



Business startup checklist

Things to consider first.

Venue:	Notes
<ul style="list-style-type: none"> ● Will you be mobile, room at home, rent a room ● If mobile, will you only cover a certain area? 	
Payments:	
<ul style="list-style-type: none"> ● Will you get a card machine? If so they do charge so make sure this is included in your costs. ● Cash ● Bank Transfer 	
Employment status:	
<ul style="list-style-type: none"> ● Self-employed ● Limited company ● Will you need an accountant or do your own tax returns? 	

Task to complete

Task: Training	Date	Done
Research Training Companies: <ul style="list-style-type: none"> ● Ask who the course is accredited by. ● Ask how many students are on the course. ● What do you need to do to obtain your certificate. ● Do they recommend products? 		



Task: Insurance		
<p>Phone a couple of insurance companies:</p> <ul style="list-style-type: none"> ● Get quotes for the treatments offered. ● Check the insurance company will accept the training academies accreditation. ● Check if any pre-requirements are needed (if taking advanced courses). ● Check what they need you to complete with clients to be covered, i.e patch testing, consultation forms etc <p>When ready, purchase insurance.</p>		
Task: Research / Prices		
<ul style="list-style-type: none"> ● Research competitors prices in your area ● Research cost of products ● Research competitors advertising ● Decide on your core market (e.g females 19-60 etc) ● Estimate your costs, sales & profit 		
Task: Using the above, decide on your prices		
Task: Book the Training Course		
Task: Set up Social media / website		
<ul style="list-style-type: none"> ● Create a Facebook account ● Create a instagram account ● Link both accounts ● Set up a website (even just a 1 page website, with treatment list and prices) 		



Task: Marketing		
<ul style="list-style-type: none">● Start posting about the treatments you will offer● Get friends/ family to like and share your page● Join facebook groups to help promote your page/business● Will you be offering loyalty cards, refer a friend etc● Remember important promotional dates, i.e valentines day, mother's day etc and run offers or create packages.		

Notes: