

STARTING YOUR BUSINESS

START OFF IN THE RIGHT MANNER

- We all start things off with lots of enthusiasm, then soon start to get a bit complacent.
- If you start off with the wrong attitude your business will fail.
- Take your business seriously give yourself a company name.
- Get some business cards printed or print your own.
- Have a price list and stick to it, give it to your client on their first appointment. State on your price list prices will increase by a certain percent every year (to account for inflation).
- Are you going to add an extra charge per mile for appointments outside a certain radius around your "base"?
- What will your cancellation policy be? Will you only allow cancellations 24 hours before the appointment?
- Additional services must be booked in advance.
- Patch test must be done 24 hours before first application of colour.
- Set some working hours similar to if you worked in a salon. You may have to work a couple of late nights but don't be taken advantage of.
- Wear some sort of uniform.
- Spoil your client's. Loyalty works both ways. Small things like a Birthday card or a mince pie at Christmas don't cost much but will make your client's feel valued. You can even claim these as business expenses!

APPOINTMENT PLANNING

- Appointment planning is obviously very different to working in a salon. I always allow an hour and a half to two hours for a colour and an hour for a cut and dry.
- Always try to secure another appointment before you leave this avoids people ringing you when they are ready and expecting to be fitted in immediately
- If your appointments are planned in advance this will be easier for you to plan a wrought and carry the right stock
- Allow 15 to thirty minutes to your next appointment depending on your clientele area
- Don't forget to allow different journey times for different times of day

- If you are charging the right amount then you should have to be rushing around
- Obviously sometimes an appointment may over run or you get stuck in traffic then always when it's safe to do so give them a quick call and let them know so the client feels that you're respecting their time.
- Buy an appointment book or a ring binder with separate sheets
- Also buy either small cash tin or some sort of wallet to put your takings in so you don't appear to be putting them in your pocket or purse which creates the impression that you're working on the side.
- You will also be paid in cheque some times so make sure you have a bank account.
- Keep records of your client's names addresses and colour or perm records

DIFFERENCES TO WORKING IN A SALON

- You are in your client's home. You must show that you respect that.
- Take your shoes off. Try to leave the room as tidy as possible when you leave.
- If using chemicals take extra care!
- Always mix colours in the kitchen on a worktop with a towel down
- Always provide your own clean towels, shampoo and conditioner.
- You will normally have to shampoo a client's colour off in the sink or over the bath so ask to client to hold a folded towel or a flannel over there eyes to avoid getting colour in
- Always have clean equipment gowns brushes and combs
- Keep your car reasonably clean and tidy.
- You will be expected to carry a certain stock of colours if you want to avoid high set up costs then have a consultation a few days before to choose a colour, when you have a regular clientele you will know roughly what you need
- Always check stock regularly so you don't run out.

LEGAL

- Once you start charging anyone for your services, be it family or friend, you need to inform HM Revenue and Customs that you are self employed. You have to do this some time in the first three (3) months of trading.
- Check out the HM Revenue and Customs website for all you need to know. They even have a helpline to assist new businesses.
- You pay tax on your earnings twice a year, in January and July.

- You can work out what you owe by self assessment or you could retain the services of an accountant do to this for you.
- Get into good book keeping habits. Keep weekly or monthly accounts.
- You can claim certain business expenses against you tax bill. These include petrol, car tax, insurance, public liability insurance, phone and stock.
- Save receipts for everything to do with your business. You will need these when filing you tax returns.
- You must have public liability insurance to cover you against damage to a client's hair or property. Average cost of PLI is around £65.00 per annum for cover up to £1m, which is £1.25 a day.
- Your electrical equipment such as hairdryers, tongs and straighteners need to be PAT Tested Portable Appliance Testesd.

ADVERTISING

- The best form of advertising is word of mouth. If you give a good service your business will grow.
- Look into placing adverts in local newspapers, local magazines, trade publications and online directories. In the digital age a website might be a good idea too.
- If you specialise in a particular area such as long hair, then advertise yourself as such.
- Contact other local businesses such as wedding planners and offer your services.

If you give your clients the most professional service you can within their home then you can have a thriving business that you can be proud. Raise your game. Set yourself apart from the rest of the competition. Be professional! Good luck.