



How to Start a Nail Salon Checklist

1. **Decide what type of nail salon you would like to open.** ☐
 - a. Choose what type of nail salon you'd like to start. ☐
 - b. Define your target market. ☐
 - c. Determine your niche. ☐

2. **Create a business plan.** ☐
 - a. Write an executive summary. ☐
 - b. Write a company description. ☐
 - c. Include your market research. ☐
 - d. Describe your organization and management. ☐
 - e. Describe your finances. ☐

3. **Form your business.** ☐
 - a. Choose a business name. ☐
 - b. Choose a legal structure. ☐
 - c. Register your business as a legal entity. ☐
 - d. Hire a registered agent. ☐
 - e. Obtain an EIN and a state tax ID. ☐
 - f. Find out if you need to withhold state income tax. ☐
 - g. Apply for a licenses and permits. ☐
 - h. Open a business bank account. ☐
 - i. Purchase business insurance. ☐

4. Secure funding. ☐

- a. Determine how much capital you will need. ☐
- b. Fund your business with personal savings. ☐
- c. Ask family and friends for a loan. ☐
- d. Get a business credit card. ☐
- e. Apply for a small business loan. ☐
- f. Try crowdfunding. ☐
- g. Apply for an SBA loan (if applicable). ☐

5. Determine your pricing strategy. ☐

- a. Do a sales forecast. ☐
- b. Price your services. ☐

6. Set up your nail salon. ☐

- a. Pick a location. ☐
- b. Refurbish or furnish your nail salon. ☐
- c. Obtain a certificate of occupancy. ☐
- d. Purchase software to run your business smoothly. ☐
- e. Purchase supplies and decorate your space. ☐
- f. Get signage and branded materials. ☐

7. Start hiring. ☐

- a. Hire employees. ☐
- b. Set up payroll for your staff. ☐

8. Open your salon. ☐

- a. Have a grand opening to attract customers. ☐
- b. Ensure that cleanliness standards are followed. ☐

9. Market your nail salon. ☐

- a. Create social media profiles. ☐
- b. Ensure that your nail salon can be found in an internet search. ☐
- c. Take an online course to boost your knowledge and skills. ☐
- d. Offer customers a discount or birthday special. ☐

10. Increase your revenue ☐

- a. Upsell to customers. ☐
- b. Draw attention with a beautiful display. ☐