



*Vivid* 

---

# TEETH WHITENING

## **Professional Teeth Whitening Check- List and Guide.**





# Step-By-Step Checklist

- 1.) Research the laws revolving around Professional Teeth Whitening in your area.** (This includes your country, state, and city.) If you are not finding much Professional Teeth Whitening is probably okay where you are. **(See Page 4. )**
- 2.) Look for and make a list of your direct competitors in your area.** (See Page 5. )
- 3.) Figure out your budget for starting out by deciding how much you are willing to spend for everything you need.** (The minimum for starting out is usually around \$1100.)
- 4.) Decide on a name and theme for your business.** (Your name and look of your business will tell people a lot about your business.)
- 5.) Become a trained and certified Teeth Whitening Professional.** (Get more out of your training [here](#).)
- 6.) Buy your whitening light, shade guide, Dental Bib Holder, Red Glasses, and Your Teeth Whitening Kits.** You can find all these materials plus training [here](#).
- 7.) Form your business structure.** (We recommend using an LLC instead of a Sole Proprietorship.) This step is easy! You can find more information on setting up your business [here](#).
- 8.) Register your business with the state.** (This is state level, and for everyone it is different. However, if you type in Google "start business "insert your state name here." It will be super easy to find and is usually just a form online.



## Checklist Continued

**9.) Get your business license.** (This will be done locally in the city that you live in. You can go into your local town hall and get more information and register there or online.)

**10.) Get General and Professional Liability Insurance.** (This step is also easy, and can usually be done online, your insurance will be similar to other beauty professionals.)

**11.) Set up your Teeth Whitening space.** (This could be in your home, a spa, or wherever. If you're going mobile you don't have to worry about this step.)

**12.) Practice professional teeth whitening on a friend or family member.**

**13.) Get Clients.** (See Page 3. for steps for getting clients.)



# Getting Clients Checklist

- 1.) Create a plan. (See Pages 6-9.)
- 2.) Create a Facebook, Instagram, and TikTok for your business.
  - How to create a Facebook for a beauty business.
  - How to create an Instagram for a beauty business.
  - How to create a topic for a beauty business.
- 3.) Take pictures and videos of you performing the treatment. (To post on your social media later.)
- 4.) Follow as many people as possible on all your social media pages.
- 5.) Make a plan for consistent posting on your social pages. (See Page 12.)
- 6.) Create a post on local Facebook groups promoting your business. (See Pages 10-11.)
- 7.) Register your business with Google My Business. (This may not be as helpful for those who plan on whitening teeth from home.)
- 8.) Reach out to other business professionals in town to form marketing partnerships.
- 9.) Join your local Chamber of Commerce.
- 10.) Find local influencers to promote your business through social media.

# Doing Legal Research

In most instances, professional teeth whitening is perfectly legal as long as it remains contactless. However, certain states, counties, and cities may have different laws regarding professional teeth whitening.

Here are the questions that you should try to answer before starting. Keep in mind that most of this information can be found through a simple Google search.

Ex: "Professional Teeth Whitening Laws North Carolina."

- **Do you need a dental license to perform a professional teeth whitening treatment in my state, city or county?**
- **Is there any other regulation surrounding teeth whitening where I live that I need to know about?**

If you find it hard to find information, you can contact us for help or message your local Chamber of Commerce. In most cases, if there is not much information for your area it means that you are probably okay to move forward with your business.



# Competitive Research

Competitive research can give you a huge advantage over your competition.

- **Why do competitive research?**

Knowing your competitors will help you keep an eye on them and determine the things that they are doing right and the things that you think you can do better. For the most part, knowing your competitors will help you determine what is going to separate you from them.

- **What information should you collect?**

- **Name**
- **Prices**
- **How do they operate (from home, spa, mobile?)**
- **Social Channels**
- **Marketing Strategy**

Finding your competitors is as easy as typing a search query into Google, Instagram, and Facebook. You might type something like "teeth whitening (your city name)" and see the people that pop-up.



# Your Marketing Plan

One of the greatest worries that we find in our customers and teeth whitening professionals everywhere is "How am I going to get clients?" We admit this can take a little work, but once you get a hang of it, it's actually pretty easy. You will want to start by creating a simple marketing plan, by answering these questions.

- **What is the name and brand of my business** (Colors, logo, theme.)
- **What message is going to separate me from the competition?**
- **What is the minimum number of customers that I need every month?**
- **How am I going to acquire these customers?**
- **How am I going to get returning customers?**

**SEE THE EXAMPLE MARKETING PLAN BELOW**  
(Reading this will help you significantly.)



# ***Vivid Teeth Whitening*** ***Example Marketing Plan***

*This is an example marketing plan for Vivid Teeth Whitening, located at a fantasy location.*

## ***Name and Branding***

*The business will be called Vivid Teeth Whitening, to reflect the bright smile that people will get from our professional whitening treatment.*

*We will give the brand a modern beauty feel with a darker purple and modern style font to exhibit the modern approach to teeth whitening our business uses.*

## ***Separation Factor***

*Our separation factor is the high-quality products that we use to whiten people's teeth that give better long-lasting results.*

*We are going to advertise this separation factor by using social media to take pictures of inferior at-home products and take comparison pictures using our products.*





## **Custom Requirements**

*In order for this business to work for me, I have to get a minimum of 5 customers in the first month at a price of \$150, which will make me \$750. This will give me enough money to make up for the price of training and materials to start. In the months following, I want a minimum of 10 customers a month, and by month 6 I want to be servicing at least 20 customers monthly.*

## **Customer Acquisition Plan**

*I am going to acquire customers by advertising my services through building relationships and using the following channels.*

- *Instagram*
- *Facebook*
- *TikTok*

### **Plan for Instagram:**

*I will spend the first week building up my Instagram profile, by adding at least 5 posts about my teeth whitening services to the profile.*

*Once my profile is built I will follow everyone I know, and everyone they know, making posts daily.*



### ***Plan for Facebook***

*I will spend the first week creating and building up my Facebook profile with posts that introduce my services.*

*Once my profile is built up I will begin to invite all my friends to follow my business page and will begin to post a weekly invitation for appointments on at least 3 community Facebook groups.*

### ***Plan for TikTok***

*I will post on TikTok twice a week with educational posts about becoming a teeth whitening professional.*

### ***Plan for Relationship Building***

*I will build relationships with other local cosmetology professionals to help advertise my business, by creating social media giveaways and posts with these other local businesses.*

*I will work with the local gym to discuss an affiliate program where they can make money by allowing me to perform my services within their gym.*



## **Retaining Customers**

*I am going to get returning customers by scheduling a touch-up session with them after every appointment and by handing them a gift package that includes my business card, after-care instructions, and chapstick advertising my business after every appointment.*

## **Marketing Budget**

*I will have a marketing budget of \$100 every month.*



## Ideas For Facebook Group Posts

*"Hey, guys I just became a teeth whitening professional. I am super excited to whiten some smiles. I am offering a HUGE DISCOUNT this week for treatments to start my business off right. I have limited spots available so message me if you are interested. The treatment works within an hour and a half I guarantee your smile will get at least 4 shades brighter."*





## Ideas For Facebook Group Posts

*"Hey, guys I have openings for professional teeth whitening appointments this week. I can also give you guys a free consultation if you are not sure whether professional teeth whitening is going to work for you or not.*

*I guarantee at least 4 shades brighter or your money back.*





# Planning Social Posts

Social media will be one of your most powerful tools for finding clients. That is why it is important that you have a plan for consistent posting.

## **Here is a general plan for making social posts.**

- 3 Instagram posts a week.
- A daily Instagram story.
- 2 TikTok's a week.
- All Instagram posts and stories should be posted to Facebook.
- Use Hashtags in all posts.
- Posts should be made during optimal times either 9 AM or 5 PM.

## **Here are some ideas for your social media posts.**

- Client results posts.
- Product information posts.
- Product giveaways.
- Personal posts about your life. (People love a personal touch.)
- Business information.
- Posts about special occasions. (Holidays, Weddings, etc.)