

PRICING OVERVIEW (SAMPLE) WORKSHEET

PRICING & PROFITS COURSE
 Neiru Biz Training Lesson by Elizabeth Morris
www.neiru.me

Instructions:

(Delete the values and fill with your own or print out blank version and fill in with a pen/pencil.)

Step 1

Fill in the monthly costs for each category in the pink boxes. If you don't spend money on that category every month take a look at the last 6-12 months and find the average.

Step 2

In the yellow, green, and blue boxes fill in the number of services you perform each month, the number of hours you are open for business each month, and the number of days you are open each month respectively. All the yellow boxes should have the same number, all blue the same, and all green the same.

Step 3

Divide the monthly costs in each pink box by the number of services in the yellow box and fill in that number in white box "cost per service".

Step 4

Divide the monthly costs in each pink box by the number of hours of business in the green box and fill in that number in white box "cost per hour".

Step 5

Divide the monthly costs in each pink box by the number of days open in the blue box and fill in that number in white box "cost per business day".

Category	Monthly Cost	# of Services Per Month	Cost per Service	# of Hours Open for Business Each Month	Cost per Hour	# of Days Open Each Month	Cost per Business Day
Rent (Booth, Salon, Suite)	\$1,000	100	\$1,000/100 = \$10	160	\$1,000/160 = \$6.25	20	\$1,000/20 = \$50
Your total rent due each month for your space (if you work from home calculate the percentage of square footage of your home that is used for your salon and multiply that by your mortgage to figure out how much your space costs you)							
Payroll (Yourself + Employees)	\$500	100	\$5.00	160	\$3.13	20	\$25.00
How much you pay yourself and/or your employees monthly							
Utilities (Electricity, Internet, Phone)	\$25	100	\$0.25	160	\$0.16	20	\$1.25
The monthly sum of all your utilities (if this is included in your rent you can leave it blank)							
Merchant/Bank Fees	\$5	100	\$0.05	160	\$0.03	20	\$0.25
Fees charged by paypal, square, your bank, etc. (find your monthly total for your reports and take a 12 month average if possible)							
Consumable Salon Supplies	\$400	100	\$4.00	160	\$2.50	20	\$20.00
Anything that gets used up like gels, polishes, files, buffers, cotton, etc.							
Laundry	\$7	100	\$0.07	160	\$0.04	20	\$0.35
Total monthly cost for your laundry							
Website and Online Fees	\$8	100	\$0.08	160	\$0.05	20	\$0.40
Fees for booking systems, website domains, email accounts, etc.							
Marketing Materials	\$6	100	\$0.06	160	\$0.04	20	\$0.30
Business cards, flyers, facebook ads, yelp ads, etc.							
Continuing Education/Tradeshows/Events	\$89	100	\$0.89	160	\$0.56	20	\$4.45
Tickets for shows, classes taken, events attended (12 month average is fine)							

Magazine Subscriptions	\$27	100	\$0.27	160	\$0.17	20	\$1.35
Any magazines you buy for clients or yourself (i.e. nail art mags)							
Office Supplies	\$300	100	\$3.00	160	\$1.88	20	\$15.00
Drinks for clients, pens, paper, etc.							
Accounting/Bookkeeping	\$100	100	\$1.00	160	\$0.63	20	\$5.00
Total cost of your annual accounting expenses divided by 12 months and/or your monthly subscription for online accounting software							
Transportation/Parking	\$12	100	\$0.12	160	\$0.08	20	\$0.60
\$0.57/mile driven daily to and from work plus parking costs (do not include insurance as this is included in the mileage rate)							
Membership Dues	\$50	100	\$0.50	160	\$0.31	20	\$2.50
Neiru.me membership, PBA membership, etc.							
Equipment Purchases/Repairs	\$5	100	\$0.05	160	\$0.03	20	\$0.25
Any new equipment such as lamps, efiles, anything that doesn't get consumed and/or repairs (a 12 month average is fine)							
Miscellaneous or Other	\$0	100	\$0.00	160	\$0.00	20	\$0.00
Anything else that you know you spend money on regularly for your business that hasn't already been captured							
Total Salon/Business Expenses	\$2,534	100	\$25	160	\$16	20	\$127