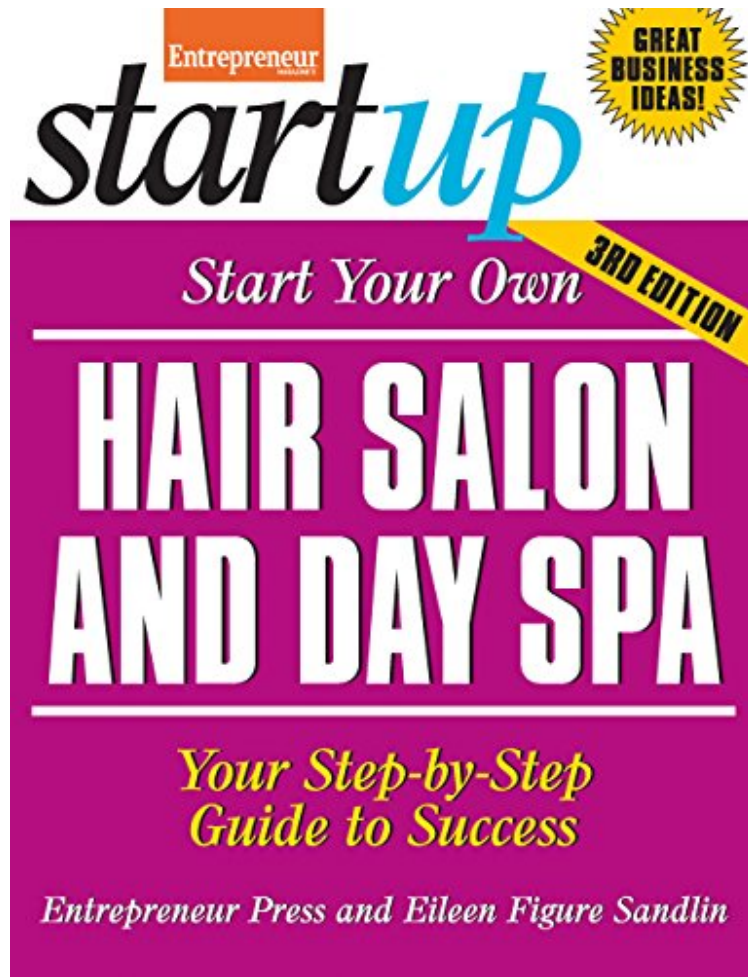


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Start Your Own Hair Salon and Day Spa: Your Step-By-Step Guide to Success (StartUp Series)

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Personal care, newfound energy, and a revitalized appearance remain invaluable commodities among consumers. Learn the ins and outs of starting a successful business in one of today's hottest industries: salons and day spas. From laying the groundwork and establishing yourself in the marketplace to holding a grand opening and developing service policies, this step-by-step guide takes you from big-picture plans to day-to-day dealings in your

new spa and salon. Plus, gain insight, advice, and tips from interviews with practicing hair salon and day spa owners.

From the Inside Flap Discover the Beauty of Success Personal care, newfound energy, and a revitalized appearance remain invaluable commodities among consumers, creating a billion-dollar industry overflowing with opportunity. Whether you're a practicing cosmetologist or just attracted to the business of beauty, the experts at Entrepreneur show you how to lay the groundwork for success with a salon services startup. Learn how to: Legally establish your business Define the services and products your salon and spa will offer Pick the right location and set up with cutting-edge equipment Create your menu of treatments and set prices Hire the right, licensed team of professionals Cut risk with the proper licenses and insurance Get organized with included industry-specific worksheets and forms Establish yourself in the marketplace and engage your ideal clientele Attract new and repeat customers with proven advertising and PR tactics Plan for growth with professional development and additional resources Plus, gain insight, advice, and tips from interviews with practicing hair salon and day spa owners Grab your share of this growing industry and style your way to "shearrrdquo; success, today!