

Salon & Spa Owners
**GUIDE TO
PREDICTABLE
SUCCESS**

Part One

Developing A Business Plan



BUSINESS PLAN

"Vision without action is a daydream. Action without vision is a nightmare."

- Japanese proverb

An overarching business plan is key if you want to get a loan, grow 30% faster, feel confident in your spending, understand your cash flow, know your ideal clients and how to market to them. It keeps you focused and knowing what to prioritize. Once you have a plan created you can just work it.

An annual plan helps us as owners take our vision we have for our businesses and do the actual work to get there. The plan is there to serve you. It should light you up and keep you passionate and motivated throughout the year.

As we start to create your business plan for this year, I want you to think about a few questions.

These First Two Questions Are Things We Should Keep In Mind Any Time We Want To Accomplish Something:

1. What are your goals for your business this year?

2. Do you have a plan to reach them?





Now Let's Dig Deeper Into Your Vision:

1. What does success look like for you?

2. What do you want the theme to be this year? What's a word or phrase?

3. What kind of impact do you want your business to have on others?

4. How much money do you want to make?



Without a plan, your dream business is just that, a dream; but with a solid plan in place, your dream has the potential of coming true.

As you start to hash out your business plan one of the most important pieces that you want to flesh out is your business culture. Culture will eat strategy for breakfast! Take time and think about your vision, mission and values that really define your culture so your culture doesn't get defined for you.

DEVELOPING YOUR BUSINESS CULTURE

1. What is your purpose as a business?

2. How will we treat each other?

3. How would we observe you acting and talking to each other?





4. What differentiates you from the competition?

5. What percent of growth do you want?

All of this is a beautiful symphony that drives and attracts the right people to drive your business to success.

Notes:



EVALUATE YOUR BUSINESS

One of the most important steps in creating a business plan is to evaluate where your business is currently. Take a few minutes and think about where your business is now. This will help you with where you need to focus for this year.

Rate Yourself On A Scale From 1-10 In Each Of The Following Areas:

(1 being least positive and 10 being most positive)

Leadership	_____	Acquiring New Clients	_____
Finances	_____	Sales	_____
Management	_____	Culture	_____
Marketing	_____	Client Retention	_____
Staff Retention & Satisfaction	_____		

1. How did you do?

2. What needs to be your top three priorities this year?

3. And last but not least is how will your life and business blend together? How can you make sure you run your business and it doesn't run you?

CHECK OUT THE SUCCESS KIT FOR INDUSTRY

Now that you've answered questions around your dream business, your company culture, and evaluated where you are at currently, take some time and develop your business plan.

If you need help with structuring your business plan, I recommend you check out the [Success Kit for Industry](#). It's got templates for nearly everything you need to organize your business, including a Mini Business Plan that structures out the questions from here along with added details to make your business plan clear and concise.

[CLICK HERE TO LEARN MORE ABOUT THE SUCCESS KIT](#)

Once you've completed your plan, share it with your team. Their involvement is critical in driving your vision to reality.

TIME TO CELEBRATE!

Congrats!

Planning out your business is huge and you just took the time to do it.

Don't forget to watch out for our next video which is all about fun with finances – and yes, math is money, and money is fun!

Feel free to share this video with anyone you think needs to hear this information.

Sharing is caring!

See you soon!
~Amy



Amy Carter
CEO & Founder
Emowering You Consulting



MINI BUSINESS PLAN

1. What do you want your business to be known for?

2. What is your vision for your business?

3. What do you want to accomplish in the next year?

4. What are your keys to success (*plans*)?



5. Who are your potential new clients?

6. How will you be different from your main competitor?
(What do you bring that no other salon/spa is providing?)

7. What will you implement to strengthen your business?

8. How do you plan to reach your service goals?





9. How do you plan to reach your retail goals?

10. How will your life and business blend together?

Notes:

