

**How to Start a Nail Salon (Checklist)**

1. **Do Market Research 🗹**
	1. Survey consumers. 𝥷
	2. Research economic studies. 𝥷
	3. Study competitors. 𝥷
	4. Analyze the demographics of your target market. 𝥷
	5. Pass out samples. 𝥷
2. **Create a Business Plan**
	1. Executive summary. 𝥷
	2. Business description. 𝥷
	3. Market analysis. 𝥷
	4. Organization management. 𝥷
	5. Sales strategy. 𝥷
	6. Funding needs. 𝥷
	7. Financial projections. 𝥷
3. **Secure Financing**
	1. Attract investors. 𝥷
		1. Sell equity in your business.
		2. Secure a private loan from friends or family.
	2. Apply for a loan. 𝥷
		1. Meet with a lender.
		2. Fill out the application form.
		3. Provide collateral and your credit history.
		4. Sign a loan agreement after approval.
4. **Create a Legal Entity**
	1. Choose your legal structure. 𝥷
	2. Register with your State. 𝥷
	3. Get an Employer Identification Number (EIN). 𝥷
5. **Find Office/Retail Space**
	1. Determine if you really need a space 𝥷
	2. Calculate costs
		1. Find out what’s in your budget. 𝥷
		2. Total utilities. 𝥷
		3. Total technology costs. 𝥷
		4. Total rent and maintenance. 𝥷
	3. Shop around. 𝥷
6. **Purchase Insurance**
	1. Find out what type of insurance your business needs. 𝥷
	2. Find a provider or agent. 𝥷
	3. Purchase a policy. 𝥷
7. **Hire Employees.**
	1. Write a job description. 𝥷
	2. Post on a job board. 𝥷
	3. Review applications and resumes. 𝥷
	4. Interview candidates. 𝥷
	5. Check references. 𝥷
	6. Send a job offer. 𝥷
	7. Fill out the mandatory IRS forms. 𝥷
8. **Develop Business Relationships**
	1. Join a chamber of commerce or business association. 𝥷
	2. Attend networking events. 𝥷
	3. Ask for meetings with suppliers. 𝥷
9. **Brand and Advertise**
	1. Craft your brand.
		1. Write an elevator pitch. 𝥷
		2. Find out who your customers are. 𝥷
		3. Decide what kind of brand personality you want to have. 𝥷
		4. Determine what you want people to associate your brand with. 𝥷
	2. Connect with customers through advertising.
		1. Set up email marketing software. 𝥷
		2. Set up SMS marketing software. 𝥷
		3. Create social media accounts for your business. 𝥷