



Body Sculpting Business Guide for the Home-Based Body Sculpting Business Model

A guide to starting your body sculpting
business from the comfort and (low overhead)
of your own home

ACTION STEPS: Home-Based Body Sculpting Business

Marketing

- Promote your services and your business
 - Announce on your personal (or business if you have it) social media pages that you are a body contouring professional, open for business and accepting clients
 - Tell them you will treat them in the safe environment of your home
 - Talk about it a lot, every day. Ask your friends to share
 - Take photos post those photos
 - Talk about the treatments, what they can do for the body conditions...how they reduce inches, tighten skin, and diminish cellulite
 - Answer all the questions that come in
 - Place a magnetic business sign on the sides of your car (See checklist below)
 - Place a sign on the front of your home, close to the entrance

Sales

- Create a menu and set your fees

Treatments and Business

- Know all you need to know about your client before she arrives
 - Require all intake paperwork completed prior to the appointment, especially critical for new clients
- Collect a non-refundable deposit or a (non-refundable) prepayment before your client arrives
 - Be prepared to take electronic payments
- Email Pre/Post Treatment Instructions to the client once paperwork and payment have been completed
- Confirm appointments the day before and the morning of the appointment
- Use a credit card reader to process additional fees
- Stock all that you need to provide a comfortable treatment experience and to conduct business
- Keep your supplies stocked, in neat and tidy order, and ready to use
- Check with your home insurance carrier for any special coverage requirements for using your home for business purposes
- Get business insurance coverage that covers you in your home
- Hang your Certificate(s) in your home-based body sculpting studio
- Maintain electronic copies of your Certifications and any licenses or registrations

CHECKLIST: Home-Based Body Sculpting Business

BUSINESS NECESSITIES

Credit card reader, i.e. Square Reader, to accept payments
Treatment forms
Smart phone for re-booking

MARKETING MATERIALS

Business Signs for your vehicle
Sign at the entrance to your studio or out front
Business cards
Frames to hang your Certification(s)

TREATMENT FUNDAMENTALS

Lightweight portable massage table
Sheets or table paper
Small utility cart to hold machine and supplies
Machine(s) for treatment(s)

TREATMENT SUPPLIES

Chair and table for your client(s)
Gloves
Sanitary hand wipes
2-3 small pillows
2-3 small towels
Extra pillowcases and towels
Smart phone or camera for photos
Measuring tape
Lightweight scales for tracking weight
Unscented baby wipes for cleaning clients after treatment
CaviWipes or other EPA approved disinfectant for disinfecting
Treatment specific supplies: ex: ultrasound gel, antifreeze membranes, etc
Small trash can and plastic garbage liner bags and container to hold soiled linen

THE 'ESSENTIAL EXTRAS'

Fragrance, i.e. essential oils, aromatherapy
Music or sound, relaxing and soothing sounds