

Checklist For Starting a Massage Business

Business Planning

- Define business model
- Identify target market
- Develop brand identity
- Set business goals
- Create a business plan

Legal Requirements

- Register business name
- Obtain necessary licenses
- Comply with health regulations
- Purchase liability insurance
- Set up tax IDs

Location and Setup

- Choose a convenient location
- Purchase equipment and supplies
- Design a relaxing ambiance
- Ensure privacy and comfort
- Secure storage solutions

Staffing

- Hire certified therapists
- Train staff on protocols
- Establish employee policies
- Organize work schedules
- Plan for ongoing education

Marketing and Sales

- Develop marketing strategy
- Create a website
- Utilize local advertising
- Offer introductory rates
- Build a referral network

Customer Experience

- Develop service menu
- Set competitive pricing
- Implement booking system
- Gather customer feedback
- Maintain hygiene standards

Go-to Resources for Starting a Massage Business

Booking and Scheduling

- [Mindbody](#)
- [Vagaro](#)
- [Booker](#)

Marketing Tools

- [Google My Business](#)
- [Yelp for Business](#)
- [Canva](#)

Business & Accounting

- [ZenBusiness](#)
- [Northwest Registered Agent](#)
- [FreshBooks](#)
- [MyCorporation](#)

Useful Tools

- [Logo Generator](#)
- [Invoice Generator](#)

*All of the resources are clickable links