

Studio 3 Beauty Designs – Casa Grande, AZ

When **Shannon Zeluff** opened **Studio 3 Beauty Designs** in Casa Grande in 2008, her dreams were bigger than the 600 square feet that she started with.

"I had worked at salons here and in Phoenix, and what I started with was a small version of a bigger dream," she said. "It was just a little studio, but I wanted to create a different environment."

Zeluff now owns an award-winning 1,000 square foot operation that better reflects the beauty salon business she envisioned. It boasts three stations, three stylists and a front desk associate. The salon has a regional year-round customer base, seasonal customers who visit from all over the world and a new nail studio that is booked weeks in advance. An aesthetics studio will be added later this year.

Years of working in the service industry taught Zeluff that "when you treat the people you do business with as if they are guests in your home, they will trust you to care for their family and friends".

"It's just grown like a weed," she said of her business. "It became an entity of its own and took off." Success encouraged Zeluff to convert her team from independent contractors to employees in January.

Zeluff credits **Central Arizona College SBDC Center Director Jim Rhodes** with guiding her through her first year of operation. "When you first open, nobody gives you a book to tell you what to do," she explained. "You can feel a little lost. I didn't know the steps to take or the direction that I should be going in."

Zeluff started at the SBA office in Phoenix, which referred her to Rhodes. "He's been instrumental in the growth and success that I've had," she said. "If I ever had an idea I would run it by Jim, and he would always hold me accountable to myself for the decision. He really made me think about things, like planning out your decisions and surrounding yourself with a 'vital



Owner Shannon Zeluff (front, right) and the Studio 3 Beauty Designs team

factor team,' which is people who know your dreams and goals and will be honest with you."

"Just knowing I have that resource with Jim is an amazing feeling," she added. "He's always just an email or phone call away. It's wonderful to have that professional feedback."

"You always have a little doubt when you first start out," Zeluff said about her salon's quick success. "You really want your business to work and, when it does, it's a little surprising. You think 'I did it!' and it gives you confidence."

Zeluff's advice to aspiring new business owners? "Follow your dreams and get in touch with the SBA and the SBDC," she said. "Those who don't plan, plan to fail. You have to put it down on paper to see it clearly, so you can plan better and be prepared for the pitfalls. Your heart has to be in it."

"I'm very excited and honored that the community has supported my business," she added. "It validates the dreams that I had in the beginning."

FAST FACTS

Studio 3 Beauty Designs

Type of Business:
Service Business

Owner:
Shannon Zeluff

Address:
1891 N. Trekell Rd.
Casa Grande, AZ.

Phone:
(520) 426-6079

Website:
www.studio3beautydesigns.net

Business Began: 2006

Employees at Startup: 1

Employees in 2010: 3

First Year Revenue: \$46,000

Revenue in 2010: \$117,000

Startup Capital: \$5,400
Source of Initial Capital: Credit
Cards and Personal Cash

SBDC Counselor:
Jim Rhodes
Central Arizona College SBDC
(520) 494-6610

Central Arizona College SBDC



Central Arizona College

The **Central Arizona College SBDC** is located in Casa Grande and has a satellite location in San Tan Valley. Center Director Jim Rhodes and his team served 124 counseling clients and 286 training clients in 2010.



(Left to right): Jack Malpass, Business Analyst; Lorrie Pena, Program Assistant; Larry Gamell, Business Analyst; Bill Borders, Business Analyst; Jim Rhodes, Center Director; Dan Shaffer, Business Analyst.



Dennis Jenkins
President
Central Arizona College



Jim Rhodes
Center Director

