



How to Start Your Own Beauty & Massage Business



Cosmic Touch Blog

Written by a mobile beauty and
massage therapist



www.cosmictouchblog.com

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Introduction



Part 1 Introduction

It's been 19 years since I first qualified as a beauty specialist and massage therapist and over the course of the last 2 decades I've managed to turn my hobby into a fully-fledged business.

So how did I do it? I wish I could say it was all smooth sailing and I had a game plan set in place from day one, but that's far from the truth...I started out first by offering friends and family treatments to get plenty of practice in after I had finished college. This is essential as your family don't mind if you've made a mistake and you'll think of things you can improve on for next time.

Then I started to advertise locally and do this alongside my existing job. I would advise staying with your existing job first as you are not going to gain lots of customers from day one so having a job already is ideal as you can do your treatments in an evening or if you work part-time work around that. I did this for a while but never branched out properly as I was used to the regular income from my other job. I was made redundant twice within 3 years of each other and it was then I started to put all my energy into my beauty and massage business. Nothing like a push to get you started!

My perseverance paid off, and I now have a loyal customer base and work as and when I choose. I know that many of you dream of creating a similar life. And I wanted to make that process a little bit easier by outlining the key steps you need to take to establish a strong business. This book will walk you through everything you need to know about running a successful mobile business plus I've included some templates which you will find useful.

GET FAMILIAR WITH THE BEAUTY INDUSTRY

First is get to know the industry. Subscribing to industry magazines such as Professional Beauty and attending trade shows are as valuable as having colleagues. There's an abundance of useful information on products and services there, as well as industry experts on hand to give advice that you can use in your business. I bought my sports massage tools from a trade show and they were a lot cheaper than you would by online so make sure you've got some money to spend before you go there.

PRACTISE YOUR SKILLS AND PROMOTE YOURSELF

Ask friends and family to be guinea pigs for you in return for before-and-after pictures which you can use as great content to boost your mobile beauty services on social media. Be careful though, some like to take advantage of free or low-cost treatments, so only ask people you can trust. I have a little bank of trustworthy customers that I use to try out new things.

BE PASSIONATE

Making other people feel good about themselves is the best part of the job. Talk to your ideal client base to find out what they want from a beauty experience – from types of treatments and pricing – and then use this information in your treatment and marketing materials to give them the service they desire.

AFFILIATE DISCLOSURE

This eBook may contain affiliate links. If you click on an affiliate link I may earn a commission for any purchases that you make. This will not incur additional cost to you. I mention these products and services to you because I believe they will make it easier for you to establish your business. I only recommend products or services that I use myself and I believe deliver value.

Find A Name



Part 2 Find a Name

Find a name that is catchy, something you like (obviously!) and something you will stick with as there is nothing worse when a company keeps changing their name. First it doesn't look good and second it comes across as they don't know what they are doing!

Have a brand identity. In the sea of marketing advice out there, business cards have been the best promotional tool. Take them with you everywhere you go and make sure it has all your important information on it so clients know exactly how to book with you. It should include your email address, website and social media handles. Your branding should also be consistent throughout these different platforms. For eg: website – www.cosmictouch.co.uk email – rachel@cosmictouch.co.uk, Facebook – [cosmictouch](https://www.facebook.com/cosmictouch) ,Instagram - [@cosmictouch](https://www.instagram.com/cosmictouch) etc.

Don't forget to do your research and make sure nobody else has got the same name you have chosen.



Logo & Website



Part 3 Logo and Website

Once you're happy with your name and nobody else has got the same then you can start designing your own logo. Not everyone has a logo but I think it makes a good impression.

Your logo should be simple with not too many colours, I would go for 3 colours maximum. Take your time doing this as you need to be happy with it just the same as you are with your name. Bare in mind the colours you choose should be the same colour scheme for your business cards, leaflets and website. When I designed mine I didn't think of this but wish I had.

I bought my logo online years ago but now there are far better places to get your logo done for **FREE** or very cheaply. [Canva](#) is a great place to design your logo, business card, leaflets etc all in one place and they print them for you too. With this [special link](#) you'll get 15% off business cards plus **free** delivery.

I've gone through a few websites since I started out and the best one to use is [Wordpress through Bluehost](#). This is by far the best one out there. You can optimise it how you want, add plugins as and when you need them and all for **£2.21 or \$3.95 (cheap as chips!)** depending on where you are from plus you will get a **FREE** domain. If you go to [How to start a blog](#) instantly, there is a step-by-step guide on how to set up your website. Take a look at [Why you need a blog for your website](#), you will find it extremely helpful getting traffic to your website.

There's so many things included in the premium plan for your business it is well worth the money, it's at a good price and mobile friendly and most of all it's so easy to use. You can also get your domain and email address here too so no need to start searching different websites. There is also an option for a basic website if you have a small budget. [Click on this link to start designing your website.](#)



SEO



Part 4 SEO

SEO stands for Search Engine Optimization. Put simply, it's the set of actions you can take to help your website rank higher in searches on Google and other search engines. These actions include using relevant keywords in your website's text, giving your web pages a title and description, and much more. Why does this matter? Because showing up higher in search engine results means more people will find your website, learn about your business, buy your products, or use your services.

With more than 1 billion websites online today, the competition on Google and other search engines can be tough. If you want people to find your website, investing some time on your website's SEO is a must.

INDEX YOUR WEBSITE

First and foremost you need to "index" your website by heading to google.com/webmasters/tools/submit-url and submitting your URL. This lets Google know you exist, and hopefully they will then start directing people to your content.

USE KEYWORDS WHERE APPROPRIATE

When you begin working on your content for your website think about the words or phrases people might type into Google that could lead them to your website content. For example, if you have a special offer on manicures in your area, you want anyone searching for "special offer on manicures in your area" to find your post. So "special offer on manicures in (your area)" would therefore become the keywords for that particular content. Avoid using the same keywords repeatedly, as Google actually looks down on "keyword stuffing" so use a variety of search terms.

TITLE YOUR IMAGES

I know how tempting it can be to save time and upload your images as they appear, but this is ultimately self-sabotage. Proper image titles and ALT tags

(the text that appears within your websites HTML code to describe an image) help search engines direct people to your blog. So always make sure your photos are given clear titles that reference your keywords.

When inserting images on your website give all of your images proper titles before uploading them; and be sure to fill out every ALT text box (don't worry you'll see this on your [Wordpress website](#)) when you insert a new image into a post.

USE META DESCRIPTIONS

A META description is a short piece of text (usually around 150 characters) that describes your website. They help to make your content more searchable – when they include relevant keywords – and also act as an advert for your business.

Here's an example of what a META text looks like:

[Cosmic Touch](#)

www.cosmictouch.co.uk

Cosmic Touch the mobile beauty and massage service based in Newport, Shropshire. Offering a range of treatments to suit ... enquiries@[cosmictouch.co.uk](mailto:enquiries@cosmictouch.co.uk) ...

COSMIC SHOP

Relaxing, unique and fresh body oils blended by Cosmic Touch ...

SPORTS MASSAGE

The main benefit of sports massage is that it improves ...

HOME HELP

Home Help Services recognise that family may live far away or ...

TREATMENTS

Manicures, Pedicures, Massage, Sports Massage, Reflexology ...

MEMBERS

Following the Prime Minister Boris Johnson's announcement on ...

BLOG

I am pleased to announce (at long last) that I can now open for ...

PAGE TITLES

A clear title helps potential site visitors decide whether or not to visit your site. Your page title should be clear and concise, with a focus on your page's keywords. Adding a unique meta title for each page helps both site visitors and search engines differentiate between the pages of your site.

TIPS FOR WRITING EFFECTIVE SEO PAGE TITLES

- Each page title should be unique, with concise information on what the page is about.
- Include a target keyword for that page of your site.
- Add your business or site name.
- Include the location of your business in your homepage title; this will help Google know to display your site to searchers in your area.
- The length of your page title should be 55-70 characters.
- Use the pipe sign '|' to distinguish different parts of your title.

If you own a local business, we recommend using the following format:

Keyword | Location | Brand Name

E.g., Nature Photography | Seattle | Daniel Forest

If you do not have a local business, use the following format:

Keyword | Brand Name

E.g., Nature Photography | Daniel Forest



Insurance & Professional Membership



Part 5 Insurance & Professional Membership

I've had professional membership with the [FHT](#) since I virtually left college. You might think do I really need this as it's an extra expense but it is worth having as they give good advice and support which is what you need with being self-employed and working on your own. Plus you will get discount on your insurance.

As an FHT member, you can enjoy*:

- [Professional status and recognition](#) - including a membership card, certificate, lapel badge and logo to use on your marketing materials
- [Tailor-made insurance policies](#) - put together, just for you, by our well known insurance provider
- [A listing on our FHT Directory](#) - where you can update your own profile page*
- [A listing on our FHT Complementary Healthcare Therapist Register](#) - accredited by the Professional Standards Authority (eligibility criteria apply)
- [Therapy articles and industry news](#) - including our quarterly magazine, International Therapist, and regular e-updates
- [Local meetings with like-minded therapists](#) - with locations across the UK
- [Seminars, workshops and qualifications](#) - including a yearly training congress, where you can learn and mingle
- [Discounted products from the FHT shop](#) - from therapy leaflets to appointment cards, high-quality equipment to therapy supplies, and lots more
- [Our prestigious excellence awards](#) - that recognise and reward the great work you do

[Quote Rachel Segers 115583 and you'll receive a £10 discount.](#)

Apart from having Profession membership you will need professional indemnity insurance. This can be provided through FHT when you join and you will find it's a lot cheaper this way. I've had quotes from insurers on its own and they are a lot more expensive.

COMBINED MEDICAL MALPRACTICE, PUBLIC AND PRODUCTS INSURANCE FOR THERAPISTS

This type of policy covers you for liability claims from your clients or other third parties for accidental death, bodily injury, illness, or accidental damage to property, as a result of your business activity.

LIABILITY CAN ARISE FROM:

- Negligence or a breach of a duty of care
- Products sold or supplied
- Breach of confidentiality
- Libel or slander
- Website or email infringement

THE POLICY...

- Covers you whether you work at home, at a client's home, or at a clinic or salon
- Covers you for practising case studies when studying for additional therapy qualifications (that we have agreed and accepted), as directed by your course tutor
- Cover can include indemnity for many beauty or fitness treatments, not readily available elsewhere
- Available levels of indemnity - £1million (for Students), £2million (for Associates), £3million or £6million (for Members) per annum.

Equipment



Part 6 Equipment

Ok, you've now got your insurance you can start practicing but you can't practice if you haven't got the right equipment.

CAR SIZE

Depending on what your specialising in for eg: beauty , then this doesn't take a lot of space in your car but if you're doing beauty and massage you will need a car big enough to carry your massage bed. Ideally a 5 door car, if your boot isn't big enough at least you will be able to get it on the back seat easily as opposed to a 3 door car!

BAGS & TROLLEYS

Most people these days have a gel manicure as opposed to the classic manicure so I have a trolley like the one below for all the gel polishes, led lamp and manicure tools. The gel polishes have their own compartment on top so they are easy to get to when your client is choosing a colour. I find with the trolley



they keep your things more in order as opposed to a bag.

For classic manicures and pedicures I have one bag for both. Make sure it's a sturdy one but not too heavy a bag as you don't want everything flopping around everywhere. Obviously with pedicures you will have to carry the bowl separate.

TOWELS

Towels are bulky and you need an extra bag to but it's more things to carry! Now with the COVID-19 I now asked my clients to provide their own towels, oh I wished I done this years ago!! No more washing towels, saves time and one less thing to carry woohoo!! Just remember to remind them to provide towels before each appointment. They don't mind at all.





Advertising



Part 7 Advertising

FLYERS

When I first started out I distributed cards/flyers in my local area. Yes a bit time consuming but they are handy to have when you're out and about in housing estates, you can push a few through peoples letterbox's when you've done a treatment at someone's house. I have had regular customers from this plus everyone especially the elderly don't use the internet to look for things they prefer something in their hand to look at.

I purchased my cards from [Canva](#) and still do as they are good quality products and great prices. There is always an offer on.

When designing your flyers make sure it is clear, not too much information. Simple is better! Maybe add a promotion like 20% off your first treatment. People love a discount! If you do put prices on your flyers make sure you state the date. ie: 2020 Prices, so if they come across your flyer a year later they can expect your prices may have increased.

TOP TIP

You can go to [Canva](#) where you can personally design your own template for FREE. They are good for uploading notices on social media. I am on there at least one a week designing stuff.

LOCAL MAGAZINE

This is definitely worth your while as I said before people still like to look through a magazine and it's easy to go back to the magazine and find you if they've spotted you the first time they looked. If it's your first time advertising in a magazine and you're a new business make sure you state this when getting prices to advertise as they usually give you a discount. When I first advertised it was just an 'Adline' for £5, what a bargain! And it's still the same price. So you don't have to have a big picture, just a few keywords stating what you do and that's sufficient. For eg: Mobile Beauty & Massage Therapist delivering treatments in the comfort of your own home. And then just add your telephone number and website if you have one. I got lots of custom and plenty of regular customers.

SOCIAL MEDIA

Most people are familiar with Facebook, Instagram, Twitter so make sure you add your business pages to your personal account. The key to getting custom through social media is regular content. So putting put up a post at least once a week. You can also place an advert at a low cost to get more followers, but make sure you have the location setting to your area not half way across the world to keep your advertising costs low.

The top of getting followers is to follow people and businesses in your local area and they usually follow back. Do this regular each day and interact with people as it gets your name out there plus even more followers and don't forget to #hashtag after a posting as it drives more people to your account.

GOOGLE & BING

Yes you definitely need to advertise on Google. Everyone uses Google but what about Bing? I hear you say. Well that's what I thought when I asked my son to find my business on his phone he couldn't find me. I was like, you what! He couldn't find me because his default search engine on his phone was Bing. So make sure you're on there too.

GOOGLE BUSINESS PAGE

Engage with customers on Google for [FREE](#). With a Google My Business Account, you get more than a business listing. Your [free](#) Business Profile lets you easily connect with customers across Google Search and Maps.

You can post photos and offers to your profile to show what makes your business unique, and give customers reasons to choose you every time.

Pricing & Payment



Part 8 Pricing & Payment

HOW MUCH DO I CHARGE?

Basically do your research. See what other businesses are charging but don't forget you're a mobile business so you have to consider fuel costs and timings between clients. Don't be too cheap as it can come across a bit desperate. My advice is keep your prices the same as the top salons in your high street you can always have a weekly or monthly special deal on one of your treatments to keep people interested. See what treatments they are offering too. You might offer something they don't so you could charge anything you want and don't do any special deals on this.

WHEN IS BEST TO INCREASE MY PRICES?

Annually, usually at the start of your financial year. I made the mistake of only increasing my prices every 2 or 3 years and increasing the price by £5 or more but this is a big increase for some people so now I stick to yearly and increase by at least £2.00, you're customers won't mind then.

WHAT'S THE BEST PAYMENT METHOD?

When I started out I was paid in cash and cheques. Cheques are a bit dated now so I don't accept them anymore plus it's more trips to the bank. I still accept cash, the older generation like to pay this way and I don't mind, as cash in your purse is always handy! But more and more people are going cashless so now I accept a bank transfer or pay via my website. If they pay by bank transfer you can see the payment more or less straight away in your account. Ideally it's best to have a separate bank account for your business so it's easier to keep track of your finances and therefore easier to do your tax return at the end of the year.



Register Your Business



Part 9 Register Your Business

Yes you will need to register as a sole trader. Don't worry it is straight forward just keep your sales and expenses in good order and you can't go wrong.

WHEN YOU NEED TO SET UP AS A SOLE TRADER

You need to set up as a sole trader if any of the following apply:

- you earned more than £1,000 from self-employment between the financial year.
- you need to prove you're self-employed, for example to claim Tax-Free Childcare
- you want to make voluntary Class 2 National Insurance payments to help you qualify for [benefits](#)

YOUR RESPONSIBILITIES

You'll need to:

- keep [records](#) of your business's sales and [expenses](#)
- send a [Self Assessment tax return](#) every year
- pay [Income Tax](#) on your profits and [Class 2 and Class 4 National Insurance](#) - use HMRC's [calculator](#) to help you budget for this

You'll need to [apply for a National Insurance number](#) if you're moving to the UK to set up a business.

NAMING YOUR BUSINESS

You can trade under your own name, or you can choose another name for your business. You do not need to register your name. You must include your name and business name (if you have one) on official paperwork, for example invoices and letters.

BUSINESS NAMES

Sole trader names must not: include 'limited', 'Ltd', 'limited liability partnership', 'LLP', 'public limited company' or 'plc', be offensive or be the same as an existing trade mark.

Your name also cannot contain a 'sensitive' word or expression, or suggest a connection with government or local authorities, unless you get permission.

FILE YOUR SELF ASSESSMENT TAX RETURN ONLINE

You can file your Self Assessment tax return online if you:

- are self-employed
- are not self-employed but you still send a tax return, for example because you receive income from renting out a property

YOU CAN ALSO USE THE ONLINE SERVICE TO:

- view returns you've made before
- check your details
- print your tax calculation

THE BEST ACCOUNTING SOFTWARE TO USE FOR SELF-EMPLOYED

The best accounting software to use is [Quickbooks](#), so simple to use, cheap and the best thing to keep track of your finances. Plus you can take payments and direct debits if you need it. You can send invoices or send receipts to people if they need it.

Organisation



Part 10 Organisation

DIARY

One thing for sure is that you need to be organised. So you need a good organiser. You could go for the calendar on your phone but then the battery might get low or just not work altogether! so a proper organiser such as a [Filofax](#) is much better plus you can store your cash in there when they pay you. You can store your business cards and gift vouchers and treatment cards.

I use the [A5 zip up version](#) so you don't risk of things dropping out plus I added [a zip up pouch](#) for the cash. Yes it's another thing to carry around but it's very useful. They are very hard wearing I've had my latest one for about 10 years now and it still looks new so worth the investment.

STOCK

Make sure you have plenty of back up stock. The things I use most is bed roll, massage oil and nail supplies so I make sure I've got plenty to go at to keep me going for the year.

The best places to buy your supplies are:

[Bed Roll - Amazon](#)

[LED Nail Lamp - Amazon](#)

[Massage Oil – Ancient Wisdom](#) Cheapest around.

[Shellac Gel Polish - eBay](#) NailsUK. Delivery is quick and they are reliable!

MANAGING TREATMENTS AT PEOPLES HOMES

If you're doing nail treatments ideally you need to be at their dining table, most people have a table but make sure you find out before you arrive. Make sure you place a waterproof mat on their table before you start as you don't want to mark or stain it. Also make sure there is a handy plug socket nearby for your [LED lamp](#) etc. If not use your [extension lead](#) which should be kept in your car boot at all times. You never know when you might need it!

For your massage treatments you need enough room to move around the bed. Most places I've been in have been ok just an odd occasion I've had to squeeze

into a tight space. Make sure you put your bags etc under the bed so everything is out of the way.

Pedicures – Most people have chairs you can use, I do find if you're on the same level chair you are ok, if not it can be quite difficult. Sometimes I've opted for a cushion and sit on the floor.

After each treatment there is always plenty of rubbish to dispose of. You can either ask to use their bin or bring your own disposable bag and put it in the bin when you get home.



THANK YOU

And this is where I leave you. I truly hope that the advice shared in How to Start Your Own Beauty & Massage Business has been of value and leads you to great success. If you'd like to share updates on your progress please get in touch.

WHERE YOU CAN FIND ME

You can follow my blogging journey at cosmictouchblog.com, and if you'd like to get in touch you can reach me at...

Blog: cosmictouchblog.com

Instagram: [@cosmictouchblog.com](https://www.instagram.com/cosmictouchblog.com) (I'll give you a follow back!)

Facebook: cosmictouchblog.com

Pinterest: [cosmictouchblog](http://cosmictouchblog.com)

And just one more thing, make time for yourself. Treat yourself to a massage. Every therapist needs a therapist!



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