Salon Profit Formula

How to make your marketing actually pay

- In the industry for 21 years

- In the industry for 21 years
- Own 2 salons and a barbershop

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- In the industry for 21 years
- Own 2 salons and a barbershop
- Coaching for 11 years

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- In the industry for 21 years
- Own 2 salons and a barbershop
- Coaching for 11 years
- Went from low profits to 10%-20% profits

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WE WILL COVER

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WE WILL COVER

- Importance of profit

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WE WILL COVER

- Importance of profit
- Formulas for profitable marketing

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WE WILL COVER

- Importance of profit
- Formulas for profitable marketing
- Free tools to help you

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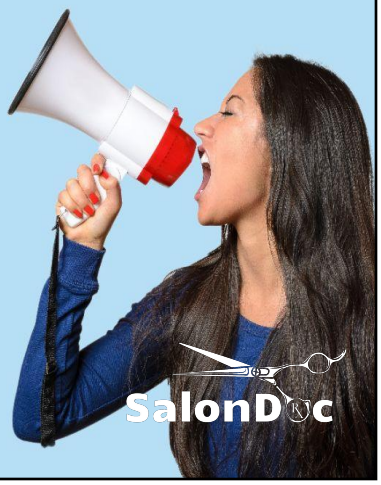
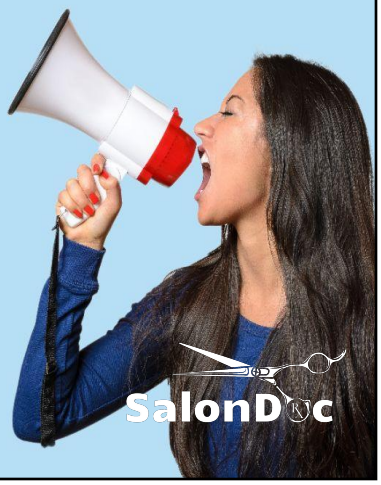
Marketing Does Not Create Profit



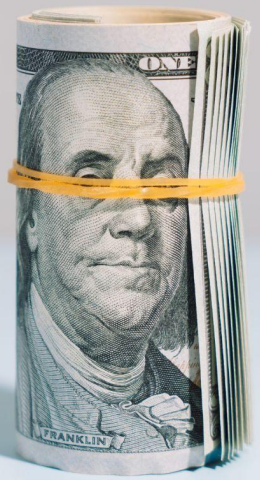
Marketing Does Not Create Profit

Marketing creates opportunity. Systems create profit



PROFIT

The only thing that matters



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DO YOU KNOW YOUR PROFIT?

WHAT IS YOUR PROFIT?

Marketing can lead to busy but no Profit!

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Fix your PROFIT First

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MARKETING PROFIT FORMULAS

#1 DIRECT PROFIT

LEADS X NEW CLIENTS X PRICING - COST = PROFIT

LEADS 100
X

LEADS 100
X
CONVERSION 20%
X

LEADS 100
X
CONVERSION 20%
X
PRICING $110
X

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LEADS 100
X
CONVERSION 20%
X
PRICING $110
X
COST 90%
=

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LEADS	100
X	
CONVERSION	20%
X	
PRICING	$110
-	
COST	90%
=	
PROFIT	

LEADS	100	
X		
CONVERSION	20%	20
X		
PRICING	$110	$2200
-		
COST	90%	$1980
=		
PROFIT	$220	

#2 ANNUALIZED PROFIT

NEW CLIENTS X RETENTION X PRICING - COST X AVERAGE VISITS = PROFIT

NEW CLIENT	20
X	
RETENTION	35%
X	
PRICING	$110
-	
COST	90%
X	
AVERAGE VISITS	10 (5 WEEKS)
=	
PROFIT	

NEW CLIENT	20	
X		
RETENTION	35%	7
X		
PRICING	$110	$770
-		
COST	90%	$693
X		
AVERAGE VISITS	10 (5 WEEKS)	
=		
PROFIT	$770	

#1 PROFIT	$220
#2 PROFIT	$770
TOTAL PROFIT	$990

IF COST OF MARKETING NOT IN COST

SUBTRACT COST $500

TOTAL PROFIT $490

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Free Tools

- Marketing Analyzer Tool
- P&L App

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Join SalonDoc FREE Skool Group

- Marketing Analyzer Tool
- Monthly Open Coaching
- Access To P&L App

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