

GOING

Sola  
SALONS

# INDEPENDENT



Everything you need to know about becoming an **independent salon owner**

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- Intrigued by the idea of being your own boss?
- Curious about what it takes to run your business in a salon studio?
- Wondering if the solo artist life is right for you?

**Here are the answers to help guide you!**



## BECOMING AN INDEPENDENT SALON OWNER

### The Self-Employment Revolution

When it comes to the salon employment picture, the landscape is vastly different than it was 20 years ago. At that time, salon professionals basically had one option when it came to work: apply for a job at a salon and work on salary, commission or a combination of both. Then, the options expanded with self employment models such as chair rental and booth rental entering the mix.

**TODAY** the independent beauty concept has grown to nearly 74% of the industry choosing to control their own business. At Sola Salons we have curated rental spaces to fit your individual needs and allow you to feel supported through educational recourses, technology and business guides while being surrounded by like-minded beauty professionals.



### Why the self-employment surge?

**The answer is technology.** Having access to information at our fingertips has opened the doors to greater client reach. With accessibility to apps our clients can see our service menus, book appointments, and even check out after the service all from our mobile devices.

Everything you need to know...

# How do you know if a salon studio is right for you?

If the idea of self-employment appeals to you, you may be leaning toward exploring a salon studio. Every decision to become an independent salon owner must start with an honest gut check. Self-motivated beauty pros choose salon studios for a variety of reasons: to create their one-of-a-kind salon culture, build their ideal clientele, grow their business and enjoy the control, freedom and benefits of salon ownership.

It may help to partner with a company like Sola Salons that empowers you by alleviating some of the risks associated with entrepreneurship, such as providing retail opportunity, furnishings, equipment and brand recognition. In many cases, launching your own business in a salon studio doesn't require a huge investment. But you will need creativity, courage and a loyal clientele.



"Becoming an independent stylist at Sola has been the best thing that has happened in my career so far. It has allowed me to manage my own schedule, I can spend more time doing other things besides work, and I feel a lot of support from Sola."

- Daniel Montes De Oca, 2023 Face of Sola

Everything you need to know...

# Still wondering if the independent world is right for you?

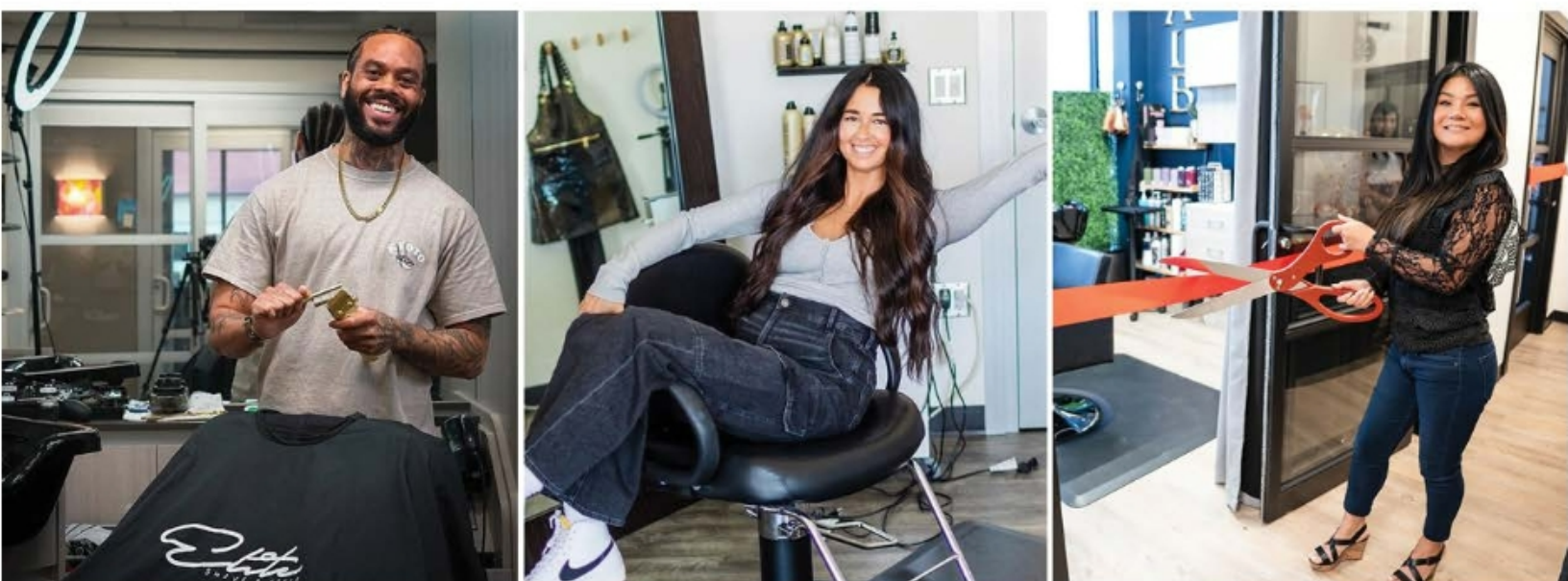
Take this quiz:

1. Having a salon brand all my own has always been a goal
2. I love the idea of creating my own space
3. I'm happy to work in a private space yet still surrounded with like-minded pros
4. I'm ready to be my own boss
5. I'm looking for flexibility in my schedule
6. I want to manage my own client calendar and service offerings
7. I want to control my own earning potential
8. I am confident in my ability to build and maintain a clientele
9. I am self-disciplined
10. I feel good about setting healthy professional boundaries

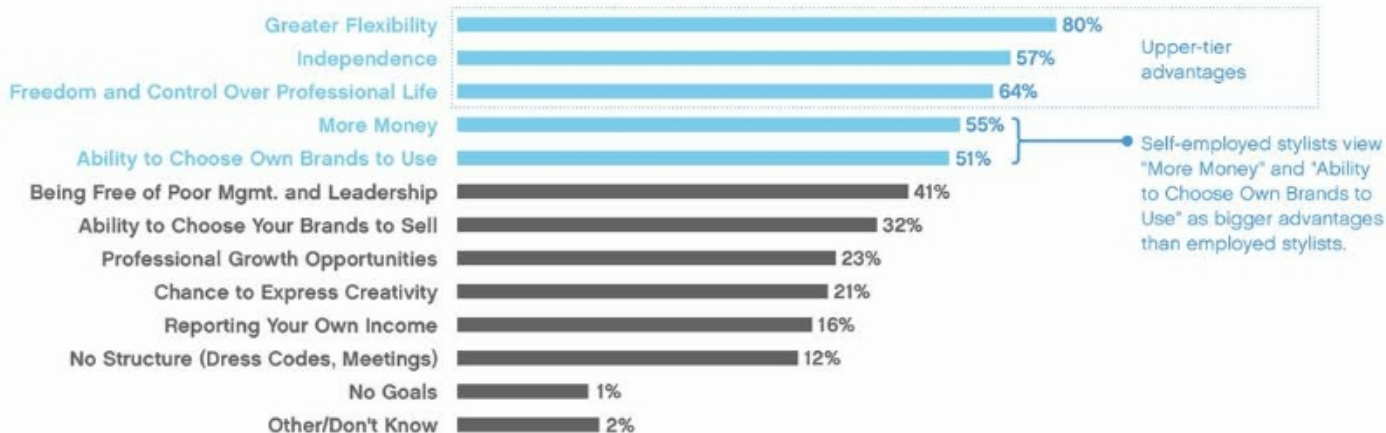
**If you answered yes to the majority of questions, a salon studio may be the way to go!**

# So, what exactly is a salon studio?

**Think of it this way**—when you rent a salon studio, you are presented with a more turnkey approach to salon ownership. You rent your space and your equipment, and you run your own show. Sola Salons provides resources to make it as easy as possible, offering much more than just a space to rent. It strives to provide a seamless transition to salon ownership by offering move-in-ready salon studios alongside all the educational resources, cutting-edge technology and support needed to run your own business.



## What Self-Employed Stylists Consider to Be Advantages



Source: Modern Salon Media "Rental Realities" report.

# Things to look for when considering a salon studio:

- Building and grounds maintenance, utilities and Wi-Fi are included
- Studio layout flexibility for your business—whether you do hair, nails, skin care, massage therapy or makeup
- High-end cabinetry, shelving and storage are provided
- Comfortable client chairs, shampoo bowl and sink are already installed
- Privacy and security for yourself and your clients
- 24-hour access to dictate your own schedule
- Support, resources and education to handle the business and marketing side of salon ownership

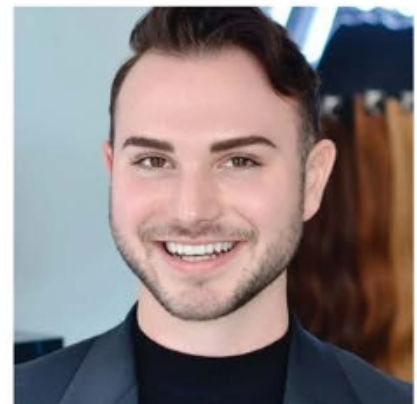


“A private salon experience was something that my clients really appreciated, and Sola made moving in so simple. It was such a no-brainer, especially because I could truly make the space my own. I wouldn't have changed a thing!”

- Deniece Jordan, 2023 Face of Sola

“Sola provided me the opportunity to create the exact environment and client experience I wanted. I know my clients are happier because of it, and I can confidently say I am now a happier hairstylist and owner.”

- Ryan Sanger, 2023 Face of Sola



# At Sola Salons, Professionals Receive:

- **Virtual and Live Education:** Staying educated is crucial in our fast-paced and ever-changing industry. Sola Salons is here to support your educational needs. We offer National, Regional, Local and On-Demand learning options on topics from business and personal development to the newest technical trends. Every year we host our Sola Sessions, an in person educational event where we bring the industry's most influential experts and educators together for an event curated especially for the independent community. Our Sola Pro App offer webinars, podcasts, and virtual education from your favorite brands.
- **Salon Management + Booking Support:** SolaGenius is an all-in-one scheduling and payment processing platform that offers competitively low rates. Its features include 24/7 online booking, a simple calendar interface, notifications and reminders, text message marketing, client notes, analytics and reports, and reliable customer support. Sola professionals using SolaGenius are also featured on Sola's revolutionary online booking search engine, BookNow, which allows consumers to search, discover and book directly on solasalons.com.
- **Backbar Support:** With BeautyHive, an online distributor made exclusively for Sola professionals, keeping your backbar and retail shelves stocked year-round is a breeze. With most orders shipping out the same day and real-time inventory checks, you never have to play the guessing game of when (or if!) you'll get your supplies in time for your upcoming appointments. Plus, BeautyHive offers the industry's most popular brands, like Redken, Kenra, Pravana, Pulp Riot, Olaplex, Ouidad and more.



**Beyond the physical structure,** you also get the support you need for your business, your skills and even your soul!

**You've been dreaming about owning your own salon,** about the flexibility and freedom of being your own boss, in a place where YOU get to make all the decisions, including: setting your own schedule, picking what products to carry, and decorating the space to fit your personal style. Sounds pretty good, right?



## **Follow these six simple steps to turn your dream of salon ownership into a reality.**

### **Step 1: Choose Your Location**

Ideally, your new salon should be close to your current salon and to where your clients live. It's also a nice perk if that salon is convenient for you as well. Consider a place conveniently located near major intersections and within shopping centers and retail areas. This means access and parking will be easy and amenities will be nearby—a real plus for clients!

### **Step 2: Set Up Your Systems**

As an independent beauty professional, you are now not only the artist but the receptionist, manager, owner, and business owner. It is important to find salon tools that will help guide you through these many hats. Find a Salon business program or app for scheduling and POS. Look for features for online booking, client history tracking, text communications and integrated Point of Sale. Putting the right systems in place will make your life as a business owner so much smoother. These salon software options can increase client retention, overall ticket price, and productivity through features like text and email marketing, automated reminders, and analytic reports.

### **Step 3: Pick Your Products**

In your suite you get to decide what products align with your brand. This means picking the right brands for client use and to fill your retail shelves. Create a relationship with your distribution chain, most have loyalty programs that can be beneficial to your business. If you choose to make Sola home we have an exclusive online distributor, BeautyHive. BH is built specifically for the independent professional and allows you to shop, save and get top salon products shipped directly to your door.

### **Step 4: Get Down to Business**

Before opening your door you will need to obtain the proper licenses. These legal requirements include licenses for cosmetology, business operation, and taxes. We have gathered a ton of useful tools to assist with this on our Sola Pro App.

### **Step 5: Create Your Environment**

For many beauty professionals, the most exciting thing about salon ownership is creating an environment that reflects their personality. It starts with choosing a salon name and decorating. When you're ready for finishing touches, hang your artwork, set up speakers to play the music of your choice, or put up a television. Remember, it's you and the experience you provide that drives repeat business.

### **Step 6: Spread the Word**

In today's fast-paced market, tapping into marketing and social media is essential to the health of every modern business—especially small businesses. Set up a website page where clients can learn more about your salon and access contact information and a booking link—Sola provides this to you at no cost! Set up Facebook and Instagram accounts specifically for your salon business and start curating content that matches your brand and gives your clients a sneak peek of what it's like to step into your salon.

**Need more marketing tips?** Check out the Sola blog!  
[solosalonstudios.com/blog](https://solosalonstudios.com/blog)

# 4 SOLO ARTISTS FAQs

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## 1. What are some ideas for attracting new clients to my business?

Marketing is the key to your success, using tools like digital marketing, social media, email, and referral systems. Consider these tips....

- Communicate with clients about your move! Send out a text or email announcement offering a special incentive for those who visit your new space.
- Giving first time clients a special gift.
- Connect with other Sola pros in your location. This is a great way to cross promote and collaborate on business ideas.
- Create social media accounts for your studio. Keep this separate from your personal accounts and change your posting practices to attract the ideal clientele.

## 2. How do I create a salon culture when I'm on my own?

When you move into your own salon studio, your salon's culture or brand is the most important aspect of your success. Branding goes way beyond a salon's name or logo. It includes the entire customer experience, in and out of your studio—everything from your web presence and social media content to the way you answer your phone, your décor, and the retail products on your shelves.

- What story do you want to tell through your brand?
- What experience do you want your clients to have?
- What long-term goals do you have for your business?

Once you've outlined your values and developed the right mission statement for your salon, you're on your way to creating your culture and brand.

### 3. Can I give my salon studio a name and a unique look?

You bet! Think of it this way—this studio is your business, so the name, the décor, the “vibe” and the culture should all reflect who you are, what you stand, for and how you want to be perceived by your clients. Your web page should look every bit as sophisticated as your physical salon, and your social media feeds should reflect this unique culture.

### 4. How should I decide which products to use and retail to my clients?

The products you use and recommend are critical to the success of your business.

***Here are key things to consider:***

- The performance of the products.
- The price and whether they are within your guests’ budgets.
- The image of the brand and whether it aligns with the image of your business.
- Education. Does the product line offer more than just product knowledge? Will it support your growth as a stylist and business owner?



# CONCLUSION

For independent, focused, creative beauty professionals who want the freedom and flexibility of running their own businesses, owning a salon studio is a viable option. Thanks to the evolution of technology that continues to simplify business and marketing, and the support of salon studio organizations like Sola, it's a business—and a lifestyle—that is more attainable for you than ever.

**Sola Salons provides all you need and more to experience the freedom and benefit of salon ownership without all the risks!**



## Become a salon owner today.

Visit [solasalons.com](https://solasalons.com) to start your journey!