

# Hairstylist

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Hairstyling is undoubtedly one of the world's oldest work at home professions. This largely female dominated industry has universal demand and is mostly unaffected by seasonal changes. If you are a talented amateur or have professional training you might consider becoming a work at home hairstylist. Start-up expenses are a little high, but the potential earnings and gratification you can receive from this business will make it all worthwhile.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

No formal qualifications are required to become a hairstylist, although some states in the U.S might require that you have a license before starting your business. If you have no experience at all and are considering hairstyling as a career then we recommend taking a course and getting a formal qualification. If on the other hand you have extensive experience in the industry this isn't necessary.

## The Start-Up

Your end goal is to get as equipped as a full service salon, but of course one step at a time. To get started you'll need a stylists chair, sink, mirror (both wall mounted and hand held), commercial hair dryer, scissors, electric clippers, cape, towels, a washing machine, hair supplies (shampoos, hair die), curlers, brushes and combs. To keep things clean you'll also need a broom, pan and vacuum cleaner.

Where you put your home salon in your house will depend on your living situation. An outside room disconnected from the main house is ideal, however a clean and quiet room in the main house will do just fine.

With you're home salon established you'll need to decide whether to target a niche or a general audience. An example of a niche salon might be one focused on children's hair. Don't forget to choose an easy to remember name for your business and get business cards printed. Depending on the laws in your area you might also be allowed to display a small sign outside your house.

A final business model to consider is the mobile hairstylist. There is a demand for hairstyling on location, either at a client's home or place of work. For this you'll need a reliable car and a cell phone to stay in touch.

Standard rates vary from between \$20 - \$40 (USD) per haircut and \$50 for other services such as hair colouring and highlights.

## Making It work

Make a success of your home salon by offering personalized service one might not expect at a traditional establishment. You might consider serving clients Champaign while they get their haircut, playing relaxing music, including a head massage in the shampoo treatment and offering a discount for referrals. These are only a few ways to differentiate yourself from the competition, whatever you decide on, make sure it's different!

## Marketing

Market your home salon in local classifieds, on bulletin boards and even with the use of flyers, although these have a very low return rate. Consider offering your services for free at school plays or ballet recitals. In exchange you could ask for a small advertisement in the programme, a mention over the PA system or flyers posted on the walls around the refreshment stand.

Initially you will have to be aggressive in your marketing tactics. Later on word of mouth and referrals should account for a large part of your new business but this will take some time to get going. A niche business is slightly easier to market as you can focus on a smaller group such as mothers with pre school children or executives with little free time.

## **Don't Forget**

Call your local municipality or zoning office and enquire about the zoning laws as they apply to you. If you decide to offer hairstyling at your client's home or place of work, don't forget to factor transport costs into the price.