

Business Building Guide

STEPS TO CREATE A SUCCESSFUL BUSINESS



Create a business plan and checklist for those must do's before actually working on paying clients. Read through the below steps on how to build your own spray tanning business and then personalize a checklist with your own goals in mind. Everyone's plans and visions of their business looks different for this service so create the right "to do's" for you. Starting a mobile business is going to have different tasks to accomplish and areas to research than a rental location or a home based business. Having a website and running Google AdWords is different than marketing and getting client bookings from Instagram. Follow your checklist and create a timeframe to keep your goals on track.



How are you planning to fund business startup costs? Typically the type and scale of your spray tanning business will depend on the monetary investment you can provide. If you already have seed money, then great! If you do not, don't fret since spray tanning is a low investment/high rate of return beauty service. With less than a few thousand dollars you can afford certification, spray tan equipment and some other essential supplies. [Apply for a small business loan](#), or borrow from family or friends, to cover your startup costs. Within a few short months you can make all that investment money back and then some! Mobile spray tanning is a great budget friendly way to start off and save money on rental expenses. Keep your monthly budget in mind while you go through the below steps to see what you can currently afford to pay out in the beginning months of your business.



Visit your secretary of state's office to begin the process of registering your business and creating your business structure. You can find this information when you visit your state's official website. This will immediately let you know if the business name you are thinking about is already in use by utilizing the existing business search tool. If your proposed name is not taken then you can start the registration process. You might want to cross reference the business name on Google/web to see if the website domain name is already taken as well. Then choose your business structure; LLC, Sole Proprietorship, General partnership, Corporation etc. The structure affects how much you pay in taxes, your ability to raise money, the paperwork you need to file, and your personal liability. Consulting with business counselors, attorneys, and accountants can prove helpful. Click [HERE](#) for a clear explanation of the options.

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Once your business has been officially registered by the state your next step is obtaining an EIN number. An EIN is a nine-digit number assigned by the IRS used to identify tax payers who are required to file various business tax returns. Click [HERE](#) to visit the IRS website for the online application.



After your EIN number has been established and given to you by the IRS you can now open a business banking account. This is helpful to separate your personal money and the money that your business is generating from services and retail sales. For tax purposes, you'll need to keep a detailed record of what the business is taking and paying out for operating expenses. These operating expenses can be tax deducted, meaning that the amount you owe the IRS from your gross income will be adjusted to not include money spent on your business. Just like most things, you can either do this yourself keep track with accounting software or you can hire a CPA to help guide you on tax filing and best accounting practices.



If you are operating out of a location this requires obtaining a permit from the city/town that you will operate in. If you are a mobile business check your state laws to see if you are required to have a state level business permit. Visit your town and states official website for more info.



We strongly encourage you to insure your business (this is typically mandatory if you are operating in a static location or operating a mobile business). The policy that you choose is often dependent on the type of business that you are operating. It is always best to seek advice from a professional to ensure you have the correct coverage and policy. Here are a few agencies that cater to spray tanning businesses: [Insurtec](#) - [Insure Body Work](#) - [Alternative Balance](#)



If you plan on selling any items/goods to the public, whether wholesale or retail, you likely need a seller's permit. You may also see a seller's permit called a "sales tax permit" or "sales tax license." Usually, you don't need a seller's permit to conduct business online. But that may not be the case in your state and/or in your industry. Check applicable states official website to determine whether you need an online seller's permit.

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You will need to find a business location if you are looking to have your clients come to you. There many options but the most popular being either a stand alone store front or a shared location. When looking for renting commercial space, online sites such as [LoopNet](#) or [CommercialSearch](#) are a great place to start. It is also common that existing salons rent out rooms to other professionals that offer a different services. Look on local town groups on social media and sites like [Indeed](#) that list room rentals.



After your business has been officially/legally been created now comes the fun stuff, choosing your vibe and branding. Before designing your website or having one made for you pick a Logo, colors and theme for your business. It is important to have brand cohesion for all of your platform, you don't want different colors on your website than on your business cards. [Fiverr](#) is a great place to source graphic designers and allows you to work within your own budget. If you are creatively inclined or looking to save some extra cash then make your own unique logo on [Canva](#) or [Adobe Express](#).



Once you've decided on your branding and vibe now it's time to outfit/decorate your space based on those chosen themes. You are looking to create an inviting space for your clients, whether it's fun and hip or chill and relaxing. Decorate and design your area based on your clients point of view and what makes the most sense for them. Need inspiration for room set up and design? [Pinterest](#) is an amazing resource to view how others set up and design their spray tan rooms. Music is something that makes people feel comfortable, even if it happens to not be their favorite genre, nobody likes silence. Have mood music in the background to provide a sense of ease for your clients who might be nervous for their appointment. Provide helpful items that your client might forget to bring such as hair ties and have disposables available. A detailed list of items to carry is provided in your Aviva Labs 101 workbook.

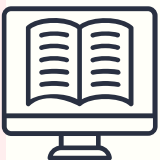
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Start your web presence! Get listed on Google by starting a Google Business profile so that your new business is easily found on the web via Google Search/Maps. Click [HERE](#) to create and manage your business profile. Easily connect with potential customers and share important aspects of your business such as your hours of operation, reviews, photos, website, and phone number. Discover important analytics such as what keywords people search to find you, website views, and interactions. Mobile businesses that don't have a storefront can benefit from have a profile too!



Create a website. Having a website helps with SEO (search engine optimization) so prospective clients can find you easily when searching such keywords as “Spray Tanning near me”. It also creates provides an online presence that potential customers come to rely on and trust. There are two options for creating a website, make your own on platforms such as [Wix](#), [Squarespace](#), [GoDaddy](#) & [Canva](#) or hire a professional web designer (i.e. [Happy Tans](#)). Do some research and see what is best for you and your desired monthly operating expenses.



Now that you can be found online and your potential customers can browse your services and learn about you on your website, give them the easiest way to book their spray tan appointment with you. Choose a software booking/scheduling provider to integrate with your website so your clients can book directly online. The easier it is for a potential client to book an appointment, the more apt they are to try your services. Along with the booking tool, most software systems for the beauty industry come with scheduling and point of sale options such as credit card readers. They may contain other helpful tools such as email and text reminders for appointments, forms to push to clients before appointments and review requests post appointment. Most also have an option to sell retail items from your online shop, which is a great way to generate passive income. There are many popular software system choices out there and here are a few to check out... [Gloss Genius](#), [Square](#), [Vagaro](#), [Fresha](#) and [Acuity](#). Do some research to find one that is right for you and your monthly budget since most carry a subscription cost. If you created your own website on Squarespace, you can keep your online booking tool, appointment scheduler and point of sale with the Square ecosystem.

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What is the best way for you to use all this new business technology? You'll need to decide on if you are going to operate and maintain your scheduling and other web based systems on your phone, tablet or computer. Do you need to purchase your own wifi at your location or is free wifi provided for you and your clients. What if the wifi goes down? Do you still have a way to operate? Make sure all technology is charged and operational for your days' work.



Now that you have your location/mobile set up ready now you'll need to start marketing with social media and physical materials -- Facebook and Instagram adds can refine and target certain demographics, Google AdWords, share reviews and customer testimonials on website and social platforms, Post videos for higher social media engagement, Referral incentives, Influencer incentives -- Business cards and brochures-- make own on Canva/Photoshop or made professionally Vista Print, Staples. Leave cards/brochures at local businesses.



Photographer branding shoots for website, Google listing and social media posts are highly recommended. Either before or when you're just starting to work on clientele, hire a photographer to do a branding shoot. If you have a location this is a great place to do it or be creative and shoot in nature or rent studio space. Professional pictures will separate you from other businesses without pro photos of themselves and their work. You can ask friends, family, or do a model call on social media to show your developed spray tans. Make sure to get headshots of your self as well and add to your "About" tab on your website for a cohesive look. Add professional photos to your Google business page for an immediately polished first impression to potential clients.



To help grow your business awareness and to let in the community get to know you it's time to get involved and start to be seen as a leader in your field. Find local organizations such as your towns Chamber of Commerce, town merchant groups, business networking groups, artisan fairs, wedding/vendor expos. The higher your community profile the more people will trust you and be willing to try your service.