



SHEAR KNOWLEDGE

MAXIMIZING YOUR INCOME

When should you open your first salon?

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There are a lot of factors that go into the decision of opening your own salon. You could have a great business plan and the perfect site already lined up, but what about the timing? Is this the right time in your career to be opening up your first business?

- **Your Experience.** Should you start a business your first year out of school, or is it better to wait a few years until you're more seasoned? Coming straight out of school, you'll be good, but you won't be as good as you'll be once you've got a few years of experience under your belt. You'll know how to cut, color, and style hair, but you'll likely be one of the slowest stylists.
- **Your Family.** What is most important to you at this age in your life? Are you focused on your single life, on getting married, on buying a house? Or maybe you're planning on having/raising kids or taking some time off to be with your aging parents? Successful businesses don't just happen by chance. They take time and focus. Are you willing to dedicate the hours needed?
- **Your finances.** To start a business, you need access to money. The banks won't just hand you cash. You've got to have some money and some assets of your own. The best time to start a business is probably when you're cash rich, not cash poor.
- **The economy.** Is it better to open a new salon when the economy is growing or when it's in a recession? If you're planning to open a high-end salon, you don't want to do it at the start of a recession. On the flip side, consumer spending is tightest during a recession, so this might be an ideal time to open a budget minded low-cost hair salon.

When it comes to starting your own business, there are a lot of factors to consider. Just make sure you consider them all. Opening a new business will likely be the biggest investment you make in your life – bigger than buying a car or a house. It'll likely alter the entire trajectory of your career. So put some thought into it and make the decision that's right for you.