

Badass 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?



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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.