

Beauty Industry Business Checklist

Step 1: Laying the Foundation

Guide:

Establish a strong foundation before launching a beauty business. This includes defining the brand, understanding legal requirements, and setting up the business structure.

Checklist:

- ☐ Define business vision and mission
 - ☐ Choose a business name
 - ☐ Register the business with the state
 - ☐ Obtain necessary cosmetology or esthetician licenses
 - ☐ Apply for an Employer Identification Number (EIN)
 - ☐ Choose a business structure (LLC, sole proprietorship, etc.)
 - ☐ Secure business insurance
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Step 2: Financial Planning

Guide:

Proper financial management ensures stability and growth. Create a budget, track expenses, and plan for taxes early.

Checklist:

- ☐ Open a business bank account
 - ☐ Create a startup budget
 - ☐ Set service pricing
 - ☐ Track income and expenses
 - ☐ Research tax obligations
 - ☐ Set up accounting software or hire a bookkeeper
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Step 3: Branding and Marketing

Guide:

A strong brand identity helps attract and retain clients. Focus on visuals, messaging, and consistent marketing efforts.

Checklist:

- ☐ Design a logo and select brand colors
- ☐ Create business cards and brochures
- ☐ Build a professional website
- ☐ Set up social media profiles
- ☐ Develop a content plan for social media

- ☐ Collect before-and-after photos for a portfolio
 - ☐ Encourage client reviews and testimonials
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Step 4: Client Experience

Guide:

Delivering exceptional service builds loyalty and reputation. Implement systems to manage appointments and client relationships.

Checklist:

- ☐ Set up an online booking system
 - ☐ Create client intake and consent forms
 - ☐ Maintain detailed client records
 - ☐ Develop a loyalty or referral program
 - ☐ Request client feedback regularly
 - ☐ Establish clear service and cancellation policies
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Step 5: Operations and Compliance

Guide:

Ensure the business runs smoothly and complies with all health and safety regulations.

Checklist:

- ☐ Choose a salon suite, studio, or commercial space
 - ☐ Purchase professional tools and equipment
 - ☐ Stock up on quality products and supplies
 - ☐ Follow sanitation and safety protocols
 - ☐ Display all required licenses and permits
 - ☐ Maintain a clean and organized workspace
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Step 6: Professional Growth

Guide:

Continuous learning and networking are key to long-term success in the beauty industry.

Checklist:

- ☐ Attend workshops and trade shows
 - ☐ Take advanced certification courses
 - ☐ Join professional beauty associations
 - ☐ Network with other stylists and business owners
 - ☐ Seek mentorship or coaching
 - ☐ Set short-term and long-term career goals
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Step 7: Business Growth and Expansion

Guide:

Once the business is stable, explore opportunities for growth and diversification.

Checklist:

- ☐ Review financial performance quarterly
 - ☐ Introduce new services or retail products
 - ☐ Hire and train additional staff
 - ☐ Collaborate with other beauty professionals
 - ☐ Explore online education or workshops
 - ☐ Plan for future expansion or additional locations
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Step 8: Daily Success Habits

Guide:

Consistency and professionalism in daily operations create lasting success.

Checklist:

- ☐ Arrive early and prepare the workspace
 - ☐ Review the day's appointments
 - ☐ Maintain cleanliness throughout the day
 - ☐ Track daily income and expenses
 - ☐ Follow up with clients after appointments
 - ☐ Reflect on daily performance and improvements
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Step 9: Essential Tools and Resources

Guide:

Use reliable tools to manage business operations efficiently.

Checklist:

- ☐ Scheduling software (Vagaro, GlossGenius, Square Appointments)
 - ☐ Accounting tools (QuickBooks, Wave, FreshBooks)
 - ☐ Design tools (Canva for branding and marketing)
 - ☐ Education platforms (MiladyPro, Modern Salon)
 - ☐ Legal and business support (SBA, SCORE mentors)
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Step 10: Long-Term Vision

Guide:

Focus on building a brand that inspires confidence, supports growth, and contributes to the beauty community.

Checklist:

- ☐ Define long-term business goals
- ☐ Develop a plan for sustainability
- ☐ Build a recognizable brand presence
- ☐ Mentor upcoming beauty professionals
- ☐ Stay innovative and adaptable to trends
- ☐ Celebrate milestones and achievements