

RICA OH MY

Yoni Wellness Business Startup Roadmap

Your guided path from vision to launch. A step-by-step framework for building a grounded, intentional, and profitable yoni wellness business.

"Your vision deserves a plan, and your purpose deserves a platform."

Program Details

CLIENT NAME

PROGRAM TIER

START DATE

TARGET LAUNCH DATE

Roadmap Overview

This roadmap is organized into seven phases. Each phase builds upon the last. Work through each section at your own pace, checking off milestones as you complete them.

PHASE	FOCUS AREA	TIMELINE
01	Vision & Foundation	Weeks 1-2
02	Legal & Business Setup	Weeks 2-4
03	Branding & Identity	Weeks 3-5
04	Spa Design & Client Experience	Weeks 4-6
05	Systems & Operations	Weeks 5-7
06	Marketing & Pre-Launch	Weeks 6-8
07	Launch & Growth	Weeks 8-10

PHASE 01 Vision & Foundation

Weeks 1-2

Every sacred space begins with a clear intention. Before you invest in products, permits, or design, honor the vision that brought you here. This phase is about defining the heart of your business.

Define Your Business Vision

- ☐ Write your business idea in one clear sentence
- ☐ Identify your personal "why" and connection to yoni wellness
- ☐ Describe the energy, atmosphere, and feeling of your dream space
- ☐ Define your ideal client (demographics, lifestyle, needs, desires)
- ☐ Determine your business model: home-based practice or dedicated studio

Establish Your Service Direction

- ☐ Identify the core services you will offer (yoni steaming, herbal consultations, wellness packages)
- ☐ Research pricing for comparable wellness services in your local market
- ☐ Define your signature experience and what will set your practice apart
- ☐ Decide whether you will offer retail products alongside services
- ☐ Outline future services you would like to add as you grow

MILESTONE

You have a clearly defined vision, ideal client profile, and service direction documented.

PHASE 02

Legal & Business Setup

Weeks 2-4

This is where your vision becomes official. Establishing your legal foundation protects you and positions your business for long-term success.

Business Structure & Registration

- ☐ Choose and confirm your business name (check availability in your state)
- ☐ Select your business structure (LLC recommended for personal liability protection)
- ☐ Register your LLC with your Secretary of State
- ☐ Apply for your EIN through the IRS website (free)
- ☐ Open a dedicated business checking account
- ☐ Research and obtain local business licenses or permits required in your city/state
- ☐ Obtain general liability insurance for wellness practitioners

Financial Foundation

- ☐ Document your total startup budget
- ☐ Create a detailed list of all anticipated startup costs
- ☐ Establish pricing for each service offering
- ☐ Set up a monthly income and expense tracking system
- ☐ Define your 90-day revenue goal
- ☐ Determine your break-even point

MILESTONE

Your business is legally registered, financially organized, and properly insured.

PHASE 03 Branding & Identity

Weeks 3-5

Your brand is more than a logo. It is the feeling your clients experience the moment they encounter your business. It is the sacred energy that draws the right women to your space.

Brand Strategy

- ☐ Define 3-5 brand personality words (sacred, nurturing, grounding, luxurious, empowering)
- ☐ Write your brand story and why this work matters to you
- ☐ Develop your tagline or mission statement
- ☐ Clarify your brand voice and tone (how you speak to your clients)
- ☐ Identify 3-5 brands or spaces that inspire your aesthetic

Visual Identity Development

- ☐ Select your color palette (2-3 primary colors + 1-2 accent tones)
- ☐ Choose your brand fonts (1 heading font, 1 body font)
- ☐ Create or commission a professional logo
- ☐ Define your photography direction (warm, earthy, feminine, sacred)
- ☐ Design or order professional business cards
- ☐ Create a brand style guide for consistency across all materials

MILESTONE

Your brand identity is cohesive, documented, and ready to apply across all touchpoints.

PHASE 04

Spa Design & Client Experience

Weeks 4-6

Your space is a sanctuary. Every detail, from the lighting to the linens, should communicate care, safety, and intention. This phase transforms your environment into a healing experience.

Space Planning & Layout

- ☐ Confirm your location (dedicated room, rented suite, or commercial space)
- ☐ Create a floor plan or layout sketch
- ☐ Design your treatment room (steam seat placement, lighting, airflow, energy)
- ☐ Plan your reception or client relaxation area
- ☐ Design your retail display area (if offering products)
- ☐ Consider accessibility and client comfort throughout the space

Equipment & Supplies

- ☐ Order yoni steam seats or boxes
- ☐ Source or formulate herbal steam blends
- ☐ Purchase linens, towels, robes, and spa garments
- ☐ Select ambient elements (candles, diffuser, calming music, live plants)
- ☐ Stock professional cleaning and sanitization supplies
- ☐ Order additional equipment (herbal steamers, warming trays, storage)

Client Experience Mapping

- ☐ Map the complete client journey from arrival to departure
- ☐ Design your welcome ritual and greeting process
- ☐ Create your new client consultation process

- ☐ Develop your in-session flow (preparation, steaming, rest, closing)
- ☐ Prepare aftercare instructions and take-home guidance
- ☐ Establish a post-appointment follow-up system (24-48 hours)

MILESTONE

Your space is designed, equipped, and your client experience is mapped from start to finish.

PHASE 05 Systems & Operations

Weeks 5-7

Strong systems create a seamless experience for your clients and free you to focus on what you do best: holding space. This phase builds the operational backbone of your business.

Client Management Systems

- ☐ Create your client intake form (health history, goals, consent)
- ☐ Draft your liability waiver and informed consent document
- ☐ Set up an online booking and scheduling platform
- ☐ Establish cancellation, late arrival, and no-show policies
- ☐ Build a secure client record-keeping system

Standard Operating Procedures

- ☐ Write daily opening and closing procedures
- ☐ Document your full cleaning and sanitization protocol
- ☐ Create your herbal steam preparation procedure (step-by-step)
- ☐ Write your client consultation and intake script
- ☐ Document inventory management and restocking process
- ☐ Create an emergency response procedure

Business Tools & Technology

- ☐ Set up your point-of-sale (POS) system for payments
- ☐ Configure your booking platform (services, availability, pricing)
- ☐ Set up a professional business email address
- ☐ Establish your accounting system (QuickBooks, Wave, or bookkeeper)

- ☐ Confirm accepted payment methods (card, cash, digital wallets, payment plans)
- ☐ Set up automated appointment reminders and confirmations

MILESTONE

All operational systems are in place, documented, and tested before serving your first client.

PHASE 06

Marketing & Pre-Launch

Weeks 6-8

It is time to share your gift with the world. This phase focuses on building visibility, establishing your online presence, and creating anticipation for your opening.

Online Presence

- ☐ Secure your domain name
- ☐ Build your website (services, about, online booking, contact)
- ☐ Set up and verify your Google Business Profile
- ☐ Create your business Instagram account
- ☐ Create your business Facebook page
- ☐ Claim your listing on Yelp and relevant wellness directories

Content & Marketing Strategy

- ☐ Develop your first 30 days of social media content
- ☐ Write compelling service descriptions for your website
- ☐ Launch a "Coming Soon" teaser campaign
- ☐ Build an email list (offer a free guide or early-bird incentive)
- ☐ Create a referral program for word-of-mouth growth
- ☐ Identify 3-5 local partnerships or collaboration opportunities

Pre-Launch Preparation

- ☐ Host a soft opening for friends, family, and select community members
- ☐ Offer introductory or founding-client pricing for early bookings
- ☐ Collect testimonials and feedback from your soft opening

- ☐ Schedule a professional photo session of your space
- ☐ Confirm and announce your official launch date

MILESTONE

Your online presence is live, marketing is active, and bookings are confirmed for launch.

PHASE 07

Launch & Growth

Weeks 8-10

You have prepared with intention. You have built with purpose. Now it is time to open your doors and welcome the women who have been waiting for a space like yours. 🌱

Grand Opening

- ☐ Announce your official launch across all platforms
- ☐ Send a launch email to your subscriber list
- ☐ Host a grand opening celebration (in-person or virtual)
- ☐ Offer a limited-time launch promotion
- ☐ Invite local influencers, wellness bloggers, and community leaders
- ☐ Document the event with photos and video for future content

First 30 Days in Business

- ☐ Track all appointments, revenue, and expenses daily
- ☐ Collect feedback from every client after their session
- ☐ Review and adjust services or processes based on client input
- ☐ Maintain consistent social media presence (3-5 posts per week)
- ☐ Continue building your email list and nurturing your community
- ☐ Celebrate every milestone

Ongoing Growth Strategy

- ☐ Review and adjust pricing quarterly
- ☐ Introduce new services based on client demand and feedback
- ☐ Continue investing in your education and professional development

- ☐ Expand your network with fellow wellness practitioners
- ☐ Set and review 90-day business goals consistently
- ☐ Explore additional revenue streams (workshops, retail, online, group sessions)

MILESTONE

Your business is officially open, serving clients, and positioned for sustainable growth.

Resource Tracker

CATEGORY	PROVIDER / PLATFORM	ACCOUNT DETAILS	STATUS
LLC Registration			
EIN			
Business Bank Account			
Insurance Provider			
Booking Platform			
POS System			
Website / Domain			
Email Marketing			
Herbal Supplier			
Equipment Vendor			
Accountant / Bookkeeper			

This roadmap is provided as part of the Rica Oh My Yoni Wellness Business Launch Program. It is for educational and planning purposes only. You are responsible for verifying all local licensing, regulatory, and compliance requirements in your city and state.

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