

Beauty Business Plan Template

Fill in your own numbers and goals. Matches the MoneyPOP business planning guide.

About you and your business

Your name

Business name

Services you offer (hair, lashes, nails, skin, etc.)

Your license type and state

Target opening date

Who is your ideal client?

1. Your work arrangement

Employee, booth renter, suite owner, commission, or mobile? Status depends on the real working relationship.

Arrangement you are planning

Who sets prices, controls how the work is done, and supplies tools?

Costs you will carry yourself (supplies, software, card fees, insurance, licensing)

Questions to ask a tax or legal professional before signing

2. Your money plan

Irregular income needs a plan for slow weeks, not just busy Saturdays.

Monthly fixed costs

ITEM	MONTHLY AMOUNT (\$)
Booth or suite rent	
Booking software	
Insurance	
Supplies and backbar	
Card processing fees	
Phone and internet	
Education and licensing	
Other	
Total fixed costs	

Income goal

ITEM	AMOUNT
Take-home income you need each month	
Tax reserve (estimate with the calculator)	
Revenue needed (costs + income + reserve)	
Hours you can work per month	
Minimum hourly rate (revenue / hours)	

Service pricing

SERVICE	TIME (MIN)	PRODUCT COST	PRICE (\$)

3. Taxes and 4. Money habits

Plan the tax bill before it arrives, and notice the patterns behind your decisions.

3. Tax plan

ITEM	AMOUNT
% of each payment set aside for taxes	
Expected yearly net profit	
Estimated self-employment tax (15.3% rules apply)	
Estimated quarterly payment	

Separate business bank account (bank and date opened)

Tax professional you will check with

4. Money psychology plan

Your prices and policies, written down (cancellations, deposits, discounts)

Moments that pull you off plan (after a slow week, a cancellation, a pushy client)

One specific habit change you will try first

Your money archetype (take the quiz at moneypop.ai/quiz) Weekly money check-in day

Goals

Your 90-day goal

Your 1-year goal