

STYLE*smart*
VIRTUAL ASSISTANT

New Independent Artist Worksheets



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Welcome!

We are Jacqui & Shawna, two independent artists that went from a commission salon to independent artists at the reopening of salons during the 2020 Covid-19 shut down. We had to figure everything out the hard way from understanding how to pay our own taxes to handling client communication. We created these worksheets so that you can hit the ground running!

You are about to start on your own journey of becoming an independent artist, in this exciting time we want to help give you some resources to help you succeed on your own and create a thriving business that you have always imagined.

We may not have covered everything you need in these worksheets but it will be a great place for your to start in preparing yourself and your business for what is to come next!

We want to wish you luck in your new adventure, if you have any other questions that we can answer please reach out to us at info@stylesmartva.com.



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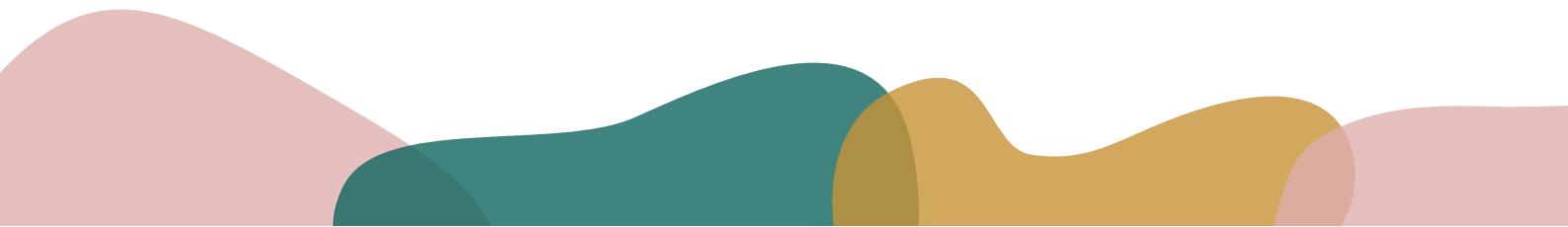
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Where To Start?

Making the decision to become an independent artist, can be a scary choice. We are here to help make that decision one of the best you have ever made.

You may be wondering where do I start now, how will I let my salon know I want to go independent, what will I use to communicate with my clients, how will I handle policies, what do I even want my business to look like?

We will help you answer these questions with our worksheets. This will help you ensure that your business is set up exactly the way you want it!

These worksheets are meant to give you a starting point. They are meant to be thought provoking as you craft the business that you envision when you think about being an independent artists.

Setting up a business can be a little overwhelming and we are here to help guide you, through this next season of your business.

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You may also like

Square

When we first started as independent artists, we used paper calendars to keep track of appointments. We quickly moved our appointments to square to keep our credit card processing and appointments all in one place.



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Google

Create yourself a Google Voice number and email, so that clients do not have your personal contact information. This will help you create clear boundaries for yourself and your business.

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Fiverr

Fiver is a useful resource for outsourcing. Do you want a logo, or software set up? You can hire freelancers on Fiverr to handle some of the tasks the are not in your wheel house



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Canva

Canva is a great tool for any hairstylist to use. Create posts, availability stories, notices, and must more to use in your business.

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Introduction

Each worksheet & Checklist is designed to help you walk through each stage of becoming an independent artist. These are based on the experience we had when making the move from commission stylists.

Start Up Costs

Being an independent artist comes with start up costs. They range from a color kit to deposits for your space. Use this worksheet to understand what your costs will look like. This gives you a starting place for how much you need to start saving and budgeting.

Understanding Your Business

This may be a new season in your career, as an independent artist, you get to decide how much money you want to make. This worksheet will help you get an idea of how much your business will need to make. From expenses, to your salary, to profit, knowing what your goals are will give you a starting point for understanding how much you will need to invest in services & retail sales.

Getting Started Checklist

This check list will help you prepare for your move, from setting up a Google Voice account, to your booking software, to coming up with a plan to let your clients know about your move. This is meant to get you thinking about how you want to run the administrative side of your business.



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Goal Tracker

When you are ready to start working towards being an independent artists you can use this goal tracker to keep you on track. Filling out your action steps and putting a due date on them will give you small goals to reach to accomplish your larger goal.

Weekly Task Tracker

as a new independent artist it is important you get into a rhythm of how you will care for your business and work in it. By ensuring your salon maintenance, client communications and social communications are done you are creating the right experience from any aspect of your business. Cleanliness and readiness is a major part of our success. Prepare by following our tracker!

Start Up Costs

Understanding your start up costs will help you come up with a starting budget. Money that you need to save to be prepared to be an Independent Artist. Fill this work sheet out to come up with your start up costs

Booth/Suite Deposit	\$ _____	Caps, foils, gloves	\$ _____
Licensing	\$ _____	Technology	\$ _____
Insurance	\$ _____	2-4 Weeks of rent	\$ _____
Color Kit	\$ _____	Back Bar	\$ _____
Tools, Clips, Bowls, Brushes	\$ _____	Capes & Towels	\$ _____
Furnishing & Décor	\$ _____	Cleaning Supplies	\$ _____
Branding	\$ _____	Booking Software	\$ _____
Business Cards/Ecard	\$ _____	Virtual Front Desk	\$ _____

TOTAL \$ _____

This will be a target amount to budget for your independent artist start up costs. If this seems like a hard to reach number, you can find a way to cut costs, and find great solutions that are out of the box.



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Understanding Your Business

How much is your start up cost?

What are your start up costs? Something to budget for are salon deposits, to color starter kit, software tools, furnishings & décor, business licenses, insurance, and marketing.

Planning for education + business growth?

What hair shows do you want to attend, what certifications do you want to do? Are you going to hire a business coach? How much is this going to cost you?

What are your personal expenses, how much do you need to make?

Knowing how much money you need to bring home at the end of each day will help you understand how much you will need to charge for your services

How much profit do you want you business to make

After taxes, your salary and all of your expenses, how much money do you want your business to make in profits? The US average profit for salons is 8.2%

What are your anticipated weekly, monthly, and annual business expenses?

Knowing how much money you need to make to operate your business will help you understand how much you will need to charge for your services. Your estimated taxes should be included in this number?

Notes:

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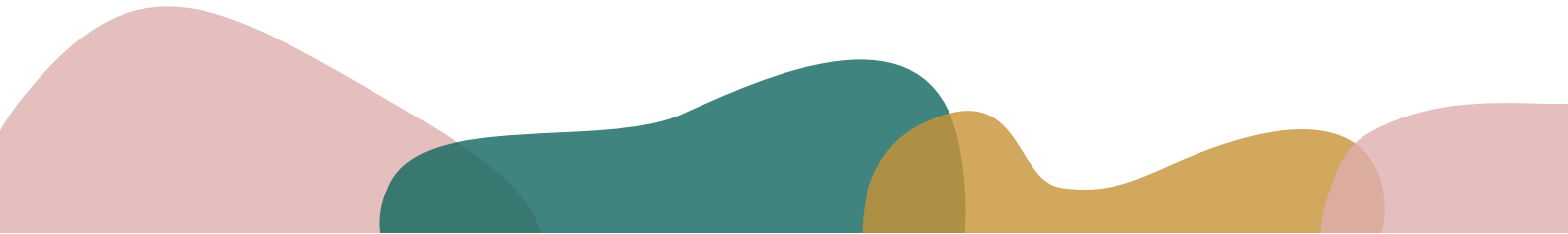
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Getting Started Checklist

Instructions

Maybe you have been considering becoming an independent artists for a while. You just need to know where to get started. This check list will help you prepare for the big move! Walk though this checklist to get an idea of budgeting, location.

Set a realistic budget for your start up costs

Understanding how much money it will cost you to get set up in your business is very important. Answer these questions to help put a budget together

- What do I want my space to look like and how much will it cost?
- What color line do I want to use, how much is a starter kit?
- What is the cost of the software, or services you want to use to run your business? Virtual Assistant for client communication, booking software, logo creation, Canva, bookkeeping software, business insurance, ect.

What do you want your new salon home to look like? Start Touring Salons

What type of stylists do you want to be around?
What amenities are important to you?
Is it a booth rent or room rental?

Red flags to avoid 

- Requiring you to work hours even if you do not have clients
- If they require you to use their booking software
- No lease to sign
- Taking a commission from your services
- Limited access to salon
- Condition of salon - you want to avoid salons that do not keep up with repairs

Create your marketing strategy

You will need to come up with a plan for letting your clients know that you are making a move in your career. Create a graphic on Canva, to let clients know:

- How to find you
- How to book with you
- How to communicate with you

Over communication with clients will ensure the retention of as many clients as possible. We know that leaving a or changing salons can be very difficult and you may not be able to let clients know in advanced of your move. For this reason you will want direct as many clients as possible to your social media. You can let them know "Follow me on social media for exciting updates, my availability, and any other announcements I make."

Set up your technology

Regardless of what booking software you use, you will want to have it set up and functioning at its full capacity. Set up your calendar, services, prices, & timing.

Set up a Google Voice number, this way you do not have to give your personal number. You can download the app on your phone to keep client communication in one place.



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Goal tracker

Start date:

The goal:

Why I'm doing it::

What do I need to learn to achieve this goal:

What is my first action item to work towards goal:

Date this needs to be done by:

What is my second action item to work towards goal:

Date this needs to be done by:

What is my third action item to work towards goal:

Date this needs to be done by:

Weekly Task Tracker

Deep Clean												
Backbar Inventory												
Supply Inventory												
Social Media Planning												
Client Communication												
Appointment Follow Ups												
Appointment Conformation												
Contact clients that didnt prebook												
Pay Rent												
Bookkeeping												
	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12

Notes



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Need help setting up?

Stylesmart VA can help you set up the software that you will need to have in place to have an business behind the chair that doesn't burn you out. From your booking software to you phone system, to a game plan on how you are going to let clients know about your move.

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Why Choose Virtual Front Desk?

We provide clear client communication, via inbound and outbound phone calls, email, website chat, SMS, and social media DM's.

Your Virtual Front Desk helps improve the efficiency of your business, keeping you on track by completing tasks that are tedious such as follow ups, confirmations, and social media engagement.

The more professional and clear your client communication is, the easier you can build your ideal clientele within your ideal work schedule

Is Client Communication Really That Important?

The beauty industry is one of the largest industries in the world. That means if you have weak client communication and don't respond on the first point of contact, the potential client will go somewhere else. To help grow your business we support you by making sure all lines of communication are covered. When you convert more potential clients into loyal clients you are able to build your revenue and business. .

How much does missed client communication cost me?

If your average ticket for a client is **\$100** and they come in every 6 weeks, 1 client brings in **\$867** per year in revenue.

If you miss two new potential clients a month because of weak communication, you would miss out on 24 clients a year and **\$20,808** a year in revenue.

Weak communication costs Independent Artists **THOUSANDS** of dollars a year. We help book more clients through consistent communication.

[BOOK A DISCOVERY CALL](#)



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Jacqui Wilson

Jacqui is one of the co founder of StyleSmart VA, and is an independent artists that still works behind the chair. As an independent artist and single mom, she understands the importance of finding balance between her business and her personal life. She is passionate about helping other artists like herself find freedom from their business through virtual assistants.

[@STYLED BY JACQUI W](#)



Shawna Murphy

Shawna is one of the co founder of StyleSmart VA. Before joining the beauty industry she worked with Virtual Assistants in real estates. After feeling burnt out by client communication when she became an independent artists, she created the game plan our virtual assistants use to help Independent Artists find freedom in their career.

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Thank-you!

Thank you for your support
we hope that this
Independent Artist Checklist
helps elevate your business!

If a question arises, no
worries! Feel free to DM us
@stylesmartva or email us at
info@stylesmartva.com, we
are happy to assist.

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