

QUICK START GUIDE | SUCCESSFULLY SET UP YOUR NEW SALON INFO & CHECKLIST

Congratulations, you've just signed your agreement for your new salon! It's time to start on your next steps to get your business set up for success!

This checklist is followed by more in depth information and details on the pages that follow. Use this checklist to keep track of the “big picture” and your progress in getting fully set up.

The more you focus on completing the action steps, below, the stronger your foundation will be for success. You can record the completion of each item as you go. We recommend you follow the checklist, completing each item in the order they're listed. Though some items can be done at the same time, ultimately, you want to have every item checked off prior to move in or soon thereafter.

Once you've signed your agreement, please take the following steps, in this order:

- ___ 1. **Save a copy of your executed agreement** (*it will be emailed to you once it's all signed*).
- ___ 2. **Pay, or ensure you've paid your total initial startup fees, at least 3 days prior to move-in date**
- ___ 3. **Complete and submit your State Board Shop License Application** (see link on email)
- ___ 4. **Set up your Business' Financial Systems:**
 - ___ a. **Banking** – Open a separate account.
 - ___ b. **Payment Authorization Form** – Submit completed form for recurring rent payments, see link.
 - ___ c. **Insurance** – Obtain Professional and General Liability coverage.
 - ___ d. **Online Booking/Credit Card Processing** - Choose a vendor or vendors and get set up.
- ___ 5. **Create Your Marketing: Brand, Studio Décor, Business Cards, etc.**
 - ___ a. **Choose your studio theme/colors and create your Brand.** See following pages for best practices.
 - ___ b. **Choose and confirm your accent wall color.** Submit for approval so we can purchase paint.
 - ___ c. **Chose or have a Logo created for your business** (optional).
 - ___ d. **Choose your studio décor.** See details on subsequent pages for best practices.
 - ___ e. **Order Door Logo Sign.** Either decal or vinyl lettering/logo.
 - ___ f. **Complete online webform for Website Profile Page.** Get discovered and gain new clients.
 - ___ g. **Order Business Cards.** See details on subsequent pages for best practices.
 - ___ h. **Set up your business social media accounts.** See details on subsequent pages for best practices.
 - ___ i. **Announce your salon opening.** See details on subsequent pages.
- ___ 6. **Purchase Products and Supplies.** See details on subsequent pages for best practices.
- ___ 7. **Complete and submit your Business License Application.** *Must have received Shop License first. See details on subsequent pages. The application is a link on the email on which this checklist came.*

For assistance with any of the items on this list or support requests concerning your studio and move in, please submit a support request at <https://acworthhairsalon.com/support/> or <https://eastcobbhairsalon.com/support/> and complete the quick form and choose “New Client Pre-Move-In Request”; list details in “Describe Request”.

Last thing left to do is to choose a door code (submit via support request), schedule your move-in date and orientation! Following this checklist will ensure you're set up for success. Best wishes for an amazing first year as a salon owner!

THE NITTY/GRITTY DETAILS For Your Checklist Items:

1. **Save a copy of your executed agreement.**

You'll receive a fully executed copy via email once it's been signed by all. You'll need a copy of your agreement to send with your application to State Board and you'll also want to keep a copy for future reference.

2. **Pay or ensure you've paid your initial startup fees in total, at least 3 days prior to move-in date.**

Whether you've paid your initial fees in one payment or in installments, ensure you have an account set up in our online banking portal and that your total balance is paid at least 3 days before you're scheduled move in.

3. **Complete your State Board Shop License and decide on your business name.**

The timing is very important for this item as it can take 2-6 weeks for State Board to process your application. That said, we find it's typically closer to 2 weeks for you to receive your Shop License once everything is submitted. A link to the Shop License Application is contained in the email that accompanies this checklist. We do recommend you complete your application online, save it and then upload it with your license fee and a copy of your executed license agreement - it will speed up the process greatly versus mailing it in. We are available to assist you in completing the application, please let us know so we can schedule time to assist you. It's important that you get all the details on your application done correctly the first time, otherwise you'll lose some time when they ask you to resubmit with any missing information. Do keep a full copy of everything you send to State Board, in case you must resubmit.

Note, you'll need to provide State Board with your new business name for your application. For their purposes, your name must have the word 'Salon' in it, however, you don't have to use the word 'salon' for your actual logo, business cards, etc. We do recommend though, that your name convey that you do hair! Or nails, or whatever profession you're in! If you saw the name 'Red Apple' by itself, as a business name, you might think it was about fruit. However, if you saw the same name like this - 'Red Apple Hair Studio', you'd have no doubt what type of business it represented.

4. **Set up your Financial Systems**

- a. **Banking** – Setting yourself up for financial success is your most important priority; your financial wellbeing starts with keeping your business finances separate from your personal finances. You'll want to open a separate bank account in which you'll deposit all of your income from your business and from which you'll pay all of your bills, rent and expenses. This account doesn't need to be a business checking account as the fees are higher; simply add a 2nd checking account at your current bank - it's the easiest, most cost-effective route to take.

This account should be set up to receive any and all income from your business – from services to product sales. It's also the account from which you'll pay your business-related bills, rent and of course, from which you'll pay yourself, too! We highly recommend enabling overdraft protection to ensure your business always runs smoothly. We also recommend saving a portion of your income during your first 2 weeks of free rent to have as a "rainy day" fund should you ever need it in the future.

- b. **Submit a payment authorization form** - As soon as you have your bank account set up, you'll need to submit an online payment authorization form. This form authorizes Salon Studios to auto-debit your rent each week from the payment form you designate. You can utilize a credit or debit card or bank account for your recurring rent payment. The form link is on the email, however, here it is again for easy access: <https://acworthhairsalon.com/authform/> or <https://eastcobbhairsalon.com/authform/>

- c. **Insurance** – it's important to protect yourself, your income and your assets. As per the agreement, Professional and General Liability Insurance are required. The Professional part protects and covers you should you be sued for burning someone's scalp, cutting them by mistake, etc.; the Liability part protects you should you be sued by a client that slipped in your studio due to water on the floor, etc. Included in the welcome email, is a document with the contact information of our State Farm agent, Nate Papillion. Nate currently assists several Salon Studios clients. It's our understanding that his premiums are low and can be paid monthly. Fees can range from \$40-\$60/month and are more than worth it when you consider the consequences of not having this safety net. You do not have to use Nate; however, his information is provided in case. We do recommend shopping around and getting a total of 3 quotes and coverage options before choosing a provider.

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- d. **Online Booking/Credit Card Processing** – one of the most important aspects of running your business is choosing the right vendor for your online booking and credit card processing. **The Salon Studios Booking App is free; provides mobile and web booking, ability to offer specials, remind clients, keep track of retail inventory and offers processing fees of only 2.5%; much lower than any other provider.** You should have received an invitation to download the app. We're happy to sit and assist you in setting up the app – just let us know! **One other big benefit of our Booking App is the ability to gain new clients that may be looking at our website.** If you're on the app, your profile and availability will be visible on our website on our "Book An Appointment" link. There's a nominal one-time marketing fee for each new client you receive that's generated from our website link, however, you'll never pay the fee again for that same client when they return, nor for any walk-ins or existing clients. If you choose our app, do order the free "ProPay" swiper asap so you can have it and be ready for business.

There are other booking apps of course, they include Vagaro, Square, Booker, Mindbody, Shedul and others. Prices range from free to \$29/month and up, depending on features as some allow you to process payments and others don't, etc. Should you choose not to go with our Salon Studios Booking App, we highly recommend that you do complete at least the 6 initial set up steps plus turning on "Lead Generation" so you can be visible to people visiting the website looking for a new stylist and be one of the providers they'll see as an option. It's a very cost-effective way to gain new clients! See the Booking App email and instructions that come separately.

5. Marketing & Studio Decor

a. Choose your studio theme/colors and create your brand

What colors do you have in mind to represent your business? Different colors convey different things about you and your business. As you evaluate which colors you'll use, keep in mind you'll probably want whatever color you pick as your primary to be the color of your accent wall. With that in mind, stay away from warmer colors as it can affect how the color you put on your clients' hair looks in your studio.

In any case, you'll want to nail down your color choice(s) right away as it will impact many aspects of your marketing. Pick a palette of 1 primary color with an additional 1-2 complimentary accent colors. You'll use these exclusively for your business. These colors should be integrated across your business and on your business cards, your logo, any collateral, your studio décor, etc.

If you're unsure, let your fingers do the walking and google 'colors and how they represent your business' – or something like this and you'll find many guides and articles to help. From our limited research, we can share that the following colors represent the following feelings or impressions:

White is seen as pure, noble, clean and soft; Green represents Wealth, health, prestige, serenity, generosity and safety; Blue is seen as trustworthy, dependable, secure, responsible and confident; Red is seen as aggressive, energetic, provocative, attention-grabbing and passionate and finally, Purple represents royalty, sophistication, nostalgia, mystery and spirituality. All these colors, except white have varying degrees of warmth or coolness, to keep in mind.

b. Choose and confirm your accent wall color and provide us with a "swatch"

Once you've chosen your brand color or colors above, you'll want to let us know what color you want on your accent wall. Please keep in mind lighter to medium tones can have a calming effect and make your space look bigger; darker shades can make your studio seem darker and smaller and is harder to change down the road if you want a different look.

Get a sample swatch to us as soon as possible so we can approve and purchase it in time to get your wall painted prior to your move in. Otherwise, it's difficult at best to paint an accent wall once you've moved in.

c. Choose or have a logo created for your business.

Having a professional **logo** helps you establish a strong brand, shares your brand message, identifies your business and provides a measure of credibility to your salon. A professional logo says, "I'm different from the competition, I'm a professional, a real business and I'm confident and successful in what I do."

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And, if you think it would be too expensive to have a logo created professionally, think again! You can get a logo created very inexpensively by going to sites such as fiverr (www.fiverr.com) or etsy (www.etsy.com). Fiverr has independent contractors who you can hire for as little as \$5+ to create a logo for you. Etsy offers range of pricing and your local printer can typically assist, though they may not be your least expensive option.

In any case, it's very important to have a solid idea and definite thoughts in mind before you ask someone to bring your logo to life. Just like you thought about what colors best represent your brand, the same goes for your thought process regarding your logo.

As you evaluate what you want **your logo to look like, there are four things you want to keep in mind: your brand color, brand personality, the type of logo and the type of font, if needed.** You should already know your color or colors. Now figure out the personality you want your business to convey – is it a luxury or upscale personality? Or is it relaxed, easy and accessible? Sophisticated with charm or cutting edge, edgy or eclectic? To start, write down 5 words to describe what you want your brand and business to convey and go from there.

Your business personality will come into play for your logo. There are **4 types of logos: wordmarks, letterforms, pictorial or abstract.** Wordmarks are freestanding whether a word or multi-letter abbreviation like Saks, IBM, CNN, Google, etc. Letterforms are comprised of a single letter, like Uber, Honda, Beats, etc. Pictorial logos are illustrated symbols of things that are recognizable such as Starbucks, Twitter and Playboy. And finally, Abstract logos, like they sound, don't represent anything recognizable and the hardest type to pull off – take Nike as a good example. Finally, you'll pick a font if you'll use any words in your logo. Personality comes to bear here, too. If your brand is playful and fun, then the font type should be fun and whimsical. If your brand is sophisticated, you'll choose a font that conveys sophistication, etc.

Why do you need to ponder all this? Because the more information you can give the person designing your logo, the better your logo will represent you and your business. All of this 'pondering' also helps you as you create business cards, create the look and feel of your business, décor, etc. *All said, though, having a logo made is optional and not required.*

- d. **Choose Studio Décor** – Less can be more! Keeping things neat, organized and with as much off the floor (think shelves!) will make your studio more inviting and create a better experience for your clients. You may cover your door and/or window with white blinds or with curtains that have a white backing. Blinds can be bought at Home Depot or Lowe's – just bring measurements to them. If you choose curtains keep in mind, they collect dust and visually take up room. Wall shelves must be approved and be of a size and weight that will not cause excessive stress or damage to the studio walls.
- e. **Order Door Logo**
Use your new logo and the colors you've chosen for your brand on all your marketing materials to be consistent. Send us your final proof for your door sign for approval prior to ordering and installation. Name/Logo decal or sign must be no more than approximately 18" by 18" inches. Do order a decal or vinyl copy of your logo for your door – another thing you can get inexpensively from Etsy. We can assist with putting it on your door, if needed.
- f. **Complete Your Online Webform for Your Website Profile Page**
Completing this quick online form provides us with the information we need to create your website profile and help promote your business. The link is contained on the email with this checklist. This profile page provides you with free marketing, visibility and helps former clients find you after you've moved. See the link on the email that contains this checklist or access it here - <https://acworthhairsalon.com/registerpro/> or <https://eastcobbhairsalon.com/pro/>
- g. **Order Business Cards**
You'll also want to order your business cards as soon as possible. We recommend Vistaprint, Zazzle or Moo, or a local printer. *Be sure you list "inside Salon Studios"* on at least one side of your business card to make it easier for clients and new clients to find you. We also recommend adding a **new client special on your cards**. An example might be '\$20 off any service for first time client'; or '10% off any service for a first-time client', etc. Postcards or flyers should incorporate 'inside Salon Studios' and the same new client offer. Listing your specialties on postcards/flyers is important along with a 'call to action' to have them contact you or book an appointment. Listing your Instagram address, Facebook URL and/or a website on your postcard and business cards are great and really help promote you.

