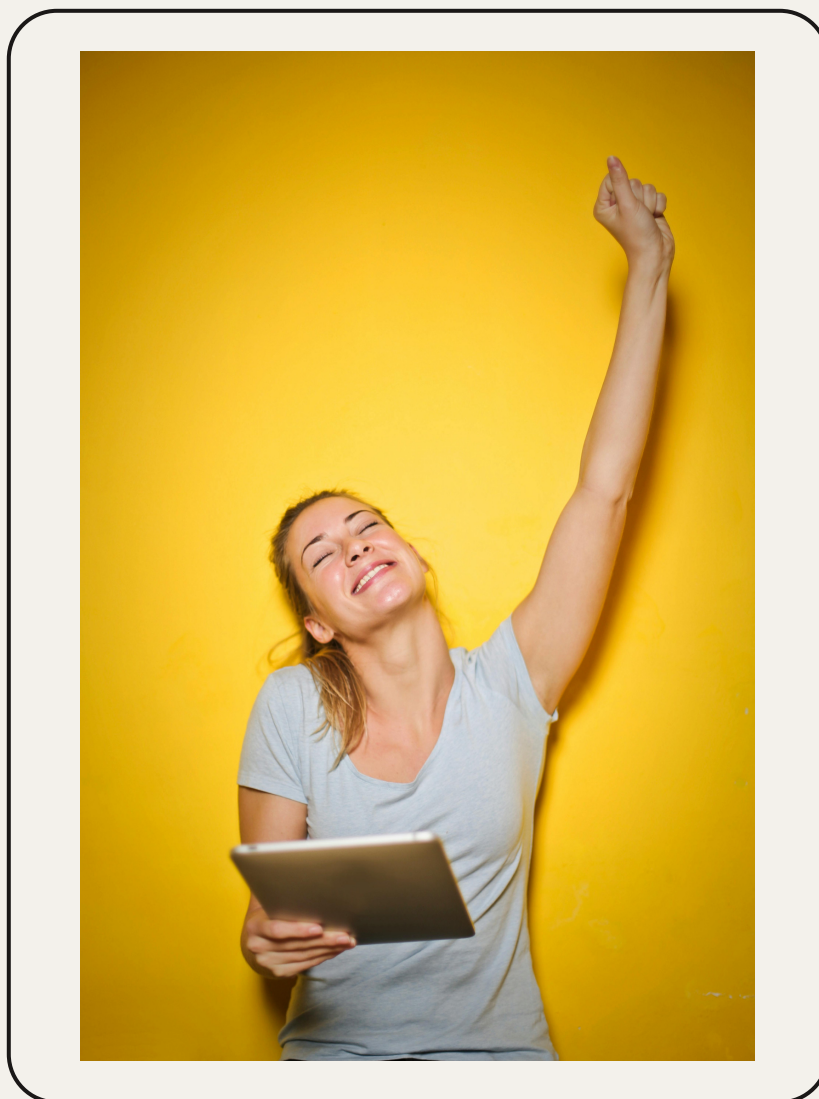


Beauty Business Starter Checklist

BUILD WITH CLARITY. LAUNCH
WITH CONFIDENCE.



Welcome!

STARTING YOUR OWN
BEAUTY BUSINESS CAN
FEEL OVERWHELMING.

There are so many decisions:

Where to begin.

What to charge.

How to attract clients.

How to feel confident doing it.

Over the past 15 years, I've built beauty businesses across multiple seasons of life — early entrepreneurship, motherhood, international relocation, rebuilding in new cities, and starting again.

What I've learned is this:

Success doesn't come from rushing.

It comes from structure.

This checklist will help you build the right foundation — calmly and clearly.

Let's begin.

Clarify Your Foundation

Before registering anything, check the following:

☐

I know why I want to start this business

☐

I've defined what freedom looks like for me

☐

I've considered how many hours I realistically want to work

☐

I understand the season of life I'm in

☐

I've decided what services I want to offer

Clarity reduces overwhelm. If your foundation is unclear, everything else will feel heavier than it needs to be.



Notes

CLARIFY YOUR FOUNDATION

01

I know why I want to start this business

02

I've defined what freedom looks like for me

03

I've considered how many hours I realistically want to work

Notes

CLARIFY YOUR FOUNDATION

04

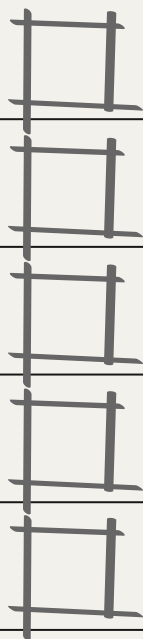
I understand the season of life I’m in

05

I’ve decided what services I want to offer

Extra

Legal & Structural Basics



I've researched business registration requirements in my area

I've chosen a business name

I've opened (or plan to open) a separate business bank account

I understand basic tax responsibilities

I've researched necessary insurance

Build correctly from the beginning. Structure protects your growth.



Notes

LEGAL & STRUCTURAL BASICS

01

I've researched business registration requirements in my area

02

I've chosen a business name

03

I've opened (or plan to open) a separate business bank account

Notes

LEGAL & STRUCTURAL
BASICS

04

I understand basic tax responsibilities

05

I've researched necessary insurance

Extra

Pricing With Confidence



I've calculated my product costs



I've calculated my time per service



I've factored in rent/overhead



I've included profit — not just break-even



I understand that underpricing harms long-term growth

Many beauty professionals underprice from fear. Sustainable businesses are built from clarity, not comparison.



Notes

PRICING WITH CONFIDENCE

01

I've calculated my product costs

02

I've calculated my time per service

03

I've factored in rent/overhead

Notes

PRICING WITH CONFIDENCE

04

I've included profit — not just break-even

05

I understand that underpricing harms
long-term growth

Extra

Client Experience



I have a clear consultation process



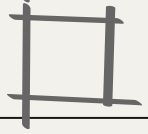
I've written basic policies (cancellation, late arrivals)



I've considered how I want clients to feel in my space

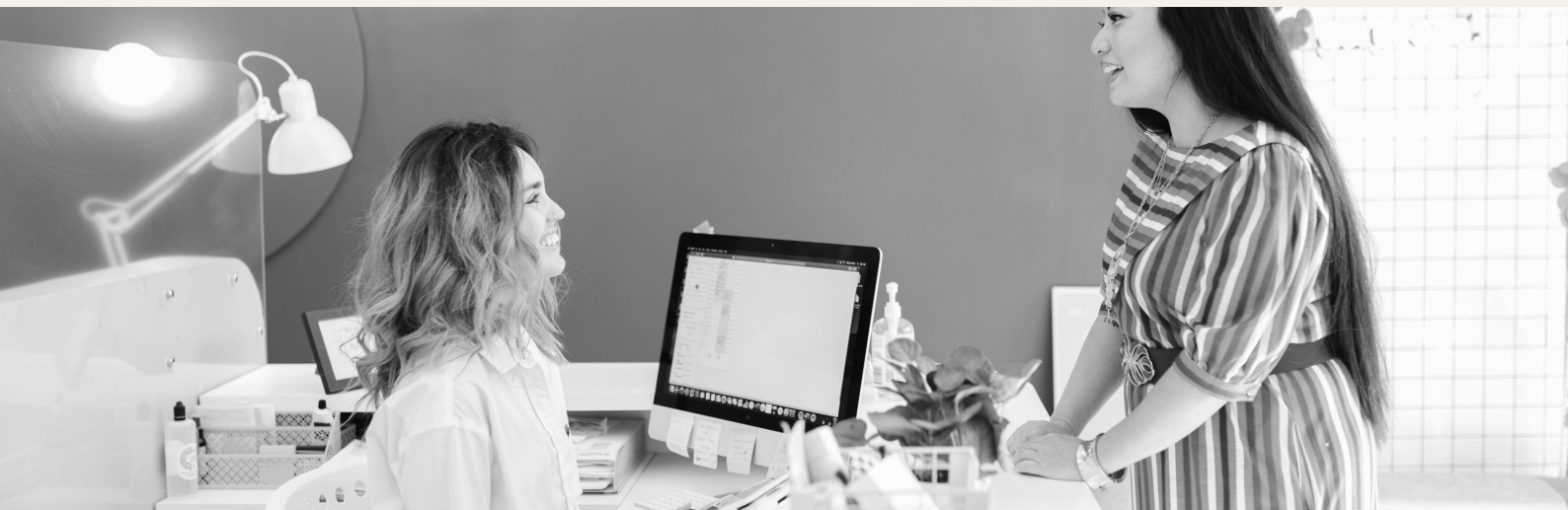


I understand that retention is built on connection



I prioritize professionalism and boundaries

When I trained another professional during maternity leave, I learned something powerful — clients stay where they feel valued, not just where it's convenient.



Notes

CLIENT EXPERIENCE

01

I have a clear consultation process

02

I've written basic policies (cancellation,
late arrivals)

03

I've considered how I want clients to feel
in my space

Notes

CLIENT EXPERIENCE

04

I understand that retention is built on connection

05

I prioritize professionalism and boundaries

Extra

Marketing Foundations



I've chosen 1–2 main platforms (not all of them)



I understand who my ideal client is



I've created a simple posting plan



I'm focusing on consistency over perfection



I understand marketing is relationship-building

You don't need to be everywhere. You need to be clear and consistent.



Notes

MARKETING FOUNDATIONS

01

I've chosen 1-2 main platforms (not all of them)

02

I understand who my ideal client is

03

I've created a simple posting plan

Notes

MARKETING FOUNDATIONS

04

I'm focusing on consistency over perfection

05

I understand marketing is relationship-building

Extra

Systems That Protect Your Freedom



I've chosen a booking system



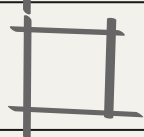
I've decided my working hours



I've created basic boundaries

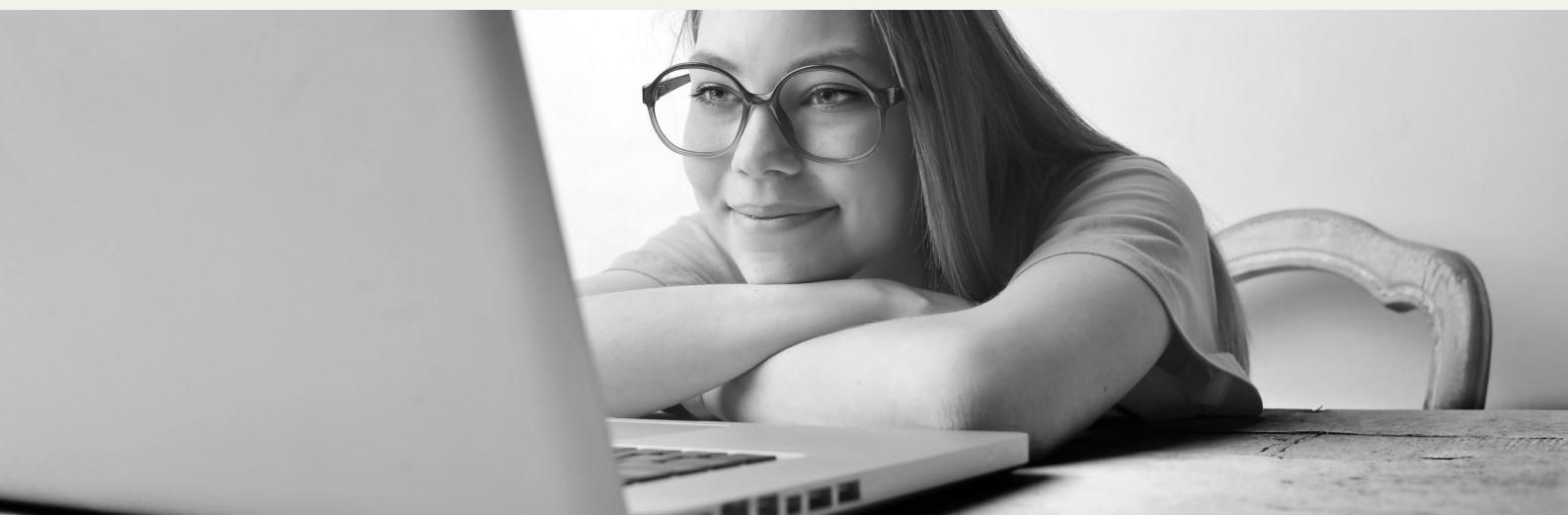


I've planned realistic weekly capacity



I've built space for rest

Freedom comes from structure — not hustle.



Notes

SYSTEMS THAT PROTECT YOUR FREEDOM

01

I've chosen a booking system

02

I've decided my working hours

03

I've created basic boundaries

Notes

SYSTEMS THAT PROTECT
YOUR FREEDOM

04

I've planned realistic weekly capacity

05

I've built space for rest

Extra



If You're Ready for the Full Blueprint

This checklist gives you clarity.

But if you want:

- Step-by-step guidance
- Pricing calculations
- Client scripts
- Marketing frameworks
- System templates
- Structured business building in any season

The Beauty Freedom Vault was created for you.

Inside, I walk you through the full process — calmly and clearly.

[*beautybysanmari.systeme.io*](https://beautybysanmari.systeme.io)