

# 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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