

Backclass Bodyworkers









Checklists for

How to Open A New Massage Business

BY REBECCA BRUMFIELD

Checklist

LICENSING AND LEGAL NEEDS

-  Decide if you are opening a home salon or mobile facility.
-  Ensure your business model is legal in the state where you plan to operate. (On-location services tend not to be legal and mobile salons are typically heavily regulated.)
-  Do you have the needed special licenses to do business in your area? (For example, a sales and use tax certificate)
-  Find out if your business requires a fictitious name registration (DBA) or if you'd be better off forming an LLC.
-  Determine whether you will file your estimated federal self-employment taxes quarterly or will require the services of a CPA.
-  Acquire professional liability insurance. Will you also require general liability insurance?

Checklist

BUDGETING AND SUPPLIES



Determine if you have enough starting capital.



Estimate your annual operational costs, including your salary and supplies. Will you include money in your budget for marketing?



Calculate how much revenue will you need to make to generate a profit.



Decide how will your costs affect your service pricing.



Make sure your target demographic can afford you and that your projected prices aren't going to be too high.

Checklist

SERVICE PROTOCOLS AND POLICIES



Decide on services you are going to offer.



Outline the steps to each service.



Decide how long each service will take?



What is the material cost for each service on the menu?



Determine whether you will have a cancellation or late-arrival policy.



Decide if you will require appointment deposits.



Write your policies out.










Make a plan for how to enforce your policies.

Checklist

ADVERTISING/MARKETING







Getting Started

-  Complete market research.
-  Check out the competitors. What makes them stand out?
-  Design a website.
-  Claim your social profiles.
-  Create a high-quality portfolio of your work.
-  Ensure your logo suits your brand's tone, personality, and message.
-  Have business cards made with your address and contact information.

Checklist

ADVERTISING/MARKETING CONTINUED...

Making Local Connections

-  Look for networking groups, events, & organizations to join that have your ideal clients & referral partners.
-  Make a list of "referral partners" and mail or drop off business packets.
-  Contact local bloggers / public figures & ask to do a FB live video or run a giveaway in exchange for emails.
-  Contact local direct sales merchandisers for companies you love & offer to co-host a party with them, offering chair massage to build your list.
-  Contact local salons & gyms, etc. That you can do a weekly chair massage at to help build your list
-  Host an open house with a raffle and giveaway. To enter to win, guests must fill out the sign-in sheet with their contact info.

Checklist

ADVERTISING/MARKETING CONTINUED...

Consistent Digital Marketing



Send Email Blasts to your new client list with updates and announcements on seasonal specials, events, and more.



Schedule social media posts - tweets, facebook, instagram.



Post events online - eventbrite, facebook, yelp event, local blogs.



Decide if you want to use paid social media advertising. Will you do this yourself or hire a pro?



Badass Bodyworkers

with REBECCA JOANN BRUMFIELD

About the Author

Rebecca Brumfield is a spa owner, Queen of Cupping Therapy, Massage Magazine Author, Bodywork Mentor, Industry Educator, Anti-Human Trafficking Advocate, Spa & Wellness Concierge, 2021 Massage Therapy Hall of Fame Inductee, Aquarius, & Taco Lover.

Rebecca currently resides in Baton Rouge, Louisiana, but her love of traveling and mentoring women in the health & wellness industry allows her to help other women grow their business. She has a deep passion for Mother Earth and spending time out in nature hiking and camping with her rescue dog. Her current project is self-converting a tiny school bus into her very own "spa mobile" which will allow her to take her bodywork skills on-the-go!

Rebecca is the founder of Badass Bodyworkers, a supportive online community of encouraging, badass go-getters and goal-diggers who help each other overcome their fears and blocs, attract their ideal clients, and set boundaries needed in order to grow a thriving, profitable business that allows women to rock their wellness business without stress and burnout.