

Manicurist

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Beautiful manicured nails are in greater demand than ever before. This luxury might have been reserved for the rich and famous eons ago but this is certainly no longer the case. Whether for a birthday, wedding, important event or just looking good, women and young girls are flocking to have their nails done. With the right set of skills and a great personality this could be your next work at home business.

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

It's not compulsory to have a qualification before getting started but it is recommended. It's possible to take a course in cosmetology or nail technology in most towns in cities. Becoming a nail technician is a specialized qualification while becoming a cosmetologist is more of a related qualification.

The Start-Up

Depending on what you already own you might need to spend between \$5000 and \$10,000 (USD) to get started. You'll need a work space, manicuring table, strong light (on a swing arm), files, brushes, nail polish and other beautification products.

Start branding right from the start. Decide on a catchy and memorable name; remember in today's business environment your name doesn't have to reflect the nature of your business. If you have the capital you might consider getting a business stationary package from Elance.com. For around \$200 you can get a logo, business card and letterhead designed. Remember; when getting design work done online its important to provide exact specifications, don't leave anything to chance.

Making It Work

As a work at home manicurist you'll be competing with larger businesses based in shopping malls and hair salons; to be successful you'll need to differentiate yourself. The easiest way to do this is to focus on the areas that larger business might be weak in, namely personalized customer service and attention to detail.

Initially you may be tempted to compete with larger businesses on the basis of price, don't. Larger nail houses are setup to compete on the basis of price, they employ numerous manicurists, buy their materials cheaper than you do and attract a large numbers of customers due to their locations in malls and shopping centres. Your business on the other hand is not setup to compete on the basis of price. Instead focus your efforts on providing a unique and enjoyable experience that people want to talk about and most importantly want to enjoy again.

Typical fees are \$50 for a set of nails and between \$15 and \$20 for a more simple manicure or pedicure. Acrylic, fibreglass and gel nails generally cost between \$40 and \$60 (USD). Finally silk wraps and tips generally cost between \$25 and \$30 (USD).

Marketing

Market your business by advertising in local newspapers, on community bulletin boards, in coupon books and even in the Yellow Pages if you can afford it. Build a business network with other entrepreneurs in related fields such as hairdressers and make-up artists.

Don't Forget

Depending on where you live in the world you might consider taking out liability insurance.