

How To Start A Mobile Hairdressing Business

By Nicky Singh

Mobile hairdressing is a great alternative to working in a hair salon as it gives you the freedom to work the days and hours that suit you. There are a few things you should be aware of before choosing mobile hairdressing as a career. Firstly I would like to point out that mobile hairdressing requires dedication, consistency, reliability and most of all patience.

When You First Start Out

- When you first start out mobile hairdressing you need to be a little patient as it takes time and lots of dedication to build a regular clientele. However once you build a regular clientele you will have a profitable business that will keep you on your toes and provide you with a rewarding hairdressing career.
- When I first started out mobile hairdressing I was lucky enough to have clients that followed me after I sold my last hair salon. I would bump into them at our local shopping centre and they would ask me if I would come to their home and do their hair. So that's how my mobile hairdressing business got started!

Register Your Business Name And Apply For ABN Number

- Make sure you register your business name and apply for an ABN number from the Australian Taxation Office.
- By running your business officially and by paying tax on your income, you will be able to borrow money from finance companies in the future. Finance companies and banks usually require the first two years of profit and loss statements along with asset and liability statements from your account.

How To Gain New Hair Clients

- I started off with around fifteen clients and within a matter of about one year had built up a business where I couldn't take on any more new hair clients.
- My existing hair clients were very helpful in me finding more work, they would tell their neighbours, family and friends that I was looking for new hair clients.

Letter Box Dropping

- Occasionally I also did letter box dropping with the kids to try and pick up a few new clients and I always had a really good response.
- When you first start out I recommend that you have some business cards printed and a price list, so that when you bump into people that you know you can give them your details and let them know that you are looking for new hair clients.

Placing An Advertisement In The Local Newspaper

- You can try placing an advertisement in your local newspaper, especially if you have worked in other salons close by.
- Make sure that you don't mention the other salon's name or contact details. Simply place your photo, your name and number announcing that you are now mobile hairdressing in certain areas offering certain hair service. This will avoid any legal ramification from previous employers.

Advertise Through your Local School

- If you have children at school you can place an advertisement in their local newsletter offering specials on certain services to entice people to try mobile hairdressing service.
- You can also gain new clients by donating your mobile hair services to school raffles or community events.
- Most local shops have community notice boards so you can place your business card and price list on the notice board offering specials on certain hair services.
- There are many ways to get started, however you just need to be a little patient while the business grows.
- You may need to consider other part time work to help fund your living cost until you build up enough hair clients.

Start Up Costs

- Mobile hairdressing doesn't require a large amount of money to get started opposed to a hair salon or home hair salon. Below I will be outlining the equipment you will need and how to go about putting everything together so that you can get started.

Get To Know The Staff At Your Hair Supply Outlet

- Make a point of getting to know the staff on a first name basis at your hair supply outlet as they will come in handy if you need to ask questions about products you are buying.
- They will also let you know when new hair products have arrived and any products they may be reducing down to clear out.

Insurance

- Although you may never need liability insurance, I strongly recommend that you ring around a few of the major reputable business insurance companies and see what premiums they have to offer.
- Many of them allow you to pay your premium on a monthly basis, this a great help keeping your initial set up costs to a minimum.
- Make sure that you don't under insure yourself, ask the operator what the standard liability rate is for a local hairdresser in your area, this will give you an idea of what you should be insuring your hair serveries for.

What Prices Should I Charge

- Have a look on the internet for mobile hairdressers in you city to what prices they are charging for various services, this will give you a starting point to start from.
- You also need to consider what products you will be using and make sure that you cover the cost of the product, your hourly rate, insurance, tax, telephone and petrol.
- Add up all your basic costs and then make sure you add a profit on top of all that. If you are not making money then it's not worth your while!

Traveling Outside Of Your Regular Radius To New Hair Clients

- Occasionally I would come across a client who lived a little far away from where I was used to traveling, so I would let them know in advance that I was more than happy to come and do their hair, however because they fell out of my regular traveling zone that I would need to charge them extra on top of my regular prices to cover my time and petrol and they were usually only to happy to pay it.

Mobile Work Station

Sign Writing On Your Car

- You may wish to consider in your initial set up budget having signs made for your car.
- Considering that you are driving around all day and parking your car outside clients homes, you may pick up some extra work.
- Signage will also give you legitimacy and make you appear more professional. Promoting your business is essential to gaining new business, make sure you have business cards, price lists and if your budget allows a basic website listing your services & prices as well as your contact details.
- A website is not essential to get started, so you may wish leave having a **website designed until you are a little more financial.**

Leave Enough Time Between Hair Clients

- Leaving enough time between hair clients is very important as you don't want to run late for your next appointment.
- 1 would allow at least 45 minutes travel time between each client as most of them lived within 15-20 minutes of each other.
- This gave me plenty of time to stop and have something to eat, organize my equipment for the next hair client and have a few minutes to myself before my next appointment.

Keep Costs Down By Planning In Advance

- Keeping client cards up to date with recent hair services is very important to keeping your cost down.
- 1 always made sure that I knew what hair colours my clients were having done on a regular basis.
- By knowing this information, you are then able to only buy the colours that you need, rather than store hair colours that you never use.
- * Although this requires frequent trips to hair supply outlets, you won't be wasting hundreds of dollars in unused stock.
- Before you go to your client's next hair appointment, make sure you ask them if they are going to have the same hair colour as last time, that way you can make sure you have the right hair colour in your supplies.
- Sometimes clients want a change and are looking to have a new hair colour done, in this case I usually make a time with the client to pop around to their home and show them the colour chart.
- Once they have selected a new colour, I write it down on their client card and make sure I purchase their new hair colour before their next appointment. Once again, this saves money as you can avoid spending money on unnecessary stock.

New Hair Clients Information

- 1 always make sure that I visit new clients before their appointment time. I generally give them a call and make a time to visit them for a 20 minute consultation.
- 1 usually try and fit this in between hair clients or on the way to dropping off or picking up kids from school. That way you are not wasting petrol as you are already out and about.
- By visiting your clients previously to their hair appointment, it gives you a chance to find their street address so you won't be late to your first appointment with them.
- This is also a great opportunity to introduce yourself and have a chat with them about their hair. During the consultation I record all of their client information on a card and discuss their future hair services with them.

- This is a great time to discuss hair colour with your client, make sure that you note down the colour so that you make sure you have the right colour for their first appointment.
- By taking a little time to visit your new clients, you can save yourself from feeling stressed on their first hair appointment and spending unnecessary money.

Make Sure Your Equipment Is Clean And Well Organised

- At the end of each work day, spend a few extra minutes cleaning your equipment and replenishing hair colours for the next day. Remove dirty towels and capes, pop them straight into your washing machine and then hang them straight on the clothes line so that the towels don't smell. There is nothing worse than smelly towels and capes!

Call Your Client The Day Before To Confirm Appointment Day And Time

- Save yourself a wasted trip and call your clients the day before to confirm their appointment time.
- This will prepare and remind your hair clients of their appointment.
- There is nothing worse than turning up to a scheduled appointment to find that your client is not at home and has forgotten about their appointment.
- This is wasted time and money and can be prevented by a simple phone call or SMS.

Have Plenty Of Change For Clients

- Make sure that you have plenty of change for your hair clients, although most clients know how much their hair services will cost them, sometimes they forget to organise the correct money and hand you a very large note.
- By having plenty of change you will eliminate wasted time, by not having to go to the bank or find change from a local shop.

Equipment You Will Need To Get Started

Below I have listed some basic hairdressing equipment that you will need to get started, these are just a guideline and of course will vary depending on the individual hairdresser.

Hairdressing Equipment

1. 2x Sharp cutting scissors
2. 1x Thinning scissors
3. 1x Hairdressing bag to carry scissors and equipment
4. 6x Cutting combs

5. 6x Tail combs
6. 1x Hand held hair dryer
7. 1x Hair clippers and blades
8. 24 x Hairdressing hair towels
9. 6x Cutting capes
10. 12x Sectioning clips
11. 1x Medium Size *Mirror*
12. 4x Tint bowls
13. 4 x Tint brushes
14. 2x Streaking caps
15. Hair bleach
16. 1x Full range of peroxide
17. Pre-cut foils
18. Two of every base colour
19. A Selection of hair brushes
20. Sterilizing liquid and container for sterilizing hair brushes and combs
21. Plastic caps for treatments and colours
22. A selection of perming rods, perming papers and perm solution.
23. Vaseline to protect skin from hair colour
24. Client card records
25. Colour hair chart
26. Shampoo & Conditioner
27. A basic range of hair products for styling
28. Straightening iron and curling iron
29. 2x Hot roller set
30. A selection of bobby pins and hat pins for up styles.

I'm sure I could make a list of another 30 items, however the above items are enough to get you started and making money.

Best of luck with your future mobile hairdressing business, if you have any further questions regarding mobile hairdressing or any other hair related topics, please feel free to drop me a line and I will get back to you shortly.

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