

EASY GUIDE

to BEING YOUR OWN BOSS

YOU CAN DO THIS

Everything you need to get started on your road to FINANCIAL FREEDOM AND WORK INDEPENDENCE is in this guide!

FIRST, SEE IF A SALON OR SPA STUDIO IS RIGHT FOR YOU:

1. ESTIMATE YOUR INCOME AT SYMMETRY

INCOME CALCULATOR

Formula	Example	Your Income
W2 x 2 = _____	\$50,000 x 2 = \$100,000	_____ x 2 = _____
(Rent)	(\$19,000)	(_____)
(Other Expenses)	(\$5,000)	(\$5,000) (Estimate)
= Total	= \$76,000	= _____

Example: If last year's pre-tax income was \$50,000, it could be approximately \$76,000 at Symmetry...and this excludes additional income from retail sales!

2. SPEAK WITH SYMMETRY TO LEARN MORE

Nancy Engler
301.228.0130 ext. 50
nancy@symmetrystalonstudios.com

Multiple Locations - DC Metro Area

Hairstylists • Spa Therapists
Beauty & Wellness Professionals

ONCE YOU HAVE SIGNED A LEASE WITH SYMMETRY, YOU WILL NEED TO:

1. CALL AN ACCOUNTANT TO ESTABLISH YOUR BUSINESS

Pardis Kimia
Synergy CPAs
301.718.4767

Ask him to:
•Set up your LLC
•Get you a Tax ID number

2. OPEN A BANK ACCOUNT

Rockville

Jared Chambers, Financial Center Manager
Bank of America, 12099 Rockville Pike
Rockville, MD 20852
240-514-0511

Bethesda

Ask for a Personal Banker:
Bank of America, Bethesda
240.507.1000

Annapolis

Renee Fusick
Bank of America
Annapolis Mall Location
443.837.1760

3. GET INSURANCE

Michael C. Greene
Ashcraft Associates
703-354-3501 x123

On your policy, list us as “additional insured”
● Ask your Site Director for specific details

4. SIGN UP TO PROCESS CREDIT CARDS

1. Ask your personal bank about Merchant Services
2. Bank of America Merchant Services: Clover POS

No Monthly Fee or Termination Fee when signing up as a tenant of Symmetry Salon Studios

Adam Bucker

Adam.bucker@bankofamericamerchant.com

804-887-1101 or 800-430-7161

YOUR OPENING DATE IS APPROACHING, IT'S TIME TO:

5. ORDER RETAIL, COLOR LINE, BACK BAR AND SUPPLIES

Make sure to ask about FREE back bar products and retail startup kits!

Capital Hair Products
202-780-9196
order@capitalhairproducts.com
capitalhairproducts.com

6. ORDER NEW BUSINESS CARDS

Get Symmetry logo and design elements from the Marketing Team:
marketing@symmetrystudios.com

Order your cards online: Vistaprint.com
Or have them printed in Bethesda at Crescent Printing: 301.654.5511

7. PREPARE YOUR SYMMETRY WEBSITE PROFILE

Visit symmetrystudios.com to see other profiles & photos

Email the Marketing Team to get started: marketing@symmetrystudios.com

Have a digital headshot ready to share: take it against a plain background for best results.

8. CREATE SOCIAL MEDIA ACCOUNTS

Use your social accounts like a digital portfolio.

Ask all of your clients and friends to like and share your pages.

“Like” Symmetry Salon Studios on Instagram and Facebook.

Tag #symmetrystudios or @symmetrystudios to have your work shared.

CONGRATULATIONS! YOU'RE ALMOST THERE!

9. HAVE YOU COMPLETED EVERYTHING?

CHECKLIST: BEFORE OPENING

	Sign Lease with Symmetry
	Accountant
	Bank Account
	Insurance
	Credit Card Processing
	Retail Products (optional)
	Back Bar
	Color Lines
	Tools
	Equipment
	Linens

	Business Cards
	Symmetry Profile Page
	Social Media Pages
	Personal Website (optional)
	Share with all your clients
	Anything else ↓

STILL HAVE QUESTIONS? WE ARE HERE TO HELP!

Visit our website at symmetrystalonstudios.com

Call us to learn more:

Nancy Engler

301.228.0130 ext. 50

nancy@symmetrystalonstudios.com

Symmetry Website Profile & Marketing Support:

marketing@symmetrystalonstudios.com