READY, SET, GO!

The Start-Up Guide for Opening, Remodeling, & Running a Successful Beauty Salon

By Jeff Grissler & Eric Ryant



Much more than a "how to" book

- Every detail to launch you into salon success
- Business success stories from salons all over the world
- Ready, Set, Go! will save you time, money, and aggravation

Table of Contents

<u>Title</u>
Copyright
About the Authors
Acknowledgements Acknowledgements
INTRODUCTION
Part 1 – What Is Right For You?
CHAPTER 1 – Getting Started
CHAPTER 2 – The American Dream
Part 2 – Planning
CHAPTER 3 –New Business Checklist
CHAPTER 4 – How to Pick the Right Location
CHAPTER 5 – How to Negotiate Your Lease
CHAPTER 6 – Your Legal & Financial Team
CHAPTER 7 – Choosing a Business Structure
CHAPTER 8 – Setting Up Your Business Checking Account
CHAPTER 9 – Licenses & Permits to Start Your Business
CHAPTER 10 – Designing & Space-Planning Your Salon
CHAPTER 11 – Pricing Your Salon Furniture & Equipment
CHAPTER 12 – Your Retail Zone
CHAPTER 13 – Used Salon Furniture & Equipment—Getting Creative
CHAPTER 14 – Selecting the Right Architect & Contractor
CHAPTER 15 – The Construction Phase
CHAPTER 16 – Computerizing Your Salon
CHAPTER 17 – Credit Card Processing—Selecting the Right Partner
CHAPTER 18 – Choosing a Phone System for Your Salon
CHAPTER 19 – The Name Game—Why Your Business Name Is Important
CHAPTER 20 – Business Insurance—Why You Need It!
CHAPTER 21 – The Color of Money—What Color Is Your Business?
CHAPTER 22 – The Importance of Signage
Part 3 – Financing
CHAPTER 23 – Startup Expense Worksheet
CHAPTER 24 – The Money Hunt
Part 4 – Sales & Marketing
CHAPTER 25 – Choosing Beauty Products to Sell
CHAPTER 26 – Salon Menu Designed for Profit
CHAPTER 27 – Web Presence & Social Marketing
CHAPTER 28 – Effective Salon Promotions & Loyalty Programs
Canal Later Control Nation and District Control of District Contro

Part 5 – Customer Relations CHAPTER 29 – Your Mission Statement CHAPTER 30 – Developing the Salon Culture CHAPTER 31 – Tipping CHAPTER 32 – Customers Have Feelings Too Part 6 – Hiring **CHAPTER 33 – How to Hire Quality Service Providers for Your Salon** CHAPTER 34 – The Importance of a Gatekeeper **CHAPTER 35– People Skills for Profitability—at Your Front Desk** Part 7 – Almost Open **CHAPTER 36 – The Transition—The Controversial Exit CHAPTER 37 – The Open House** Part 8 – The Existing Salon **CHAPTER 38 – Buying an Existing Salon CHAPTER 39 – Booth Renting CHAPTER 40 – The Facelift—Remodeling Your Existing Salon** Part 9 – Year One & Beyond CHAPTER 41 – Surviving the First Year—What to Expect & How to Adjust **CHAPTER 42 – Successful Retail CHAPTER 43 – Keep It Clean CHAPTER 44 – Going Green CHAPTER 45 – Energy-Saving Tips CHAPTER 46 – Design Professionals Discuss Startup Mistakes CHAPTER 47 – Good Reasons for Moving Your Salon CHAPTER 48 – Building Your Business to "Sell"** Part 10 – Appendices **APPENDIX 1 – Timeline APPENDIX 2 – Glossary Works Cited Special Thanks**