



## **Body Sculpting Business Guide for the Mobile Body Sculpting Business Model**

### **Mobile Body Sculpting Business: A 'body sculpting studio on wheels'**

Setting up for a mobile body sculpting business is just like setting up within a spa or anywhere else.

The difference is your body sculpting studio is on wheels, and you bring your 'studio' with you everywhere you go.

# **ACTION STEPS: Mobile 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 come to their home to treat them
  - 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)

## **Sales**

- Set your fees (include 'convenience upcharge' and make sure to cover your time and travel expenses)

## **Treatments and Business**

- Know all you need to know about your client before you arrive
  - Require all intake paperwork completed prior to the appointment
- Collect a non-refundable deposit or a (non-refundable) prepayment before you arrive
  - 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
- Bring a credit card reader with you to process additional fees
- Bring all that you need to provide a comfortable treatment experience and conduct business
- Keep your supplies stocked and ready to go
- Check with your auto insurance carrier for any special coverage requirements for using your auto for business purposes
- Get business insurance coverage that covers you in other people's homes
- Maintain electronic copies of your Certifications and any licenses or registrations so that you have access to them at all appointment visits



# **CHECKLIST: Mobile 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  
Business cards

## **TREATMENT FUNDAMENTALS**

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

## **TREATMENT SUPPLIES**

Portable travel bag on wheels to load and transport supplies  
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  
Unscented baby wipes for cleaning  
CaviWipes or other EPA approved disinfectant for disinfecting  
Treatment specific supplies: ex: ultrasound gel, antifreeze membranes, etc  
Plastic garbage liner bags for dirty linen and trash