



Day Spa & More: Step-by-Step Startup Guide (StartUp Guides)

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Are you ready to take the plunge and start your own spa? Now's the perfect time. Spas have become one of the fastest-growing industries around the globe. Whether you're interested in day spas, medical spas, spiritual spas, yoga centers or another variety, the expert advice in this guide helps you get started today.

Learn all the business information you need to succeed--from choosing a location to setting prices to attracting new clients. Plus, get the hottest trends in the spa industry and expert advice on the creative elements that turn an ordinary spa into an extraordinary relaxation center.

Researching the market

Identifying a niche and attracting a target audience

Creating the right atmosphere to enhance the spa experience

Offering the hottest spa services

Hiring talented and trustworthy employees

25 marketing tactics under \$50

And more!

Pick up this guide to get started and succeed in this fun, profitable, and rewarding business.

The First Three Years

In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges.

- Pin point your target market
- Uncover creative financing for startup and growth
- Use online resources to streamline your business plan
- Learn the secrets of successful marketing
- Discover digital and social media tools and how to use them
- Take advantage of hundreds of resources
- Receive vital forms, worksheets and checklists
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From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

BONUS: Entrepreneur's Startup Resource Kit!

Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips!

You'll find the following:

The Small Business Legal Toolkit

When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business.

Sample Business Letters

1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style.

Sample Sales Letters

The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.



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Kathleen Land:

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Lori Parker:

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James Snider:

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