

Pricing Worksheet

Money, Pricing & Business Reality, After Beauty School Workbook

Use this worksheet to review, research, and set realistic prices for your services. Complete every column honestly.

Section 1 — Service Pricing Analysis

For each service, fill in the time invested (including setup and cleanup), estimated product cost, your desired hourly rate, what competitors charge, and your proposed price.

Service Name	Total Time (min)	Product Cost (\$)	Desired Hourly Rate (\$)	Market Rate Low (\$)	Market Rate High (\$)	Your Proposed Price (\$)
<i>e.g., Basic Facial</i>						

Pricing Notes & Research Sources

Where did you research local market rates? (websites, booking apps, directories)

Which services feel underpriced? Why?

Which services feel overpriced for your current level? Why?

Section 2 — Break-Even Calculator

Calculate exactly how many appointments you need each week to cover your costs before any profit begins.

Fixed Costs (Weekly)	Variable / Other Costs (Weekly)	Average Service Revenue (after product cost)
Booth / Chair Rent: \$ _____	Products & Supplies: \$ _____	Your Average Service Price: \$ _____
Insurance (weekly): \$ _____	Marketing / Advertising: \$ _____	Minus Product Cost per Service: \$ _____
Licensing & Continuing Ed: \$ _____	Other (gas, phone, etc.): \$ _____	= Net Revenue per Service: \$ _____
TOTAL Fixed: \$ _____	TOTAL Variable: \$ _____	TOTAL Weekly Costs ÷ Net Revenue = _____ appts/week

My Weekly Break-Even Point: _____ appointments | **My Weekly Goal:** _____ appointments

Section 3 — Discount & Promotion Planner

Plan any promotions intentionally. Every discount should have a clear reason and a defined end date. Avoid discounting without a strategy.

Promotion / Offer	Reason / Occasion	End Date	Expected Outcome
<i>e.g., Buy 10 facials, get 2 free</i>	<i>Loyalty reward for regulars</i>	<i>Ongoing</i>	<i>Increase retention</i>

Section 4 — Revenue vs. Profit Snapshot (Monthly)

Fill this in at the end of each month to understand your real profit. Revenue is what comes in. Profit is what you keep.

Total Revenue (services + retail)	Total Expenses This Month	Net Profit (Revenue – Expenses)
Month 1 \$ _____	Month 2 \$ _____	Month 3 \$ _____
Month 4 \$ _____	Month 5 \$ _____	Month 6 \$ _____

Section 5 — Savings & Financial Cushion Goal

Monthly Personal Expenses	Monthly Business Expenses	3-Month Cushion Goal	Current Savings Balance
\$ _____	\$ _____	\$ _____ (3× above totals)	\$ _____

Action Steps Checklist

- Review and adjust 1–2 service prices using Section 1 above.
- Open a separate business checking account if you have not yet.
- Create a simple expense tracker and log every cost for 30 days.
- Calculate your break-even point using Section 2 and post it where you can see it.
- Set a savings goal: aim for \$100–\$200/month toward a 3-month cushion.
- Practice one retail recommendation script during consultations this week.

Financial stability comes from clear numbers, realistic pricing, and disciplined habits, not from working harder or charging the lowest prices.