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## Beard salon beauty makeover app

Any hair and beauty salon that intends to grow must keep pace with changing technologies to maintain a competitive advantage. This includes, but does not only mean the use of a lounge information system. In reality, technology can help you manage most of all aspects of your business. Information systems, virtual imaging and the physical technologies used to protect, texture and style your client's hair are just a few examples. Information management programs have something for everyone. There are web and office programs written specifically for hair and beauty salons, so you won't have to spend time trying to make a generic program tailored to your business. Although the program you choose determines which options are available, accounting, payroll and financial information, inventory control, planning and customer relationship management are among the most common. According to Captterra.com, a free software location service, SuperSalon, Vagaro and SalonBooker are among the top ranked and popular programs of 2014. All have free trial periods and variable price structures. Hairdressing and aesthetic imaging technology allows a client to see an after style before starting work. It only takes one camera and a few minutes to show a customer what it will look like in a variety of different colors and styles. Most programs have a standard database of hairstyles, glasses and makeup tools, and options to add your own ideas. Some have three-dimensional capabilities. Professional imaging programs are offered by companies such as CyberImaging.com and SalonStyler.com. Physical and chemical technologies meet the key needs of customers. These include devices that reduce static and frizz thanks to active ion technology, ceramic plates in hair straighteners, and seamless hairs in brushes and hairdryers. It also includes products and treatments that use heat adaptation and nanotechnology, allowing color processing and conditioning at room temperature instead of under a hairdryer. Heat distribution technology and digital heat controls allow for better heat distribution, reducing hot spots and the likelihood of drying out that can cause dry or brittle hair. Social media technology can be a useful marketing tool. According to Janet Thaeler, a public relations expert, you can start to see sales increase after even having a few likes. Thaeler also suggests encouraging customers to take and post selfies on their own sites as well as on virtual bulletin boards such as Pinterest and Instagram. Politely asking customers to name your living room on their photos -- or offering an incentive as a free gift for grab-bag -- can turn photos into a valuable word of mouth advertisement. Alex Beauchesne As anyone who has ever experienced a thorough beauty salon rub knows, getting your hair shampoo can be an almost orgasmic experience. No big surprises there. After all, your scalp is an erogenous area - a super-sensitive place to touch - and just like your nipples or the nape of neck, it is rarely handled by other people. Practical scalp stimulation works the same way it does with a massage: by increasing blood flow and releasing tension, says Amy Wechsler, M.D., a New York dermatologist and psychiatrist. But there is a scientific reason for the overwhelming pleasure response: As you are rubbed in the right way during your capicular shampoo the nerve endings in your scalp send information to the sensory cortex (the brain's Goody! center, which records comfort and relaxation). In response, the sensory cortex lights up like a standard at an American Idol voting night and releases wellness hormones like dopamine and serotonin, says neurosurgeon Larry McCleary, M.D., author of The Brain Trust Program. Add to that the soothing stimulus of hot water, and you have a foot curling experience. This content is created and maintained by a third party, and imported on this page to help users provide their email addresses. You may be able to find more information about this and content similar to piano.io Advertising - Continue reading below People go to beauty salons for services such as caped care, nail care and skin care, which are provided by trained professionals who are currently licensed in their condition to perform one or more of these services. All salon workers who provide cosmetology services to clients must be authorized by the state in which they work. Rules and restrictions vary from state to state, so visit your state's cosmetology board website to find out what's needed. Licenses need to be prominently displayed for customers to see. As a business owner, you must register your living room with the federal government by obtaining a tax identification number, also known as the Employer Identification Number (INN). The app is free on the Internal Revenue Service (IRS) website. You must also register your business with local authorities at the municipal or county level. Each State Cosmetology Board establishes health and safety regulations. Salon owners and workers should be aware of the necessary safety practices and be prepared for regular and routine inspections by the local health service. Health and safety rules govern the cleanliness and sanitation of the salon and its equipment, the use of hazardous chemicals and appropriate procedures for the performance of services and the safety of workers. Beauty salon work is often offset by a percentage of the cost of services, usually 30% to For example, if a salon charges \$40 for a haircut, the stylist earns \$12 to \$20 from the salon, plus any tip the customer gives. Some salon employees rent space to a salon owner. In such cases, the worker pays a fixed fee or fees plus a small percentage of the earnings for the space, keeping the money earned from tips. In some salons, workers are paid an hourly or annual wage. Such an arrangement ensures consistency for salon owners and employees, but stylists who see more clients than other stylists have more experience may find the system unfair. Salary plus commission offers a solution. Salon prices are based on the services performed, the experience and reputation of the stylist, and what the local market can support. For example, in a small or medium-sized town with several beauty salons, prices are probably similar from one salon to another, unless guests can receive a unique experience in a particular salon. An award-winning stylist's haircut or an advantage such as a wine or juice bar in a nail salon may justify higher prices. Selling hair, skin care products or nails in your living room is a good way to increase income. Trade shows typically buy their products wholesale from distributors, who are the intermediaries between manufacturers and salon owners. When reviewing what to offer in your living room, keep in mind: Target the public: examine your customers' needs, preferences and spending habits. For example, if your salon offers affordable caped care for the whole family, offer affordable product lines. Look at the competition: Find out what products are being sold by other shows in your area and offer your customers something different. Limit the brands you offer: choose no more than three brands to offer your customers. More than that confuses customers and creates clutter on your display shelves. Offer private label products: Private label products aren't just for franchise shows. Manufacturers such as Aware Branding, Dreamline Beauty, Genesis and Private Label Beauty Products work with you to develop products and produce them under the label of your show. According to a study by online coupon giants Groupm, women spend nearly a quarter of a million dollars in their lives on their appearance. This breaks down to an average of \$3,756 per year or \$313 per month. In other words; Beauty salons can be very lucrative. The 1 million American beauty salons and spas would bring in \$46 billion a year, but success comes only after ticking all the boxes. The world of beauty salons is great, covering everything from manicures and tanning to hair removal and highlights. When it's good, it's great, and some celebrity salon owners can order more than \$1200 per cup. When it's bad, you face to become another empty building with a rent sign in the window. No matter if you specialize in hair, nails, skin or all of the above, every beauty salon needs a solid business plan to ensure its success. Beauty salons have a lot of moving pieces, and like any business, careful planning is required. This opening of a salon checklist can help open your way to beauty success: There are already 1 million beauty salons across the country, and your only success shot is by standing out among them. You may think that offering a wide variety of services is your best bet because it will bring more customers, but that's not the case. Focusing on a niche service, such as alternative haircuts for women or nail art will help bring in loyal customers, and these are the ones that keep your finances afloat. Find out what makes your business unique and let it shine. Decide On A Business Model Beauty salons have a variety of different services, and each justifies a different business model. Are you planning to build your living room from the base or are you opening a franchise? To ensure the success of your living room, you need to nail the what. What services do you sell and how? The salons, especially in the nail and hair space, work on two major models: ordering and renting chairs. In the chair rental model, stylists and nail technicians are independent contractors. They have their own insurance and pay their own unemployment taxes. This model is ideal if you plan to run a smaller operation, but it is not ideal if you want to develop. Although you are responsible for employee-related expenses in a commission model, such as workers' compensation and payroll taxes, you can earn the most money depending on the size of your store. No model is the right model. Just make sure that once you choose, you don't change after opening. Stylists are much more likely to leave if you change the way they are paid. You don't necessarily need partners to run a successful business, but you can want them anyway. Whether you're looking for an investor who can help ease the financial blow of opening a new trade show or someone who is familiar with the ins-and-outs of the industry, most trade shows benefit from having one person in charge of the commercial aspect of things and another in charge of creative direction. Many salons also partner with products, which can be very lucrative for a brand and help put a bump in all the overheads you have. Remember: the average person spends about \$57 a month on creams and lotions and \$58 a month on caped products. These are all the things your living room can sell. Create your business plan You can't succeed if you don't have a map that shows you how to do it. Your card is a business plan, and all businesses need it. The plan should focus on your business needs, including overhead and estimated revenues, but it should also cover things like marketing and brand identity. It is the latter that sets you apart from the competition. Be sure to hire an accountant to help you chart your strategy. Chances are you may not have enough money to start your business entirely. A lot of people are going to need to get outside funding. In good standing you should have at least six months of capital before jumping in. Remember, it is OK to start small and develop later. So where do you get the money? It is extremely difficult for a small start-up to get a business loan, as so many small business owners opt for personal loans or investments from family and friends. Once your business is already established for about a year, you can try to get a loan from a bank or credit union. If you can't get funding through traditional methods, some of them have found success with crowd sourcing using a website like Kickstarter or GoFundMe. To open a living room, you need a physical lounge area. And finding the perfect space is not easy. You don't want to open a salon in an area with too much competition. Opening a nail salon in front of a nail salon is a recipe for disaster, but it may make sense to open a nail salon near an existing hair salon. What woman wouldn't want to get their appointments off the road in a one-two punch? Typically, the average salon is 1200 square feet and has six operators from beauticians and hairdressers to assistants and receptionists. Consider what the landlord gives you: if you are there for five to ten years, will they update the space? Do you have to put in your own expensive CVC system? Make sure a contractor examines the space before signing on the dotted line. Sorting your business structure According to Forbes\_, getting a state license to operate a salon is both fast and cheap, but first you need to sort through the corporate structure of your beauty salon or spa. Most likely, you will want to operate as an LLC or limited liability company. You can create an online LLC and then get a federal tax identification number so you can pay taxes on your income. Hire your employees and hit the ground running Now you have the space, you have the plan and you have the equipment. The final steps in opening your show are hiring employees and opening doors for the first time. Play with prices and hours to find your weak spot. You'll want to follow the marketing strategy set out in your business plan, but to give yourself an advantage, you may also want to join business organizations. Organizations like the Professional Beauty Association or the Association of Cosmetology Salon Professionals can help you in all aspects of running your business. They give you HR manuals, help you with marketing ideas and keep you up to date with trends. After all, the heart and soul of a successful salon remains at the top of what's in vogue. Beauty salons have a lot of upfront costs, mainly related to real estate. You can expect to pay between \$75 and \$125 per square foot for your space. If your living room is in a richer area, you could be paying up to \$300 per square foot. As a general rule, you should set aside \$100,000 to \$500,000 for your salon. You might also want to set aside some cash for building improvements and remodeling. On average, salon owners spend \$32,000 on design elements that make their business unique. includes things like custom signs, interior furniture and art. In addition to space, you will also pay money for licenses, legal fees, insurance, permits, a website, supplies and equipment. Salon owners can expect an initial investment of approximately \$27,000 for equipment (hood dryers, colour stations, lawnmowers, etc.) and up to \$20,000 for supplies (living room baths, curlers, shampoo, conditioner, etc.). Your computers and your pos system should \$550 to \$2,500 per year. Keep in mind that a hair salon or manicure has less equipment than a beauty salon, so there is a lower upfront cost. What you will need in advance depends on your business model. Let's be real; no one goes back to a hairdresser who melts his hair with a bad sweep. Your employees are essential to the success of your show. Of course you want skilled workers, but all the technical capacity in the world does not matter if their attitude turns off the customers and they are unreliable. The truth is that trade shows have a lot of turnover. Stylists often decide that they can make more money on their own and jump ship to start their own business once they have a full list of

customers. They are essential to finding the right employees is all in the paycheck. You get what you pay for, and if you offer competitive commissions and generous packages, your employees will be more likely to stay around. You'll want to hire a receptionist and salon manager. Depending on your business model, you may want to hire a hairdresser, colorist, shampoo/salon assistant, manicure, beautician, massage therapist and electrologist. Your employees must hold a cosmetology license, which usually allows them to cut and color hair, give manicures and facials, and sometimes give hand and foot massages. They will need an additional license for other services such as massage therapy and laser hair removal. Be sure to check with your state cosmetology board. To find the best employees, you'll probably want to start by exploiting your professional and personal network. The best way to find someone reliable and passionate is through mutual connections. Chances are, if you open a salon, you already have a network of like-minded beauty lovers. If this search is not successful, online advertising is your next best bet. While celebrity salon owners can rake in more than \$1,000 per haircut, this is far from the norm. This does not mean that most cosmetologists cannot earn a living. According to the Bureau of Labor Statistics, the median cosmetologist earns \$24,900 a year, but this is a good bet for master stylists, senior stylists and those working in expensive cities like New York. It is important to remember that hairdressers rely on tips in addition to their salary or standard commission of 35 to 50 per cent. As an owner, you can also choose to offer haircuts and color services yourself. The amount of money you make depends on your customer base, retail sales, your employee payroll structure and the fact that you work alongside your stylists. There are several permits and licenses required to open a salon, although Forbes claims that this is the easy part compared to the years you have to spend at the school of cosmetology. You will need the same permits as any other business, including and not limited to: an occupancy certificate, a commercial operating licence, a retail licence, a fire department permit and a cosmetology permit. Licenses typically cost between \$100 and \$2,000. You can usually file for one of these on your state or city's municipal website or make an appointment with the appropriate state agency. To obtain a cosmetology license, you will want to contact your state's cosmetology department. You will need to comply with the electrical, fire and sanitation codes and prove that your employees hold the appropriate licenses to do their job. You may also want to consider insurance to protect your investment in the event of a break-in, natural disaster, fire or accident. Coverage should include general liability, corporate property, business interruption and professional liability insurance. Insurance.

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