

Salon Survival Checklist

Date: _____ Owner/Manager: _____

Money & Numbers

- Pull weekly cash flow report.
- Know your break-even bookings.
- Set a trigger: If cash drops 20%, act fast.

Costs

- Audit Subscriptions: Cancel 2 subscriptions that don't bring value.
- Review Inventory: Cut or combine product lines with low profit.
- Negotiate: Ask suppliers for better payment terms.

Pricing

- Bundle Up: Create one bundle (express + full service).
- Premium Adjustment: Test a small price increase on premium services.

Cash Flow

- Recurring Revenue: Launch one prepaid package or membership.
- Incentivize: Offer a small credit for multi-session bookings.

New Revenue

- Go Digital: Add one online mini-class/tutorial.
- Retail to Go: Start retail subscriptions (home care kits).

Team

- Efficiency: Cross-train one stylist to cover reception.
- Motivation: Offer small bonuses when weekly goals are met.

Clients

- Marketing: Send SMS focused on outcomes (healthy hair, lasting color).
- Growth: Ask for one referral per client at checkout.