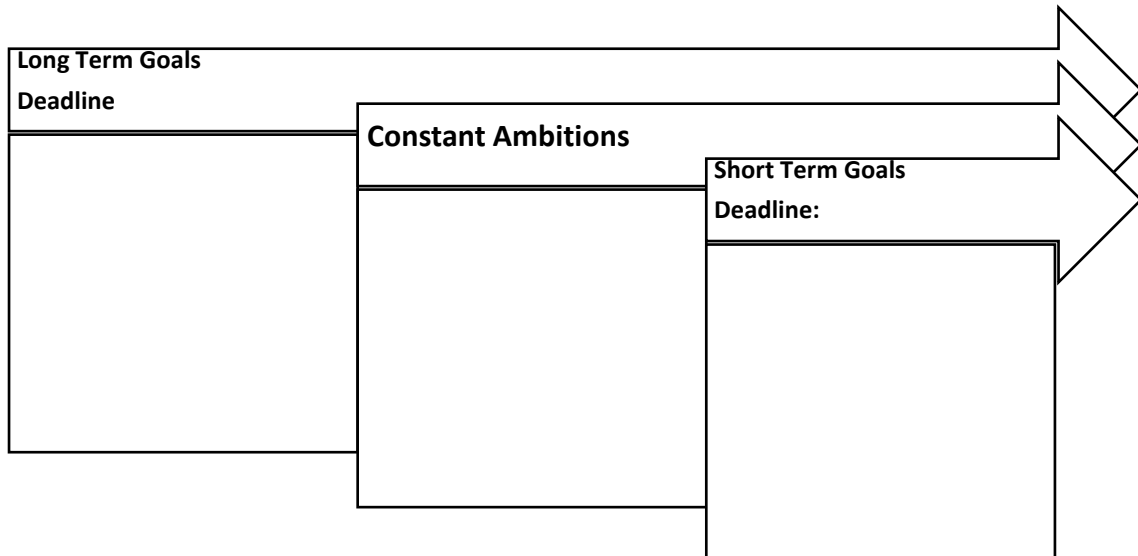


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**b e a u t y**

business  
plan

# GOALS



# BASICS

<b>My Expertise</b>	
<b>Education + Certifications</b>	
<b>What I bring to the market</b>	
<b>Mission Statement</b>	

# SERVICES

<b>What Services I Offer</b>	
<b>Add-Ons + Upgrades</b>	
<b>Why I'm Better Than the Competition</b>	

# CLIENT PROFILE

<b>Age Range + Gender</b>	
<b>Where My Clients Live</b>	
<b>Their Typical Budget / Lifestyle</b>	
<b>Competitors They May Go To</b>	
<b>Why I'm Better Than the Competition</b>	

# LOGISTICS + MARKETING

<b>Logo + Branding</b>	
<b>Location and Hours</b>	
<b>Accepted Payment Methods</b>	
<b>Pricing</b>	
<b>Policies – Late Clients, No Show, Complaints + Refunds</b>	
<b>How Clients Learn About the Business</b>	
<b>Advertising Strategies</b>	
<b>Loyalty / Referral Programs</b>	
<b>Extra Income Sources (Teaching Classes, Retail, etc.)</b>	

# MONTHLY BUDGET

Item (examples)	Cost / Month
Lease / Rent	
Insurance	
Booking Platform	
Website	
Advertising	
Facebook + Instagram	
Business Cards	
Tools (examples listed below)	
Products (examples listed below)	
Client Gifts	
Wholesale Retail	
<b>TOTAL COST / Month</b>	

# MONTHLY INCOME LEDGER

Item	Earnings / Month
Services	
Tips	
Add-Ons + Extras	
Teaching Classes	
Retail Products	
<b>TOTAL EARNINGS / Month</b>	

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