



*Spray Tan Business*  
**CHECKLIST**

**TGC UNIVERSITY**

15 Things You *Must* Have in Place  
Before Taking Your First Paying Client

# 15 Things You Must Have in Place Before Taking Your First Paying Client

## Know Your “Why” and Your Income Goal

- Outline clear purpose for starting this business
- Define how much you want to earn monthly

## Understand Your Local Spray Tan Laws (If Any)

- Make sure you are not one of the few states that requires an esthetician license to spray tan. This is unlikely, but worth checking.

## Set up your legal basics

- LLC (optional but recommended)
- Separate business bank account (optional)

## Obtain beauty liability insurance

- Look for coverage though sites like Beauty & Bodywork, Veracity, etc. (this is actually very simple and takes less than 5 minutes)

## Choose your service model

- Mobile, in your home, salon suite, or a combo?

## Purchase and learn to use your equipment

- Spray tan machine & gun (research/training on which system is best is recommended)
- Tent
- Extraction fan
- Towel
- Disposables (thongs, hair nets)
- Barrier cream
- Sticky feet

## Select solution

- Research color theory and which solution lines work best for your climate
- Learn your brand(s), undertones, DHA %, rinse times, and how to match clients

## Have clear client prep & aftercare guides

- Ensure clients receive easy instructions before the appointment and after

## Determine pricing strategy

- To set a base tan price, know your market average, and understand how to charge profitably.

## Map your service flow

- Greeting
- Consultation
- Prep
- Tan
- Drying
- Aftercare
- Checkout

## Choose a booking system

- Research Wix, Square, Vagaro, or simply choose to manually handle clients via text

## Have Client Intake & Consent Forms Ready

- Waiver with disclaimers & permission to proceed.

## Set up basic marketing foundations

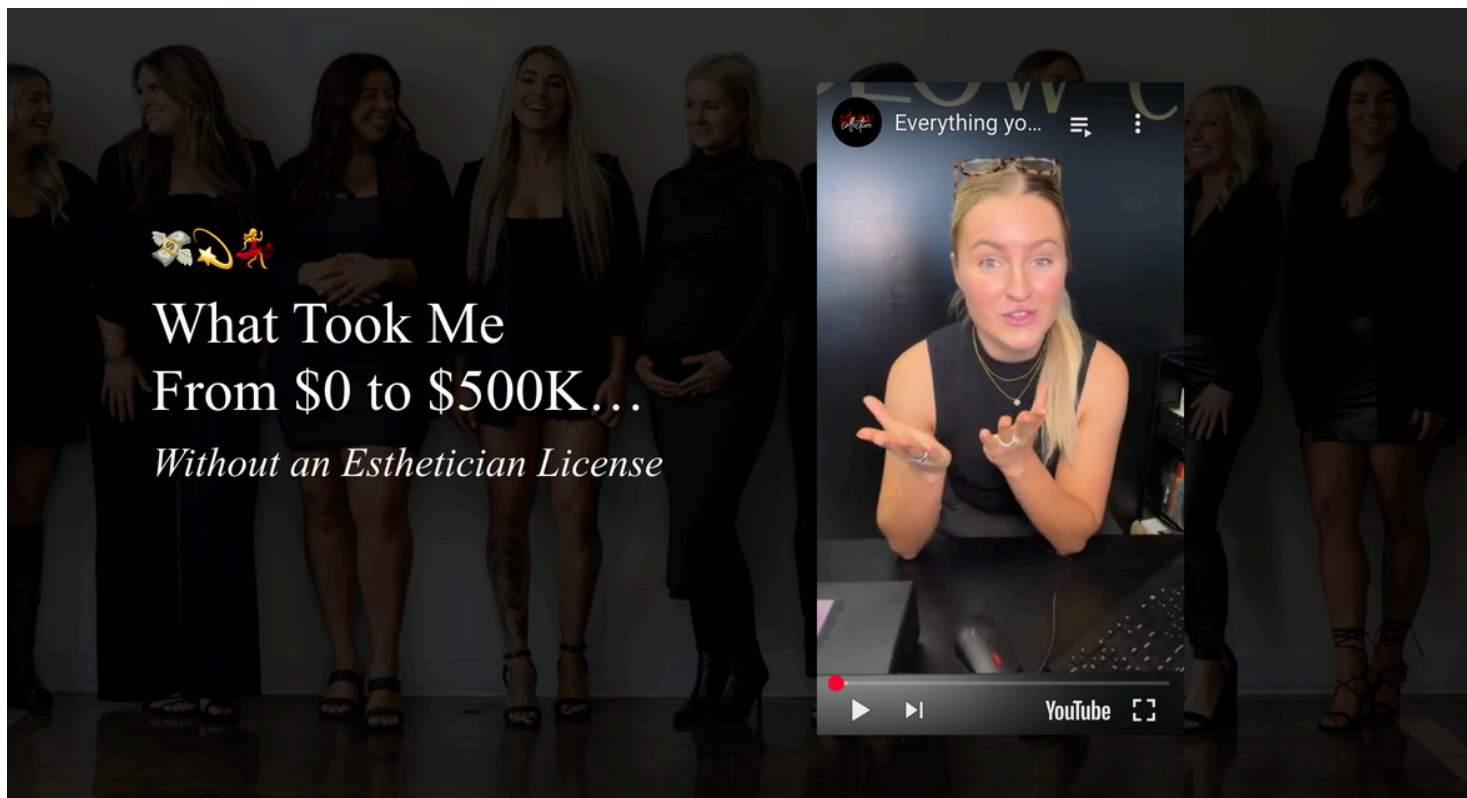
- Instagram page
- TikTok page
- Simple branding (colors, fonts, taglines, business name)
- 5 pieces of content planned

## Practice on models

- Practice session 1
- Practice session 2
- Practice session 3
- Practice session 4
- Practice session 5

## Obtain proper training on the following subjects...

- Mechanism & history of spray tanning (comes up alot with clients)
- Spray tan technique (This is the most important item on this list. It is imperative that you are trained in solid technique and learn a technique differentiator. I highly recommend NOT purchasing generic training from large sunless brands as they teach oversimplified and outdated techniques.)
- Color theory and solution matching to client (this must be understood or you will turn clients orange/yellow)
- Consultations (vital to understanding client's needs and the solution mix & technique to utilize)
- Contraindications/troubleshooting
- FDA recommendations & sanitation guidelines
- Client education
- Selling retail



What Took Me  
From \$0 to \$500K...  
*Without an Esthetician License*

## START YOUR SPRAY TAN BUSINESS THE RIGHT WAY

Before taking your first paying client, it's critical to get proper technique training, learn color theory, familiarize yourself with solutions, master consultations, detail how to educate clients, and understand how to avoid client turn-offs like orange tones or patchiness.

If you want the full step-by-step roadmap, plus my exact method that took me from mobile tanning to a 4-room salon doing \$500K/year...

**Watch my free 1 hour training with live Q+A: "How to Start & Scale a Spray Tan Business to \$500K/Year"**

*You'll learn:*

- How to avoid beginner mistakes
- My full signature technique framework
- How to price profitably
- How to get clients fast
- And how to scale from mobile → salon

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