

RICA OH MY

Yoni Wellness Business Startup Checklist

Your complete checklist for launching a yoni wellness business. Work through each section in order, checking off items as you complete them. No step is too small to celebrate.

Client Information

CLIENT NAME

BUSINESS NAME

CITY / STATE

PROGRAM START DATE

TARGET LAUNCH DATE

BUSINESS MODEL (HOME / STUDIO)

Checklist Overview

This checklist is organized into 10 categories covering every essential task from concept to opening day. Complete each section before moving to the next for the smoothest launch experience.

01

Legal & Registration

02

Financial Setup

03

Insurance & Compliance

- 04 Branding & Identity
- 05 Space & Equipment
- 06 Products & Supplies
- 07 Systems & Technology
- 08 Client Documents
- 09 Marketing & Online Presence
- 10 Launch Preparation

SECTION 01 Legal & Registration

Complete first, before all other sections

Your legal foundation must be in place before you accept a single dollar. These steps protect you personally and establish your business as a legitimate entity.

- ☐ Finalize your business name (confirm availability in your state)
Search your Secretary of State's website for name availability
- ☐ Decide on your business structure (LLC recommended)
- ☐ File Articles of Organization with your Secretary of State
- ☐ Receive LLC approval confirmation
- ☐ Create your Operating Agreement
- ☐ Apply for your EIN on irs.gov (free)
- ☐ Save EIN confirmation letter (CP 575) in a secure location
- ☐ File a DBA ("Doing Business As") if your brand name differs from your LLC name
- ☐ Research and apply for your city/county business license
- ☐ Register for a sales tax permit (if required in your state)
- ☐ Check zoning requirements for home-based businesses (if applicable)
Some neighborhoods or HOAs have restrictions on home businesses

ESTIMATED COST

LLC filing: \$50-\$500 (varies by state) | EIN: Free | Business license: \$25-\$100 | DBA: \$10-\$50

SECTION 02 Financial Setup

Complete within first 2 weeks

Separate finances from day one. This protects your LLC status, makes tax season painless, and gives you a clear picture of your business health.

- ☐ Open a dedicated business checking account
Bring: Articles of Organization, EIN letter, Operating Agreement, personal ID
- ☐ Order a business debit card
- ☐ Set up a business savings account (for taxes and emergencies)
- ☐ Choose and set up a bookkeeping system (QuickBooks, Wave, or spreadsheet)
- ☐ Create a startup budget worksheet
- ☐ Set your service pricing
- ☐ Determine your payment methods (card, cash, digital wallets)
- ☐ Set up a payment processing system (Square, Stripe, or PayPal Business)
- ☐ Research quarterly estimated tax requirements
- ☐ Schedule a consultation with a tax professional (recommended)
A CPA familiar with small businesses can save you thousands in deductions

PRO TIP

Set aside 25-30% of every payment you receive into your tax savings account. This prevents surprises at tax time and builds a habit of paying yourself and the IRS consistently.

SECTION 03 Insurance & Compliance

Complete within first 3 weeks

Insurance is non-negotiable for a hands-on wellness practice. Protect yourself, your space, and your clients.

- ☐ Research general liability insurance providers for wellness practitioners

- ☐ Obtain general liability coverage (\$1M-\$2M recommended)
Typical cost: \$150-\$500/year for wellness practitioners

- ☐ Consider professional liability (errors & omissions) coverage

- ☐ Add property/renter's insurance for your equipment and inventory (if applicable)

- ☐ Review your policy to confirm yoni steaming services are covered

- ☐ Research your state's regulations for wellness/spa services

- ☐ Confirm whether your state requires a specific license or certification

- ☐ Check local health department requirements for sanitation and operations

- ☐ Create a safety and emergency procedure document

- ☐ Post required business notices in your space (varies by state/city)

RECOMMENDED PROVIDERS TO RESEARCH

ABMP (Associated Bodywork & Massage Professionals), HPSO (Healthcare Providers Service Organization), Next Insurance, Thimble. Compare coverage, exclusions, and pricing before committing.

SECTION 04

Branding & Identity

Weeks 2-4

Your brand is the sacred first impression. It should feel like an extension of the healing experience you offer.

- ☐ Define your brand personality (3-5 descriptive words)
- ☐ Select your color palette (2-3 primary + 1-2 accent colors)
- ☐ Choose your brand fonts (1 heading, 1 body)
- ☐ Create or commission your logo
- ☐ Write your brand story and mission statement
- ☐ Define your brand voice (how you communicate with clients)
- ☐ Design or order business cards
- ☐ Create branded templates (social media, email headers, invoices)
- ☐ Plan your photography style and schedule a brand photo session
- ☐ Compile everything into a simple brand guide document

SECTION 05

Space & Equipment

Weeks 3-6

Whether you are converting a room in your home or leasing a studio, your space should feel intentional, clean, and sacred from the moment a client enters.

- ☐ Confirm your location (home room, rented suite, or commercial space)
- ☐ Measure your space and create a floor plan
- ☐ Design your treatment room layout (steam seat, seating, storage)
- ☐ Plan your lighting (warm, dimmable, calming)
- ☐ Select your color scheme and decor direction for the space
- ☐ Order yoni steam seats or boxes
- ☐ Purchase or build shelving and storage solutions
- ☐ Select and purchase seating (client chair, relaxation seating)
- ☐ Install or arrange ambient elements (plants, artwork, textiles)
- ☐ Set up a retail display area (if selling products)
- ☐ Ensure proper ventilation for steam sessions
- ☐ Install a sound system for calming music or nature sounds
- ☐ Set up a private changing area for clients
- ☐ Confirm your space meets any fire safety and accessibility codes

SPACE ESSENTIALS BUDGET ESTIMATE

Home setup: \$500-\$2,000 | Rented suite: \$1,500-\$5,000 | Full studio build-out: \$5,000-\$15,000+. Start with what you can afford and elevate over time.

SECTION 06 Products & Supplies

Weeks 4-6

Stock everything you need to deliver a beautiful, hygienic, and consistent experience for every client.

- ☐ Source or create herbal steam blends (at least 2-3 blend options)
 - ☐ Purchase spa linens (towels, washcloths, seat covers)
 - ☐ Order robes or gowns for client use
 - ☐ Stock disposable supplies (liners, hair caps, foot covers if needed)
 - ☐ Purchase a quality essential oil diffuser and oils
 - ☐ Stock candles (unscented or natural soy preferred for sensitive clients)
 - ☐ Purchase cleaning supplies (medical-grade sanitizer, disinfectant wipes, spray)
 - ☐ Order drinking cups, water, and light refreshments for clients
 - ☐ Source retail products to sell (if applicable)
 - ☐ Create a product inventory tracking system
 - ☐ Identify backup suppliers in case of stock shortages
 - ☐ Set reorder points for all consumable supplies
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SECTION 07

Systems & Technology

Weeks 4-7

The right systems save you hours every week and create a seamless, professional experience for your clients from their very first interaction.

- ☐ Choose and set up your online booking platform (Acuity, Vagaro, Square, etc.)
- ☐ Configure services, durations, and pricing in your booking system
- ☐ Set your availability and business hours
- ☐ Set up automated appointment confirmation emails/texts
- ☐ Set up automated reminder notifications (24 hours before)
- ☐ Create your POS (point-of-sale) system for in-person payments
- ☐ Set up a professional business email address
- ☐ Set up a business phone number (Google Voice or dedicated line)
- ☐ Create a client management system (digital records)
- ☐ Set up cloud storage for documents and client files (Google Drive, Dropbox)
- ☐ Test your entire booking-to-payment flow as if you were a client

RECOMMENDED PLATFORMS

Booking: Acuity Scheduling, Vagaro, Square Appointments. Payments: Square, Stripe. Accounting: Wave (free), QuickBooks. Email: Google Workspace. These integrate well and keep things simple.

SECTION 08

Client Documents & Procedures

Weeks 5-7

Professional documents protect you legally, set clear expectations, and build trust with your clients from the first interaction.

- ☐ Create your client intake form (personal info, health history, goals)
- ☐ Draft your liability waiver / informed consent form
- ☐ Create a contraindications checklist (who should NOT steam)
- ☐ Write your cancellation and no-show policy
- ☐ Create your aftercare instructions handout
- ☐ Write your pre-appointment preparation guide (what to do/avoid before steaming)
- ☐ Develop your consultation script for new clients
- ☐ Create your standard operating procedures (SOPs) for:
Opening/closing, cleaning/sanitization, steam prep, client flow, emergency response
- ☐ Create an employee/contractor training guide (if hiring)
- ☐ Draft your refund and satisfaction policy
- ☐ Have a legal professional review your waiver (recommended)

SECTION 09

Marketing & Online Presence

Weeks 5-8

People cannot book what they cannot find. Build your visibility online and in your local community so the right clients discover you.

- ☐ Secure your website domain name
- ☐ Build your website (homepage, services, about, booking, contact)
- ☐ Set up your Google Business Profile (critical for local search)
- ☐ Create your business Instagram account
- ☐ Create your business Facebook page
- ☐ Set up your email marketing platform (Mailchimp, Flodesk, etc.)
- ☐ Create a lead magnet or freebie to grow your email list
- ☐ Write and schedule your first 2 weeks of social media content
- ☐ Create a "Coming Soon" announcement or teaser campaign
- ☐ Design and order any printed marketing materials (flyers, brochures, postcards)
- ☐ Identify 3-5 local collaboration or partnership opportunities
- ☐ Claim your listing on Yelp and wellness directories
- ☐ Create a referral program or incentive for word-of-mouth marketing
- ☐ Plan your launch announcement strategy (email + social + local)

SECTION 10 Launch Preparation

Weeks 7-10

You've done the work. Now prepare to step into your purpose and welcome your first clients with confidence and grace. 🌱

- ☐ Do a full walkthrough of your space (clean, organized, stocked, beautiful)
- ☐ Complete a practice session on yourself or a friend
- ☐ Host a soft opening (friends, family, select community members)
- ☐ Collect feedback and testimonials from soft opening guests
- ☐ Take professional photos of your completed space
- ☐ Photograph your products and retail displays
- ☐ Confirm all systems work (booking, payments, emails, reminders)
- ☐ Announce your official launch date across all platforms
- ☐ Send a launch email to your subscriber list
- ☐ Offer a launch promotion (introductory pricing, bonus, or gift with booking)
- ☐ Plan a grand opening event or celebration
- ☐ Prepare a 30-day post-launch content calendar
- ☐ Set your first 90-day revenue goal
- ☐ Celebrate. You did it.

LAUNCH DAY REMINDER

Your launch does not need to be perfect to be powerful. Done is better than perfect. You can refine, adjust, and elevate as you go. The most important thing is that you open your doors and welcome the women who are waiting for a space like yours.

BONUS **Startup Budget Planner**

Use this table to estimate and track your startup costs. Adjust amounts based on your city, state, and business model.

CATEGORY	ESTIMATED COST	ACTUAL COST	STATUS
LLC Filing & Legal	\$100-\$500		
Insurance	\$150-\$500/yr		
Business Licenses & Permits	\$25-\$200		
Branding & Logo Design	\$0-\$500		
Website & Domain	\$100-\$500/yr		
Steam Seats / Boxes	\$200-\$800		
Herbal Blends & Supplies	\$100-\$400		
Linens, Robes & Textiles	\$100-\$300		
Space Setup & Decor	\$200-\$2,000		
Technology & Software	\$0-\$150/mo		
Marketing & Print Materials	\$100-\$500		
Professional Photos	\$150-\$500		
Miscellaneous / Buffer (10%)	\$200-\$600		
Estimated Total	\$1,425-\$7,000+		

Section Completion Tracker

- | | |
|---|---|
| ☐ Legal & Registration | ☐ Financial Setup |
| ☐ Insurance & Compliance | ☐ Branding & Identity |
| ☐ Space & Equipment | ☐ Products & Supplies |
| ☐ Systems & Technology | ☐ Client Documents |
| ☐ Marketing & Online Presence | ☐ Launch Preparation |

This checklist is provided as part of the Rica Oh My Yoni Wellness Business Launch Program for educational and planning purposes only. Requirements vary by city and state. You are responsible for confirming all local regulations, licensing, and compliance requirements in your area.

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