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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