



SHEAR KNOWLEDGE

MAXIMIZING YOUR INCOME

Are you ready to own your own salon?

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With graduation just around the corner, it's time to start thinking about what you want to do with your career. You need to decide whether you want to start your own business or work for someone else? It's a big decision. Think it through and make the decision that's right for you.

There are advantages of owning your own business.

- You are your own boss.
- You choose where your salon will be located.
- You choose your hours, your products/services, your prices.
- You employ, teach, train, and develop other great stylists.
- And you can make a lot of money.

But realize, you can lose a lot of money too. Owning a business has both risks and benefits. According to Entrepreneur Magazine, 20% of businesses fail within the first year, and 50% fail within the first 5 years. And in the hair salon business, the failure rates are significantly higher, when booth rentals are included.

What can you do to improve your chance of success? **Plan ahead.**

- Get your business plan started now while you're still in school.
- Think about what you're going to name your salon, where you want it located, and what services you'll be offering.
- Start studying up on real estate, construction, permitting, accounting, taxes, and marketing. You don't need to be an expert in every field, but you do need a firm understanding of all aspects of owning a business.

The best time to start a business is when you're ready. When you have the money, the resources, the time, the confidence. Coming straight out of school might not be the best time to start a business. Sure, you're good but you're nowhere near as good today as you will be down the road once you've got some experience under your belt. So don't rush. Take your time. And start your business when you're ready.