

Salon Asset Inventory Checklist - Uncover Your Hidden Strengths

In [Episode 66](#) of Marketing 100 on [The Salon Business Show](#), Mack from yello salon emphasized knowing your true value before seeking business partnerships.

This checklist helps you put that advice into action. Instead of just guessing, use this guide to systematically inventory all your salon's unique assets – from client demographics to team talents – so you know exactly what you bring to the table when pitching partners.

1. Your Clientele: Who Do You Serve?

- ☐ **Primary Age Range:** _____
- ☐ **Secondary Age Range(s):** _____
- ☐ **Gender Mix (%):** Female: ____% Male: ____% Other: ____%
- ☐ **Common Interests/Lifestyles:** (e.g., Trendy/Fashion-forward, Professionals, Students, Outdoorsy, Artsy, Families, Luxury Seekers)

- ☐ **Geographic Location/Neighborhood:** _____
- ☐ **Approximate Monthly Client Visits:** _____
- ☐ **Average Client Spend (Approx):** \$ _____
- ☐ **Client Loyalty (High/Medium/Low):** _____
- ☐ **Do clients often ask for recommendations (food, shopping, etc.)?** (Yes/No)

2. Your Physical Space: More Than Just Chairs

- ☐ **Overall Ambiance/Vibe:** (e.g., Modern, Cozy, Luxurious, Edgy, Minimalist)

- ☐ **"Instagrammable" Features:** (e.g., unique decor, selfie wall, great lighting, mural)

- ☐ **Available Space for Events/Pop-ups?** (Yes/No) Approx Size: _____

- ☐ **Waiting Area Quality:** (Comfortable, offers amenities?) _____
- ☐ **Retail Display Area:** (Prominent, well-lit, attractive?) _____
- ☐ **Window Display Potential:** (High visibility, space for promotion?) _____
- ☐ **Parking/Accessibility:** (Easy, difficult, unique aspects?) _____
- ☐ **Location Benefits:** (High foot traffic, near complementary businesses, community hub?) _____

3. Your Digital Presence: Online Reach

- ☐ **Instagram Followers:** _____ **Engagement Rate (Approx %):** ____%
- ☐ **Facebook Followers:** _____ **Engagement Rate (Approx %):** ____%
- ☐ **Other Social Platforms (TikTok, Pinterest, etc.):** Platform: _____ Followers: _____
- ☐ **Email List Size:** _____ **Average Open Rate (%):** ____%
- ☐ **Website Monthly Traffic (Approx):** _____
- ☐ **Online Review Rating (Google/Yelp):** _____ **Number of Reviews:** _____
- ☐ **Quality of Website/Social Media Content:** (Professional photos, consistent branding, engaging copy?) _____

4. Your Team's Talents: Beyond the Chair

- ☐ **Photography/Videography Skills:** _____
- ☐ **Social Media Content Creation:** _____
- ☐ **Event Planning/Hosting:** _____
- ☐ **Writing/Blogging:** _____
- ☐ **Community Connections/Networking:** _____
- ☐ **Visual Merchandising/Display Skills:** _____
- ☐ **Specific Hobbies/Expertise Relevant to Potential Partners:** (e.g., fashion, wellness, local arts) _____

5. Your Brand Reputation & Story

- ☐ **Unique Selling Proposition (USP):** (What makes you different?)

- ☐ **Core Brand Values:** (e.g., Community, Sustainability, Luxury, Inclusivity, Creativity)

- ☐ **Local Reputation/Standing:** (Well-known, respected, award-winning?)

- ☐ **Press/Media Mentions:** _____
- ☐ **Brand Story/Founder Story:** (Compelling, relatable?) _____

6. Existing Relationships

- ☐ **Strong Vendor Relationships:** (Brands you already carry, suppliers)

- ☐ **Relationships with Nearby Businesses:** (Coffee shops, boutiques, restaurants)

- ☐ **Connections to Local Influencers/Community Leaders:**

- ☐ **Past Successful Collaborations:** _____

Next Steps: Review your completed checklist. Which assets stand out? How could these assets provide value to a potential partner? Use this information to craft your compelling partnership pitch.
