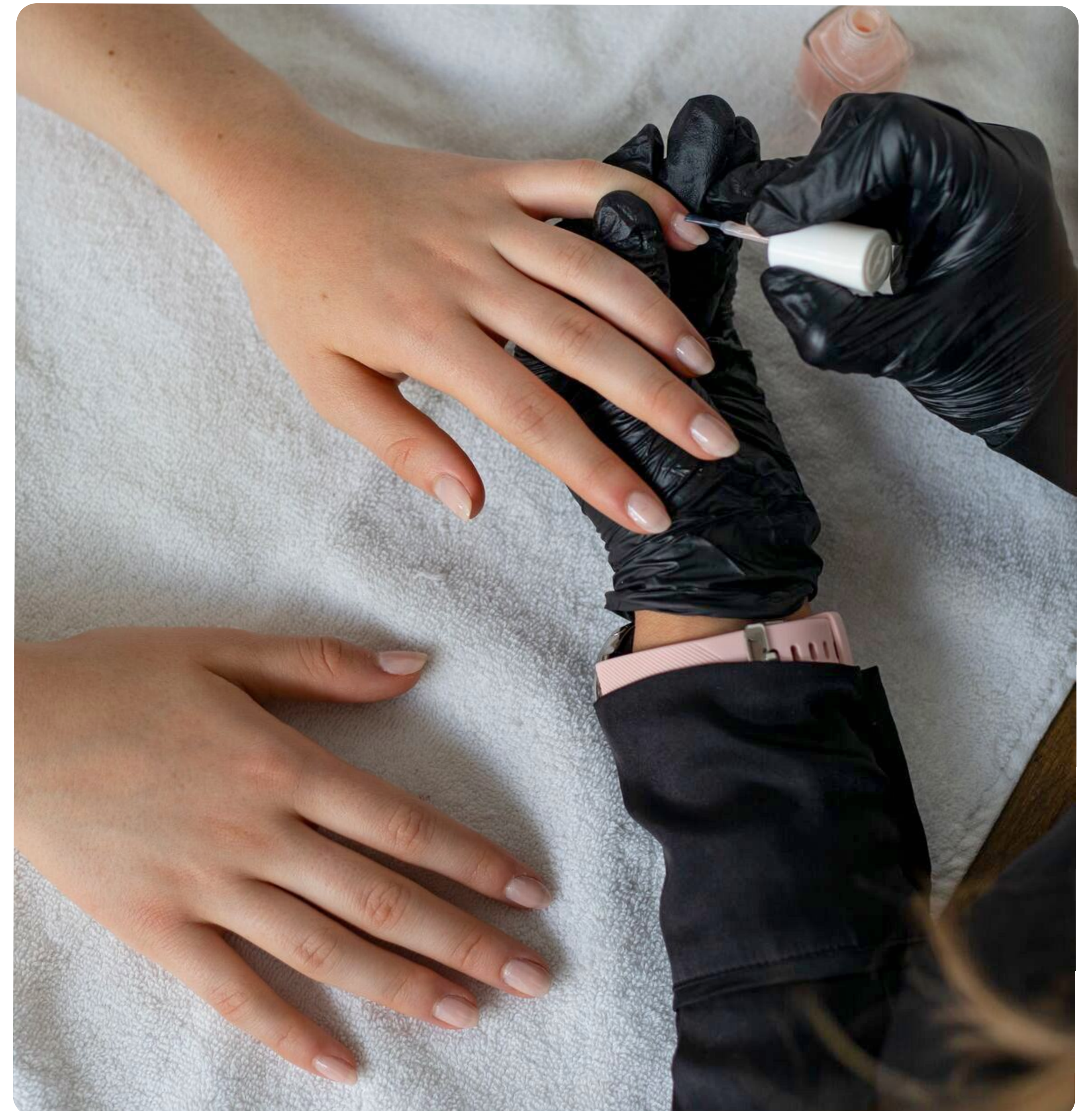
Opening a salon is an exciting and rewarding venture that offers creative freedom and the chance to make people look and feel their best. Whether you're skilled at styling hair or doing nails, there's an opportunity to turn your passion for beauty into a thriving business.

Building a business from the ground up takes time, research, and strategic execution. If you're unsure where to begin, here's a comprehensive checklist to guide you through the foundational steps of launching your salon.

✓ FIND YOUR NICHE

When opening a salon, you should start by identifying your niche. Understanding your clients' demographics, preferences, and goals helps shape your approach and customize your offerings.

- Perform a self-assessment to determine your unique beauty skills
- Research what salon services are lacking in your area
- Gather local feedback from friends, colleagues, and community members



✓ DO YOUR RESEARCH

Once you've identified your niche, market research is essential to understanding your intended audience, evaluating competitors, and identifying potential gaps in the market. During this process, you should:

- Visit local salons to assess their services, pricing, and customer demographics
- Use community feedback, business reviews, online research to collect insights on consumer needs, preferences, and market demand

✓ NAME YOUR PRICE

Determine the right pricing structure for your salon. As you set your prices, make sure to keep the following factors in mind:

- Use your target market, the value you provide, industry standards, and business goals to set the best pricing
- Consider market rates, operating costs, and your level of expertise
- Offer introductory pricing and specials to attract and retain clients

✓ DEVELOP A SOLID BUSINESS PLAN

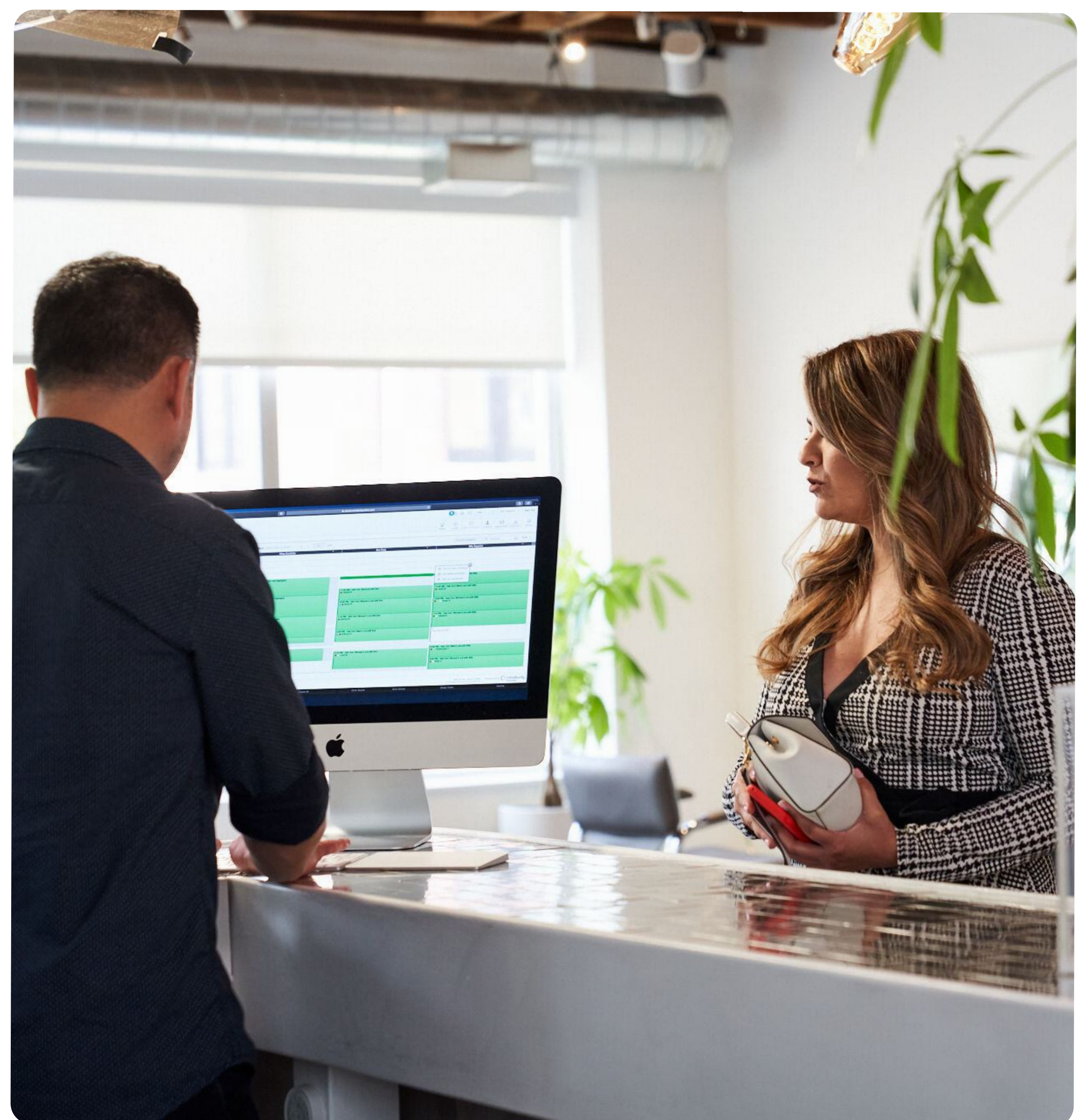
A **good business plan** is the foundation of your business and will help you make informed decisions and secure funding if needed. Your plan should have:

- An executive summary outlining your business goals, target market, and competitive advantage
- A company description and market analysis
- An overview of your organization and management structure
- A detailed description of your services
- A summary of your marketing and sales strategy to attract and retain clients
- An outline of financial projections and funding plans

✓ FIND THE PERFECT LOCATION

The location of your salon can greatly impact its success. You want to make sure that it can accommodate your clients and is in an ideal area. Look for a space that:

- Is easily accessible to your target demographic
- Offers ample parking or public transportation options
- Has good visibility and foot traffic



✓ BUILD YOUR BRAND

Choosing a name for your salon business and **creating your brand** help you stand out from the competition. You should:

- Choose a name that sets your business apart and reflects its personality
- Create a visual brand identity, including a logo, color palette, typography, and photography

✓ GET LICENSES, PERMITS, INSURANCE, AND CERTIFICATIONS

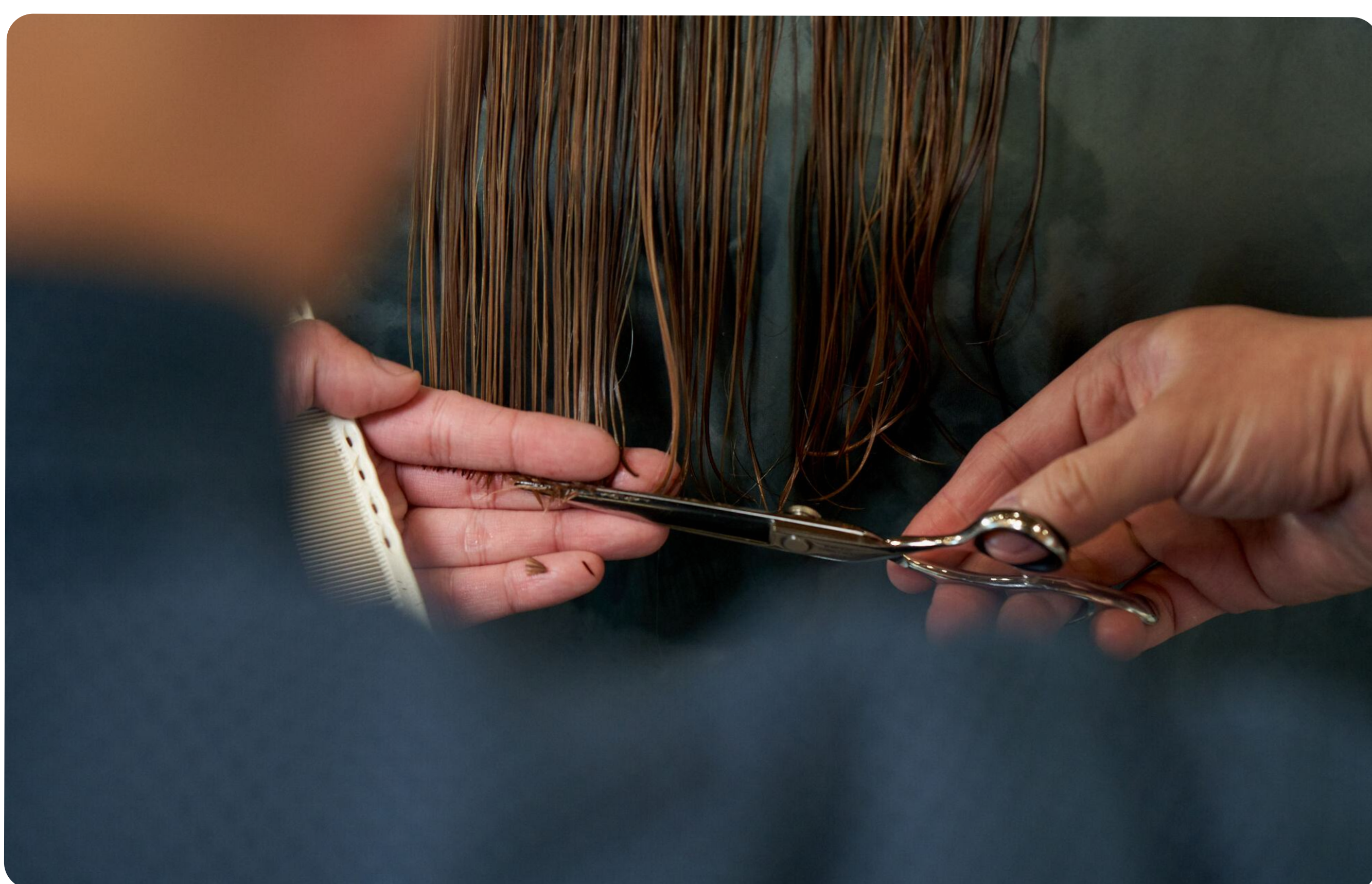
Like any business, you'll need the appropriate licenses and permits to legally operate your salon. These may vary depending on your business type, location, and local regulations. You may require the following:

- A business and cosmetology license
- A zoning and building permit for the commercial space
- General liability, commercial property, and worker's compensation insurance
- Equipment breakdown coverage
- Health and safety permits

✓ SECURE FUNDING/FINANCING

Financing a new small business can be challenging. Take the time to:

- Explore financing options such as grants, small business loans, crowdfunding, or private investments
- Present your business plan and financial projections to lenders or investors



✓ EQUIP YOUR SPACE

Behind every great salon is a well-thought-out space. As you develop your salon, you should:

- Create a functional and inviting atmosphere that reflects your brand
- Purchase equipment, including dryers, mirrors, chairs, styling stations, and tables
- Stock up on retail items such as styling tools, body scrubs and oils, and hair products

✓ BUILD A STRONG TEAM

A strong and talented team is important when building a successful business. If you decide to bring in a team, start the hiring process by:

- Defining each role, its requirements, and qualifications
- Creating detailed job descriptions
- Hiring qualified individuals who share your business values and have the right expertise
- Establishing a clear onboarding plan
- Properly training your new hires



FIND THE RIGHT SALON MANAGEMENT SOFTWARE

Having the **right software** can make all the difference when running a business. From saving time on repetitive tasks to improving the booking process for your clients, it can support you in every aspect of your business. As you search for software, look for a platform that:

- Is user-friendly for you and your clients
- Helps improve routine tasks related to inventory management, performance metrics, and client management
- Includes features such as employee scheduling and client booking



CREATE A MARKETING PLAN

Effective marketing is essential for attracting new clients and retaining existing ones. Develop a comprehensive marketing plan:

- Use a mix of online and offline strategies
- Include building a branded website, using social media, and implementing email campaigns
- Incorporate content marketing, local promotions, and events to build brand awareness



Launching a salon can be daunting, but it can also be gratifying to assist others in looking and feeling good and prioritizing self-care. This checklist can help you ensure you cover all the essential aspects of starting a salon, which can boost your chances of success in the beauty industry.

Schedule a demo to learn how Mindbody's salon management software can support your daily operations.

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