



HOW TO WRITE YOUR PERMANENT MAKEUP BUSINESS PLAN

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When you hear the words '*business plan*', it's easy to think of super corporate 100-page documents.

You might even be thinking: What's the point of writing a business plan? I know what I want for my permanent makeup business, and I'm working on getting there every single day.

A business plan is not just a tool for obtaining a business loan from your local bank. A business plan is an overarching strategy outlining your personal why, what and how.

It puts all your ideas, goals, estimates and structure down on paper.

It makes you think about what you want in the future, who you want to reach, and how you're going to get there. It's basically all of your your ideas mapped out and solidified.

Having a clear and thought out plan on what you want to do, how to get started, and your finances and growth can help you stay focused.

You may not think it is necessary when starting out small and working from your converted clinic / garage or if you are just working on your own from someone else salon and at home with your laptop.

But writing it all down might help you see the pieces more clearly, which can illuminate any problems or solutions that may crop up over your years in the industry.

I know it can seem a pain but just think of your business plan as a roadmap.

Instead of guessing about what your client needs, financial figures, skill development and operational costs, take some time to sort it all out and then have the facts. Think of it as a way of getting from a world of ideas, without direction to a land of being organised and successful.

So let's do it!

There's just one last thing before you grab a pen and paper (or keyboard and screen).

In order to make the most out of your permanent makeup business plan, keep in mind **these few rules:**

1. This is to inspire you

There's no need for sugar coating. You need the facts to help you move forward.

2. Use the KISS method and keep it simple stupid

Be clear and focused on what you want to achieve.

You don't need tons of documents, charts and graphs. Focus on who you are, what you're offering your clients and how you are going to do it.

3. Research everything and everyone in the permanent makeup industry

About the permanent makeup industry. About your local competitors. About your perfect clients and the joint ventures you can set up and collaborate with. Think about it all. The more you know, the better your projections and estimates will be.

4. Be able to change your plan as your business grows

The market will change, and your services will change too as you advance and progress your skill level. Review your plan and objectives a few times a year to ensure you're still on the right track, and to see if a change needs to be made.

5. Bring your dream vision to life... leave nothing out

Remember, this document is for you. Some of your ideas might sound a bit silly now, or they may only make sense after a few years of progress. But this document is for you to remember all your dreams. If you want, add some images and personal content to make your vision come to life.

Your Plan

Your business plan will give you (and anyone else who reads it) an outline of your business, how you operate and how you make money. But there is no right or wrong here, the most important thing is finding a business model that works for you and explaining how it works.

Here are a few things to include:

1) Your Goals

The executive summary is a brief summary about your business. It offers a quick who, what, where, when and how.

This is where you put all your goals, ideas and ambitions and the reason you're starting your permanent makeup business.

I also advise you to include where you want to be in 6 months, 1 year and 5 years.

In 6 Months I Want to be ...

In 1 Year I Want to be ...

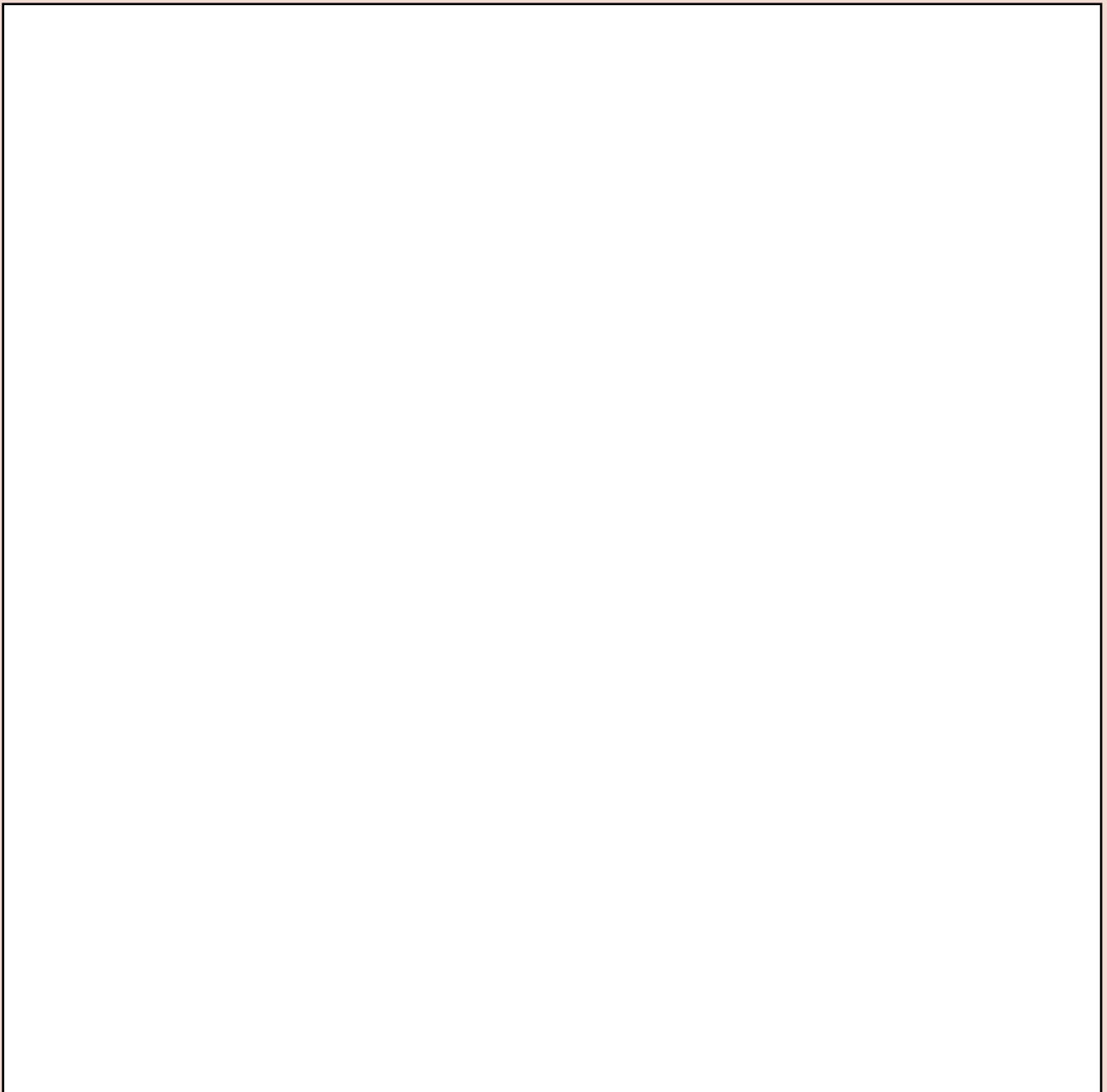
In 5 Years I Want to be

2) The treatments you offer

Go into detail about what you are offering - what your services are, where you'll be working from, who is going to pay for them, how much it is going to cost you to perform each treatment, and how you are going to differentiate yourself from all the other permanent makeup artists out there.

I also like to consider the 'why'. Why are you offering these products or services? Who is it going to benefit from them the most, and how?

In the beginning, it's better to keep it simple and focused and get really great at performing these treatments before advancing any further. If you have many different ideas, write them down and save them for later.

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3) Your dream client

Describe your industry and your perfect client.

Interestingly, knowing your perfect type of client will be your main guide when describing your business. You might think anyone can come - the more the better. But then it's very hard to find your clients' pain points, and there's a chance you end up being too vague and not attracting any specific group of clients.

Don't be all things to all people and focus on just who you connect with and want to deal with.

Choose a group of women you would like to work with and focus on their habits and needs.

How will you find them? How will they find you? How will you convince them that you are the right artist for them?

Do some research in your local area and define the gap that you and your business can fill, what do you have that's special about you that they don't have?.



4) Your local competition

Define the trends, directions and possibilities in the field of permanent make up.

Find your competitors, and look into their strengths and weaknesses, don't waste so much energy focusing on them though because that takes energy away from you focusing on creating an incredible business of your own.

Writing a list might be useful: Name your competitors, and note what they're offering, who they're targeting, and how much they're charging for their treatments.

Understanding where you fit in the market is important. Try completing a competitor SWOT analysis, it can help you determine your advantage, how to market yourself, and how to stand out from the others.

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5) How and where you operate

How are you going to run your business? Define the best way to get the job done, and describe your processes of how you do it.

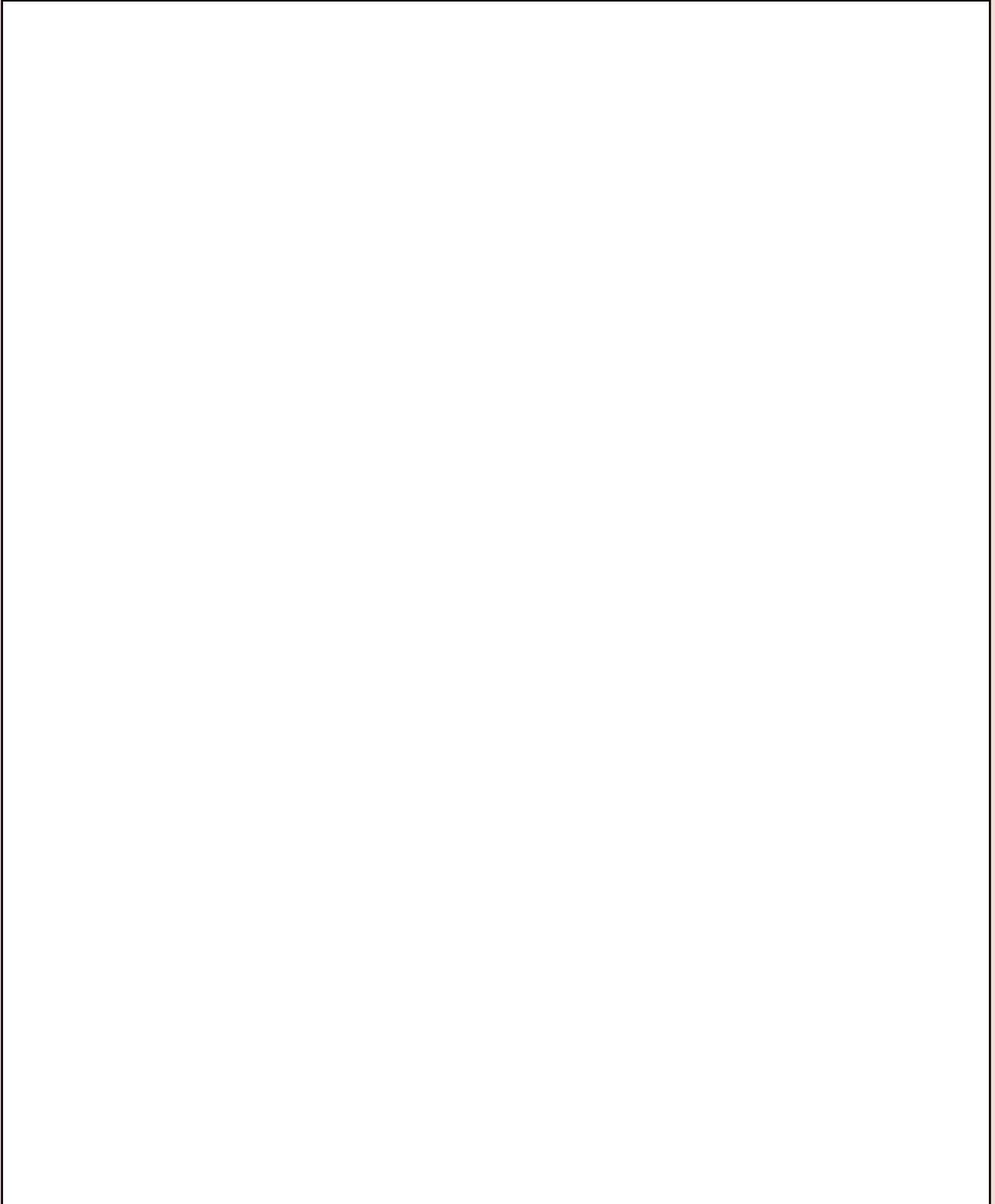
And as part of the processes, identify the other main roles, as a permanent makeup artist you also wear a lot of other hats, such as cleaning, social media, accountant, makeup artist, sending patch tests in the post, decorating your clinic... Will you need additional staff to run your business? What skills do they need to have?

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6) How you market yourself

This is where you give details of your marketing plan.

How do you reach potential clients and sell your product or service? Describe your positioning, pricing, promotion.

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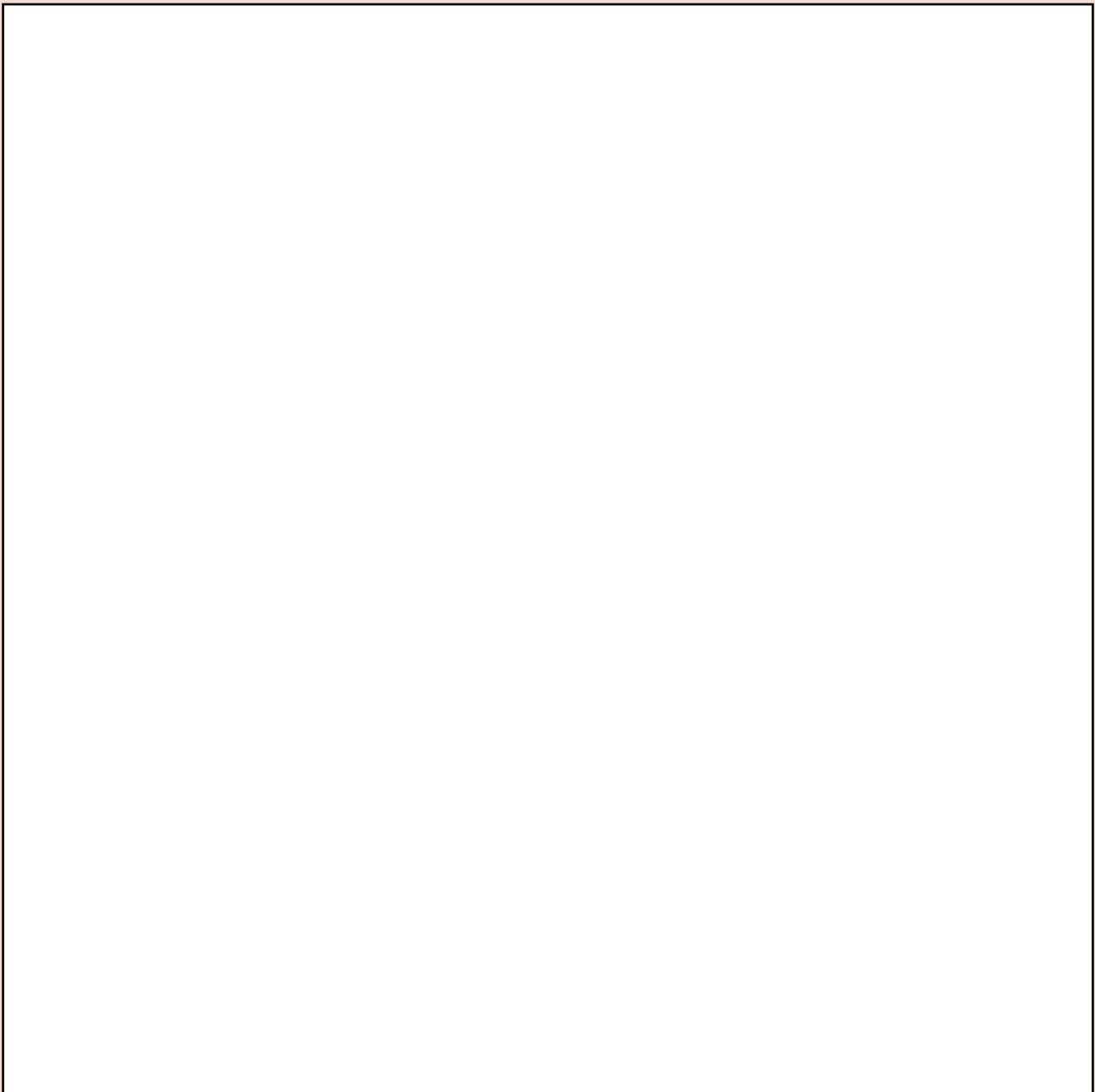
7) Your money

Aka how do you plan on making money?

Describe how you will fund your business then create a financial forecast and estimate expected costs over the next 6 - 12 - 24 months.

Include your startup costs, your training and mentoring, your general operating expenses and define your financial goals. See how much money you need to make your business profitable.

This is the part that you'll want to keep updated throughout the year. Add some milestones for yourself to check whether you're on track.



And Finally ...

Lastly, when creating your business plan, remember that it's not a one-time thing, and it's not set in stone. Your plan gives you a map but make sure you react to your market.

With time, you and your business will change and that's normal. Just remember to review your plan and update it. Don't delete the old plans though, even if they seem outdated or unprofessional.

Looking back at what has changed will help you learn and evaluate what works. In fact, your very first ideas might come useful at unexpected times.