

# *Welcome*

BY MICHELLE GOLDEN



THANK YOU FOR  
DOWNLOADING MY  
EBOOK!

I HOPE IT BRINGS YOU  
SOME IDEAS AND HELPS  
YOU ON YOUR STYLIST  
ADVENTURE.

*STAY GOLDEN MY FRIENDS!!  
-MICHELLE GOLDEN*

# *Daily Salon/Stylist Numbers:*

**Date:**

**Date:**

**Date:**

**Walk Ins:**

**Walk Ins:**

**Walk Ins:**

**New Clients:**

**New Clients:**

**New Clients:**

**Referrals:**

**Referrals:**

**Referrals:**

**Total Clients:**

**Total Clients:**

**Total Clients:**

**Pre-books:**

**Pre-books:**

**Pre-books:**

**Retail Sold:**

**Retail Sold:**

**Retail Sold:**

**Service Sales:**

**Service Sales:**

**Service Sales:**

# *Daily Salon/Stylist Numbers:*



**Date:**

**Date:**

**Date:**

**Walk Ins:**

**Walk Ins:**

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**New Clients:**

**New Clients:**

**New Clients:**

**Referrals:**

**Referrals:**

**Referrals:**

**Total Clients:**

**Total Clients:**

**Total Clients:**

**Pre-books:**

**Pre-books:**

**Pre-books:**

**Retail Sold:**

**Retail Sold:**

**Retail Sold:**

**Service Sales:**

**Service Sales:**

**Service Sales:**

# *Weekly Salon/Stylist Numbers:*



**Weekly Totals:**

**Walk Ins:**

**New Clients:**

**Referrals:**

**Total Clients:**

**Pre-books:**

**Retail Sold:**

**Service Sales:**

# *Monthly Salon/Stylist Numbers:*



**Monthly Totals:**

**Walk Ins:**

**New Clients:**

**Referrals:**

**Total Clients:**

**Pre-books:**

**Retail Sold:**

**Service Sales:**

# Income



Month:	Sales:	Tips:	Total Income:	Sales Tax Col:	Total Revenue:	Profit:
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January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

# Expenses:



**Month:   Rent:   Insurance:   Bank Fees:   Square Fees:**

**January:**

**February:**

**March:**

**April:**

**May:**

**June:**

**July:**

**August:**

**September:**

**October:**

**November:**

**December:**



# Expenses:

**Month:   Legal Fees:   Cell Phone:   Other Expenses:**

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

# Expenses:



Month: Office Supplies: Products: Advertising: Postage: Education:

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

# Expenses:



Month: Sales Tax Pd: Federal Tax Pd: State Tax Pd: Total Expenses

January:

February:

March:

April:

May:

June:

July:

August:

September:

October:

November:

December:

# Accounting First:

January:

February:

March:

**Income Account:**

**Profit Account:**

**Savings: 5%**

**Owners: Payroll Main**

**50%**

**Taxes Account:**

**35%**

**Federal:**

**State:**

**Sales collected:**

**Business Expenses**

**:30-60%**

## Quick Tip:

*Save \$250 a month = \$3000.00 year*

# Accounting First:

April:

May:

June:

**Income Account:**

**Profit Account:**

**Savings: 5%**

**Owners: Payroll Main**

**50%**

**Taxes Account:**

**35%**

**Federal:**

**State:**

**Sales collected:**

**Business Expenses**

**:30-60%**

## Quick Tip:

*Save \$500 month = \$6000.00 year*

# Accounting First:

July:

August:

September:

**Income Account:**

**Profit Account:**

**Savings: 5%**

**Owners: Payroll Main**

**50%**

**Taxes Account:**

**35%**

**Federal:**

**State:**

**Sales collected:**

**Business Expenses**

**:30-60%**

## Quick Tip:

Add a brow wax to 10 clients  
( $\$15 - 20$ ) =  $\$150 - \$200$  extra  
in your pocket  
that's  $\$1800 - \$2400$  year

# Accounting First:

October:

November:

December:

**Income Account:**

**Profit Account:**

**Savings: 5%**

**Owners: Payroll Main**

**50%**

**Taxes Account:**

**35%**

**Federal:**

**State:**

**Sales collected:**

**Business Expenses**

**:30-60%**

## Quick Tip:

*Charge that extra bowl of color  
you used = \$10-\$25+ X by say 10  
clients = \$100-\$250+  
that's \$1200-\$3000 year*

# Goals:

## **\$50,000**

12months = \$4166 month

52weeks = \$962

5weeks = \$833 week

4weeks = \$1041

5days = \$166 day

## **\$100,000**

12months = \$8333 month

52weeks = \$1923 week

5weeks = \$1666 week

4weeks = \$2083 week

5days = \$333 day

## **\$75,000**

12months = \$6250 month

52weeks = \$1442 week

5weeks = \$1250 week

4weeks = \$1562

5days = \$250 day

## **\$125,000**

12months = \$10415month

52weeks = \$2403 week

5weeks=\$2083 week

4weeks = \$2604 week

5days = \$416 day

You Got This!!



# Quick Tips:

## THINGS THAT HAVE HELPED ME GROW AS A STYLIST:

- **GOOGLE REVIEWS:**  
-RUN A CONTEST (FREE HAIRCUT FOR A YEAR IF THEY LEAVE YOU A REVIEW)
- **FACEBOOK REVIEWS**
- **RUN SOME FUN HAIR PROMOS**  
-I MAKE IT LOOK LIKE THEY ARE GETTING AN AMAZING DEAL BUT WHEN I CALCULATE THE PRICE I AM STILL GETTING PAID FOR THE FULL COLOR AND HAIRCUT SERVICE. (ADD VALUE NOT DISCOUNT ALOT) CHECK OUT MY FB PAGE FOR IDEAS FEEL FREE TO STEAL ANYTHING YOU LIKE.  
@MICHELLE GOLDEN HAIRSTYLIST
- **REFERRAL PROGRAM**  
-I DO \$25 CREDIT FOR EVERY REFERRAL. MY CLIENTS LOVE IT.

- **POST ON SOCIAL MEDIA** AT LEAST 1X A DAY OR EVERY OTHER DAY

- **POST THINGS THAT ARE TARGETED TO YOUR TM**

-IF YOU ARE NOT WANTING TO DO HAIRCUTS DON'T POST ABOUT THEM IF YOU WANT TO DO BLONDES OR VIVIDS POST THOSE ON YOUR SOCIAL MEDIAS.

- **RUN FUN CONTEST ON FACEBOOK & INSTAGRAM**

-FEEL FREE TO STEAL ONES I HAVE DONE.

- **HASHTAGS DO WORK!**

- #CITY:  
HAIRCUT, COLOR,  
STYLIST, HAIRSTYLIST, HAIR SALON,  
NURSES, TEACHERS, MOM, BRIDES,  
THESES ARE ONES THAT I USE AND  
AM HAVING CLIENTS FIND ME ON

- **LOCATION TAGGING**

-I DO MY CITY (ANKENY IOWA)

- **CONTACT CLIENTS:**

-ONCE A MONTH I WILL DO CLIENT CONTACTING, I LOOK AT WHO HASN'T SEEN ME FOR 3 MONTHS AND SEND THEM A QUICK (HEY I HAVEN'T SEEN YOU FOR AWHILE, JUST CHECKING IN...) WORKS LIKE A CHARM, CLIENTS GET BUSY WITH LIFE AND WHEN I REACH OUT MY CLIENTS HAVE ALWAYS BEEN LIKE OMG I WAS JUST THINKING ABOUT YOU!!



*Michelle Golden*