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## How to Start a Barbershop Checklist

1. **Refine your idea.** 
  - 1.1. Research existing barbershops.
  - 1.2. Decide how you will compete.
  - 1.3. Decide on a business model.
  - 1.4. Consider franchising.
  - 1.5. Choose your role in the shop.
2. **Create a barbershop business plan.** 
  - 2.1. Write an executive summary.
  - 2.2. Describe your ideal or current location.
  - 2.3. Describe your launch.
  - 2.4. List your sources of revenue.
  - 2.5. List your essential staff.
  - 2.6. Describe your marketing strategy.
  - 2.7. Name and describe your competition.
  - 2.8. Describe your finances.
  - 2.9. Describe your future plans.
3. **Form your barbershop company.** 
  - 3.1. Create a legal entity.
  - 3.2. Choose a name.
  - 3.3. Register your company.
  - 3.4. Get an Employer Identification Number (EIN).
  - 3.5. Set up legal and financial basics.

4. **Find funding.** 
  - 4.1. Research funding options.
  - 4.2. Approach banks for a loan.
  - 4.3. Apply for a business credit card.
  - 4.4. Research small business grants.
5. **Find a location.** 
  - 5.1. Think about your target market and needs.
  - 5.2. Check that your location meets requirements.
6. **Set up your barbershop.** 
  - 6.1. Design the layout of your barbershop.
  - 6.2. Put essential software in place.
  - 6.3. Secure suppliers.
7. **Build your team.** 
  - 7.1. Recruit qualified barbers.
  - 7.2. Draft basic employment contracts.
8. **Market your barbershop.** 
  - 8.1. Register a domain name and create a website.
  - 8.2. Make online booking available.
  - 8.3. Create social media pages.
  - 8.4. Use your space.
  - 8.5. Use search engine marketing (SEM).
  - 8.6. Host a grand opening.