



BUSINESS CHECKLIST

How to Start Making Money with Spa Products

DETERMINE YOUR BUSINESS MODEL

- Set goals for what you would like to achieve with your business
- Build out a business plan with strategies for reaching your goals

CREATE YOUR PRODUCT

- Develop your product line including selecting fragrances, colors, and product types
- Test your product and gather customer feedback
- Create your branding with a logo and colors
- Design packaging for your product

PROMOTE AND SELL

- Create a website to promote your product with a way to accept digital payments
- Build a presence on social media platforms like Facebook, Instagram, TikTok, and YouTube
- Create content that promotes your brand, educates visitors, and sells your product
- Partner with local businesses to help sell your product for you
- Find craft fairs and festivals that you can sell at
- Use paid advertisements to reach a larger audience

GROW AND SCALE

- Automate your production and sales process
- Hire contractors to do tasks for you

