

Nail Tech Business Checklist

Step 1: Structure & Setup

- Do you have a clear business name & brand identity?
- Is your service menu streamlined (no more than 6–8 main services)?
- Do you have policies in place (cancellations, deposits, late arrivals)?

Step 2: Booking & Client Flow

- Do you have a 24/7 online booking system?
- Are buffer times, breaks, and business hours clearly set?
- Do clients get automated reminders & confirmations?

Step 3: Visibility & Marketing

- Do you have one consistent platform (FB, IG, TikTok) you post to regularly?
- Is your bio/link optimized to capture bookings or inquiries?
- Do you track which posts bring actual clients vs. likes?

Step 4: Client Experience & Retention

- Do you rebook clients before they leave your chair?
- Do you have a simple referral or loyalty system?
- Do you follow up with no-shows or lapsed clients?

Step 5: Business Growth Habits

- Do you track weekly income & expenses?
- Do you review your pricing every 6–12 months?
- Do you set monthly goals beyond just “more clients”?

✦ **Pro Tip: If you checked less than 10 boxes, your business is running you—not the other way around.**

👉 The Nail Technician’s Business Planner was created to walk you through each of these steps, day by day, so you stop guessing and finally grow with structure.

Elevate Your Nail Business
Today!

*Transform Your
Skills!*

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