

For Future Barbers...Should I Get My Own Suite?

The answer to, if you should go into a salon or a suite is not quite that simple. The first thing that you should consider is, do you already have a clientele or not. If you already have a clientele, it will be much easier for you to continue to keep your business, because you may already have a steady base of clients coming to you. If you do not have any clientele, you are going to have to rely on your social media marketing presence and other creative means of getting clients.

In a salon or barber suite environment, there is no way to guarantee that you are going to get walk in traffic, because you are in a building without a clear storefront to your business. Also, consider that you will have to utilize social media to acquire more clients. You will need to rely on your marketing ability online, to be able to attain and retain clients. Another aspect of the suite is that it is more personalized. It is literally as if you have your own small business, just in one room, instead of having to worry about a full salon or barber shop with a large square footage. That is a great advantage for those that want to have a more personalized feel to their environment for their clients. The clients tend to feel a lot more at ease. They feel that they are getting a more personalized treatment by their barber stylists because it is not in a large exposed environment.

Therefore, when it comes to whether or not you should be in a salon or suite, it is a personal choice. However, remember, some of the factors that we discussed. If you already have clients, it will be a much easier transition. If you do not have any clients, for instance, if you are coming straight from out of school, or just starting in the business, recognize that you will have to rely on consistent and strategic marketing, to be able to gain more clientele, and ultimately be successful as an entrepreneur.

If you are looking for additional resources and other options for schools or apprentice see [Shear Over Comb Consulting](#) to speak to an industry consultant.