



How to Start a Barbershop Checklist

1. Refine your idea.
 - 1.1. Research existing barbershops.
 - 1.2. Decide how you will compete.
 - 1.3. Decide on a business model.
 - 1.4. Consider franchising.
 - 1.5. Choose your role in the shop.
2. Create a barbershop business plan.
 - 2.1. Write an executive summary.
 - 2.2. Describe your ideal or current location.
 - 2.3. Describe your launch.
 - 2.4. List your sources of revenue.
 - 2.5. List your essential staff.
 - 2.6. Describe your marketing strategy.
 - 2.7. Name and describe your competition.
 - 2.8. Describe your finances.
 - 2.9. Describe your future plans.

3. Form your barbershop company.

3.1. Create a legal entity.

3.2. Choose a name.

3.3. Register your company.

3.4. Get an Employer Identification Number (EIN).

3.5. Set up legal and financial basics.

4. Find funding.

4.1. Research funding options.

4.2. Approach banks for a loan.

4.3. Apply for a business credit card.

4.4. Research small business grants.

5. Find a location.

5.1. Think about your target market and needs.

5.2. Check that your location meets requirements.

6. Set up your barbershop.

6.1. Design the layout of your barbershop.

6.2. Put essential software in place.

6.3. Secure suppliers.

7. Build your team.

7.1. Recruit qualified barbers.

7.2. Draft basic employment contracts.

8. Market Your Barbershop.

8.1. Register a domain name and create a website.

8.2. Make online booking available.

8.3. Create social media pages.

8.4. Use your space.

8.5. Use search engine marketing (SEM).

8.6. Host a Grand Opening.