FREE STARTING CHECKLIST

The First 3 Decisions to Make Before You Open a Wellness Clinic

By Blanche Angelle, author of The Wellness Clinic Playbook

Before you begin

Opening a wellness clinic means making a hundred decisions, and the order you make them in matters almost as much as the decisions themselves. Sign a lease before you understand your build-out needs, or choose systems before you know your clinic model, and you can lose time and money to problems that were avoidable.

This checklist walks you through the first three decisions, in the order I've seen work best. For each step, you'll find why it matters and a common mistake I see owners make.

How to use it: Work through the steps in order. Don't try to finish everything at once. Your goal is to know what comes next and to avoid the decisions that are hardest to undo.

DECISION 01

Define your clinic model and who you serve

Why it matters: Almost every later decision, from space and staffing to systems and marketing, depends on this one. "Wellness clinic" can mean IV therapy, hormone and weight management, med spa services, functional or integrative medicine, or a blend. Each has different requirements and costs.

> **Common mistake:** Trying to offer everything at launch. Starting with a focused service offering can help you manage costs, complexity, and your opening priorities.

DECISION 02

Set your startup budget and funding plan

Why it matters: New owners can underestimate how much money they need to reach opening day, and how long it takes to become cash-flow positive afterward.

> **Common mistake:** Budgeting only for opening day and not for the months after it. Plan for the slow ramp-up, not just the ribbon-cutting.

DECISION 03

Build your business foundation

Why it matters: The legal and financial structure you choose affects your taxes, your liability, and how you can bring in partners or investors later. Work through these choices with qualified advisers.

> **Common mistake:** Mixing personal and business finances early on. It makes bookkeeping and tax records harder to manage. Set up clear financial separation with guidance from your accountant and attorney.

Licensing and your lease come next, and both can carry significant costs and obligations. Those are worth a conversation—and review with the right qualified professionals—before you sign anything.

Where to go from here

These three decisions are only the start. Opening a clinic involves many more decisions, and the order you make them in matters. Costly mistakes can come from deciding too early or without the full picture. That’s where my guidance comes in: I help you see what needs attention next so you can avoid needless mistakes and move forward with confidence.

The Wellness Clinic Playbook: my step-by-step guide from conception to opening day. Explore the book.

One-on-one consulting: personal guidance for your clinic, stage, and questions. Schedule a free 30-minute consultation. No payment is required to book.

Questions? hello@wellnessclinicplaybook.com

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