



Body Sculpting Business Guide for the Lease Space Body Sculpting Business Model

The HIGH RISK:HIGH REWARDS MODEL
A guide to going all-out and starting a profitable
body sculpting business
in a lease space

ACTION STEPS: Lease Space Body Sculpting Business

Research Market, Set Goals and Crunch Numbers

Make these decisions and take these steps

- Draw up short-term and long-term goals, prioritize, and set deadlines
- Establish budgets for operations and marketing
- Determine who and where your target customers are, and what your customers want
- Research your competitors

Select your Location and Space

It is often said (and is true) that the secret to a successful business is location

Location considerations

- Visibility
- Parking
- Demographics
- Traffic, foot and vehicle
- Type of area (retail is best in most cases)
- Accessibility
- Proximity to competitors

Space size

- Consider both immediate and future needs
- Growth can happen quickly
- Find a space within your budget that allows room for growth

Finish out and Signage

- Negotiate with your landlord to pay a portion of your finish out costs
- Purchase and place signage as soon as you sign the lease

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, soon to open for business and accepting clients
- Tell them all about your location, describe your amenities, and your services - get them excited
- Talk about it a lot, every day. Ask your friends to share
- Take photos of your space (even as it is under construction) and post those photos
- Talk about the treatments you will offer, what they can do for the body conditions...how they reduce inches, tighten skin, and diminish cellulite
- Answer all the questions that come in

Marketing cont.

- Place a magnetic business sign on the sides of your car (See checklist below) listing your address, website address, phone number
- Purchase and place your signage well before you open - as soon as you secure your space
- Place a sidewalk sign and/or signs on the storefront to advertise your services and your soon-to-come business

Furnishings

Consider your needs for these items

- Reception chairs and/or sofa
- Reception tables
- Receptionist desk
- Chairs for treatment rooms
- Break room table and chairs

Sales

- Create a menu and set your fees for services

Business and Treatments

- Check the specific legal requirements in your location. Different jurisdictions have different requirements. Some general considerations:
 - Certificate of occupancy for your space
 - Federal Income Tax ID (EIN)
- Insurance considerations:
 - Liability insurance for your space
 - Liability insurance for you and your team
- Stock adequate supplies to provide a comfortable treatment experience and to conduct business
- Keep your supplies stocked, in neat order, and ready to use
 - Hang your Certificate(s) in a prominent location, i.e. lobby, consultation room
 - Maintain electronic copies of your Certifications and any licenses or registrations

CHECKLIST: Lease Space Body Sculpting Business

BUSINESS NECESSITIES

Treatment forms

Website, i.e. Wix or Square

POS System, i.e. Wix or Square - or - Smart phone for booking and record keeping

Credit card reader, i.e. Square Reader, to accept payments

MARKETING MATERIALS

Marquis signage, Front door signage, Storefront signage, Sidewalk signs

Business cards

Frames to hang your Certification(s)

Posters, rack cards, props, i.e. anatomical fat models

Anatomical Fat Replica models (great conversation starters!)

TREATMENT FUNDAMENTALS

Lightweight portable massage table(s) for your treatment room(s)

Sheets or table paper for each room

Small utility cart to hold machine and supplies

- utility carts on wheels allow you to move the machines and supplies from room to room when needed

Machine(s) for treatment(s)

TREATMENT SUPPLIES

Chair for client(s) to sit and hold belongings

Gloves

Sanitary hand wipes

2-3 small pillows

2-3 small towels

Extra pillowcases and towels

Smartphone or camera for photos - one per team member or one per room

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 for waste and an attractive container to hold soiled linen

Reception chairs and/or sofa, Reception tables, Receptionist desk, Break room table and chairs

THE 'ESSENTIAL EXTRAS'

Fragrance, i.e. essential oils, aromatherapy

Music or sound, relaxing and soothing sounds