



# **FabJob Guide to Become a Spa Owner (With CD-ROM) (FabJob Guides)**

*Jeremy McCarthy, Jennifer James*

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By starting your own spa business, you will be joining a growing industry that generates over \$11 billion per year in revenue. According to the most recent statistics from the International Spa Association, there were approximately 136 million spa visits made in the U.S. in 2003, with 60% of those visits to a day spa. The FabJob Guide to Become a Spa Owner shows how you can successfully start a day spa business. The authors share their own experiences plus expert business advice from more than two dozen spa business owners and other spa industry experts including: - How to create a business plan and conduct initial market research for your spa - An overview of options for your spa business and deciding what services to offer. - Licensing requirements for spas - Start-up costs including sample start up budgets for both a small and medium sized spa - Where to get start-up financing for your spa business - What to consider when choosing a location for your spa business including how much square footage you will need - Interior design of your spa business with tips on areas you will need and common problems to avoid - What equipment you need to start a day spa business, including how to save money by leasing or buying used - How to develop effective systems for running your spa business on a daily basis - Hygiene requirements for spas - Setting prices for your spa's service and developing packages to encourage clients to buy more - Ways to attract spa clients through advertising and free publicity - Valuable samples and checklists The information in this guide can save you many hours of research, help you avoid some costly mistakes, and give you information you need to start your own day spa business.

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This book is now a textbook for the International Association of Professions Career College. Spa Owner Certificate Courses are available from the publisher's website

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