



# *Your Guide to Becoming an Independent Beauty Professional*



# *New Independent Stylist Guide*

This guide is meant for you if you are:

- Intrigued by the idea of being your own boss?
- Curious about what it takes to run your business in a salon studio?
- Wondering if the solo beauty professional life is right for you?

Just about everyone makes becoming an Independent Beauty Professional seem glamorous, and don't get me wrong it has many benefits. But if you don't know all of the steps, you may find yourself in over your head and regretting your decision. That is why I created this step-by-step guide to fill you in on all you need to know about going independent. It is my hope that by reading (all of) this guide you will leave knowing whether it is a good fit for you and if so, feel confident taking the next steps.

**Here is the break down of what you are going to learn:**

- What it takes to be an entrepreneur
- Some of the most costly mistakes entrepreneurs make
- The practical steps to getting started
- Why it is so important to choose the right rental salon

But first, a bit about me and why you should listen to me in the first place 😊

I am Kathleen Anderson, and I have been in the beauty industry as a master colorist and stylist for 18 years. I come from entrepreneurs on both sides of my family and have been one myself all of my adult life. When I broke my spine in 2018 I closed my salon and took on my coaching career full time. I LOVE empowering entrepreneurs as a Transformational Success & Money Mindset Coach!



## The Birth of a New Trend

At first, salon professionals basically had one option when it came to work: apply for a job at a salon and work on salary, commission or a combination of both. Now, you have an opportunity to open your own studio salon without needing to hire employees or find tenants to rent your additional chairs/suites. It provides you the opportunity to own your own business without all of the pressure of taking out a business loan or worrying about creating enough revenue to pay your people.

If the idea of self-employment appeals to you, you may be leaning toward exploring a salon studio. Every decision to become an independent salon owner must start with an honest gut and heart check. In other words, listen to your intuition. Any time we up level there will be discomfort due to some unknown steps, challenges and obstacles that will require you to be flexible and grow. However, the voice of your intuition never speaks with an anxiety or impatience. This is why self-care and self-awareness are so important! When we have self-care practices integrated in our daily life, it is easy to stay in-tune with our intuition. Often, when people are making a decision, they reach out to everyone they know and ask if it right for them. And while having someone you trust to bounce ideas off of is always a great support system, the truth is, ultimately no one knows what is right for you. That is between you and you!

Now, self-motivated beauty pros choose salon studios for a variety of reasons: to create their one-of-a-kind salon brand, build their ideal clientele, grow their business and enjoy freedom of making the decisions for their business and benefits of salon ownership.

It may help to partner with a company like Old World Salons that empowers you giving you the freedom to own your unique business, but supports you so that you never feel like you are on your own. Thus, alleviating some of the risks associated with entrepreneurship, such as providing furnishings, equipment, mentorship opportunities and marketing support to help you build or grow your clientele. In many cases, launching your own business in a salon studio doesn't require a huge investment. But you will need support, creativity, courage and a loyal clientele.



**If you are with me so far, ask yourself these questions and see how many you say YES to from the heart:**

- I love the idea of setting my own schedule.
- I love the idea creating my own business.
- I would love to keep everything I earn.
- I don't love answering to a boss or manager.
- I want to be able to choose the products I use and sell.
- I have great communication skills and am not afraid to network.
- I'm willing and able to handle the business and marketing sides of a salon business.
- I am committed to setting aside separate hours to handle my own paperwork and record-keeping.
- I understand I am responsible for paying the taxes required when owning a business.
- I understand I will be responsible for paying all my business costs.
- I'm happy to work in a private space without co-workers.
- I'm self-motivated and disciplined. (90% of the time 😊)
- I have a flexible mindset and am willing to learn new business skills
- I'm willing to implement self-care so I don't burn out.

**If you answered yes to most of these questions, then it is time to get excited because a salon suite may be the way to go!**



## Here Are Some Things to Look For When Considering a Salon Studio:

- Cleanliness and maintenance of the salon
- Utilities and Wi-Fi are included
- Studio layout flexibility for your business—whether you do hair, nails, skin care, massage therapy or makeup
- High-end cabinetry, shelving and storage are provided
- Comfortable client chairs, shampoo bowl and sink are already installed
- Privacy and security for yourself and your clients 24-hour access to dictate your own schedule
- A full-time receptionist to guide your clients and bring you walk-ins

## So What Exactly is a Salon Studio?

Think of it this way—when you rent a salon studio, you are presented with a more done-for-you option to salon ownership. You rent your space, buy your own supplies and equipment, and you run your own show. However, Old World Salons provides resources to make it as easy as possible, offering much more than just a space to rent. We strive to provide a seamless transition to salon ownership by offering move-in-ready salon studios, alongside all the educational resources, marketing and mentorship support needed to run your own business.



## WHAT ELSE?

Some salon studio companies go the extra mile. Beyond the physical structure, you also get the support you need for your business, your skills and even your soul! At Old World Salons, for example, professionals receive:

- **Move-in-ready furnished salons suites:** the best part is, we paint your room for you at no extra charge and will adjust the furniture to your needs, as well as go above and beyond to make sure your suite is as operational for you and comfortable as possible for your clients.
- **Full-time receptionist:** the most important person in a business is the first person your clients and potential walk-in clients meet. They will help you clients feel welcomed and take care everything they need to find you by guiding them back to your suite or providing them a comfortable seating option outside your suite or in the lobby until you are ready. They will also provide you and your guests with complementary gourmet coffee and magazine options. Or refer them to you when you sign up for our walk-in program.
- **Walk-in program:** having a full-time receptionist gives us the capability to help you grow your clientele with our unique walk-in program. Whenever we have a guest walk-in or call-in, our receptionist will guide them to the next pro in line on our walk-in list, that provides the service they are seeking.
- **Mentorship:** we also have a wonderful mentorship program for our tenants who are fresh out of school or are needing to build or rebuild their clientele. Our unique apprenticeship program with our Master Colorist & Educator, will provide you a chair in her suite where you will learn from her and take care of her guests in need. With her incredible skills in education and her overflowing client list, you will be set up for success to not only enhance your own skills but also take over the clients she can no longer cater to
- **Business Education & Marketing Support:** from yours truly! When you sign a lease with us we not only give you our current special on rent, we also give you four 1-to-1 coaching sessions that will help give you everything you need to get started the right way and grow your business in ways you never imagined!



## FIND A SALON TO RENT FROM THAT TREATS YOU LIKE FAMILY...

Now I am not talking about the type of dysfunctional family that steals your time and energy! I am talking about a salon that treats you like a family and provides you with the freedom to run your own business, but supports you so you never feel like you are on your own. I promise we exist!

We are a unique family owned and operated salon that provides our tenants with freedom and support. Part of how we do so, is by helping them to paint and decorate their suite in a way that expresses their unique brand, AND marketing support: we host an individual web page with bio and link to our tenants social media pages (PS. We get close to a 1,000 clicks per month), we also offer to post their work and will do a feature about their business on our social media pages. In addition, we offer a mentorship package for new independent stylists with our Success Coach; who hosts marketing talks and offers discounted workshops to all of our tenants.

In other words, we provide a community where you will want to stick, that loves you back!

If you are constantly moving locations or suffering in an environment that drives your clientele away, you lose a lot of \$\$\$\$. In fact, you will likely lose 20% of your clientele every time you change locations, even if it is only 15 minutes down the street.

Now if you are making the right move for the right reasons like an upscale salon, in a convenient location, that offers freedom and support, not only is it worth it, it's necessary. In addition, if this salon offers you marketing support like we do, you will rebuild your clientele with upscale clients who are willing to pay your worth.

Why is this so important?...The truth is, you spend on average more time at work than you do at home. It is imperative that you and your clients LOVE where you work!



You've been dreaming about owning your own salon, about the flexibility and autonomy of being your own boss, in a place where YOU get to make all the decisions, including setting your own schedule, picking what products to carry, and decorating the space to fit your personal style. Sounds pretty good, right? Follow these six simple steps to turn your dream of salon ownership into a reality.

**Step 1: Choose Your Location** Ideally, your new salon should be close to your current salon and to where your clients live. It's also a nice perk if that salon is convenient for you as well. Consider a place conveniently located near major intersections and within shopping centers and retail areas. This means access and parking will be easy and amenities will be nearby—a real plus for clients!

**Step 2: Set up Your Systems** When you're on your own, you'll have new responsibilities, from managing your appointment book to understanding your numbers. Consider working with a salon business technology app to help you keep track of the details. It should include features that allow you to accept bookings 24/7, manage clients and track their history, streamline your personal calendar, build a following, accept payments, access analytics and run reports. It's so important to put the right systems in place so you can work smarter, not harder. Salon software has been designed to increase the success of independent salon owners by increasing client retention, frequency of visits and productivity through features like text and email marketing, automated reminders, client note keeping, and analytics and reporting.

**Step 3: Pick Your Products** When you're the boss, you decide what fills the back bar and the shelves. Products play a huge role in building your salon culture. Develop a relationship with your local sales rep; he or she will keep you informed about specials and new product intros. And don't overlook access to education and ongoing support—these are things that'll keep you at the forefront in a fast-paced industry.





# Change your mindset and everything changes...

**Step 4: Get Down to Business** Before opening shop, you'll have to obtain salon and sales tax licenses and file your trade name registration. Once the legal requirements are met, you'll decide the services you'll offer and your hours and pricing.

**Step 5: Create Your Environment** For many beauty professionals, the most exciting thing about salon ownership is creating an environment that reflects their personality. It starts with choosing a salon name and decorating. When you're ready for finishing touches, hang your artwork, get a decal for your door with your name & number so clients can easily find you in salon (PS. We provide this service for you at no charge) design your business cards and brochures to match your brand and voila!. Remember it's you and the experience you provide that drives repeat business.

**Step 6: Spread the Word** In today's fast-paced market, tapping into marketing and social media is essential to the health of every modern business—especially small businesses. Set up a website page where clients can learn more about your salon and access contact information and a booking link. We provide you with your very own webpage in connection to our website. Where you can "Rock Your Blog" (We will provide you a free downloadable resource to guide you) and attracted the clientele you love by linking your social media pages so you can show off your work. We also support you by doing a feature on our social media pages when you join our community as well as share any posts or promotions you have going.

## FAQ

1. What are some ideas for attracting new clients to my business? Marketing is the key to your success, including digital marketing, social media, email, or print and direct mail. And let's not forget that you are a walking billboard!!! Pass out your new business cards anywhere you go (That is why it is so important to look your best, even when you don't feel like it) **One of the BIGGEST mistakes business owners make is not consistently marketing themselves and/or following up with their clients. Referrals are the lowest hanging fruit, make sure you are reaching for it!**



## Consider...


- Sending out a text, email blast and/or snail mail announcement to let your clients know about your new salon. Offer a special incentive for those who visit your new salon within the first month of opening.
- Giving first-time clients a special gift and/or offering a referral program discount.
- Handing out business cards with contact info to the other beauty professionals in your building. It's possible that you offer services that they don't or if you offer the same services and are injured or have an emergency come up, they will take good care of your clients until you return. Like I said, we are a family community not a competitive community!
- Creating social media accounts for your studio that are separate from your personal accounts, and start posting to attract your ideal customer. EVERYONE loves a good before and after post with pictures and client testimonials.

**Word of mouth is everything! And as I said, it is the lowest hanging fruit. Make sure you ask you clients for reviews or referrals. Remember it is up to you to follow up with your clients, including to ensure they LOVE their hair. Don't make the mistake of not following up with your clients!**

## 2. How do I create a salon culture when I'm on my own?

When you move into your own salon studio, your salon's culture or brand is the most important aspect of your success. Branding goes way beyond a salon's name or logo. It includes the entire customer experience, in and out of your studio—everything from your web presence and social media content to the way you answer your phone, your décor, and the retail products on your shelves. The most important thing to know is that once you have a clientele you want to be more specific with who you want to attract. Speak their language and give your business a brand personality they can't help but fall in love with.





One of the **BIGGEST** mistakes business owners make is trying to be like everyone else to attract anyone they can. Embrace yourself, be unique and the clients that are meant for you will show up. There are more than 7 billion people on the planet after all.

So instead build YOUR brand! Get started by asking yourself:

- What feelings do you want your salon to evoke in guests?
- What do you want your reputation to be?
- What are your goals and dreams for your business? **Another HUGE mistake business owners make is not creating a budget or income goal. Like 90 % don't create income goals. How can you hit a target you aren't aiming at?**

Once you've outlined your values and developed the right mission statement for your salon, you're on your way to creating your culture and brand.

3. Can I give my salon studio a name and a unique look? You bet! Think of it this way—this studio is your business, so the name, the décor, the “vibe” and the culture should all reflect who you are, what you stand for and how you want to be perceived by your clients. Your web page should look every bit as sophisticated as your physical salon, and your social media feeds should reflect this unique culture.

4. How should I decide which products to use and retail to my clients? The products you use and recommend are critical to the success of your business. Here are key things to consider:

- The performance of the products.
- The price and whether they are within your guests' budgets.
- The image of the brand and whether it aligns with the image of your business.
- Education... Does the product line offer more than just product knowledge?
- Products are only sold professionally and are not sold in retail stores.



## 5. How much should I charge my clients for my products and services?

Opening your own business can be overwhelming! So much so that most of my clients live in a constant state of overwhelm before working with me. Instead of setting an income goal and implementing a business plan, they work as hard as they can and still feel like they never get ahead. As I said, 90% of small business owners don't set an income goal and therefore continue to make the same amount of money every year. One of the most important things you need to understand, is that you need to pay yourself. You are no longer just a Beauty Professional, you are a receptionist, accountant, assistant and marketing manager. In order to do so and pay your rent, you **MUST** charge your worth and budget!!! **The #1 mistake my clients struggle with is charging their worth. But don't sweat it, that is why we provide so much mentorship and marketing support! Remember if you join our community, you are family and we have your back.**

## Conclusion

For independent, focused, creative beauty professionals who want the freedom and flexibility of running their own businesses, owning a salon studio is a viable option, and is more attainable for you than ever. We provide all you need and more to experience the freedom and benefit of salon ownership without all the risks!



What would you do if you weren't afraid?

The best news is you don't have to go at it  
alone! Be your own Boss Babe, but never  
on your own.

Let's do this together!

[www.oldworldsalons.com](http://www.oldworldsalons.com)

*"The biggest adventure  
you can take  
is to live the life of  
your dreams."*

*- Oprah Winfrey -*

