

# 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>  
<http://heymt.com/salonopen>
- Accounting software
- Website (design, development, domain & hosting)
- Workstation furniture
- Waiting area furniture
- Hair stylist equipment and tools
- Salon lighting
- Towels and smocks
- 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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