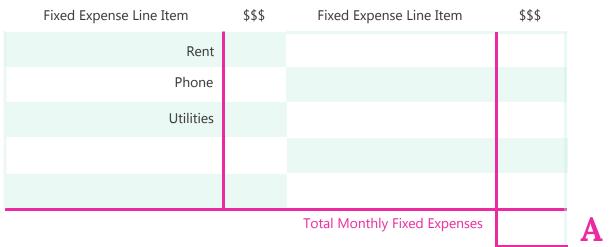


KNOW THY NUMBERS

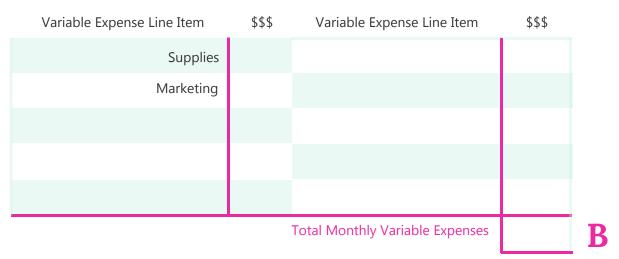
FIXED EXPENSES - Monthly (or annual) expenses that do not change from month to month.

Examples could be your rent, your online booking software, your phone bill, your website hosting, your internet bill, etc



VARIABLE EXPENSES - Monthly expenses that change from month to month. ***

Examples could be lash supplies, marketing, cc processing fees, tax savings, etc.



If you're new or planning to open a business, you can generously guess at what some of these expenses will be. If you've been open for awhile, take an average of the last 6-12 months for variable expenses to get a more exact number.

For example: Lash supplies typically vary from month to month.

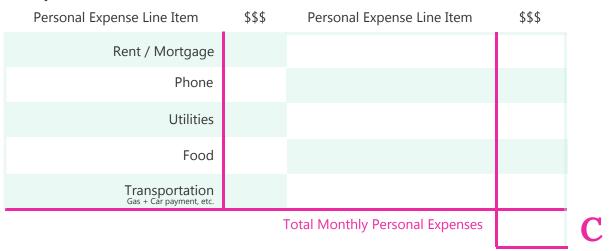
Month 1 - \$60	Add up all 3 months, then divide by 3 to get an average you spend on lash supplies a month
Month 2 - \$220	\$60 + \$220 + \$109 = \$389 \$389/3 months = \$129.67
$M_{auth} = 0.00$	You can enter in \$120.67 for lack supplies as your average amount spant each month on supplie

Month 3 - \$109 You can enter in \$129.67 for lash supplies as your average amount spent each month on supplies



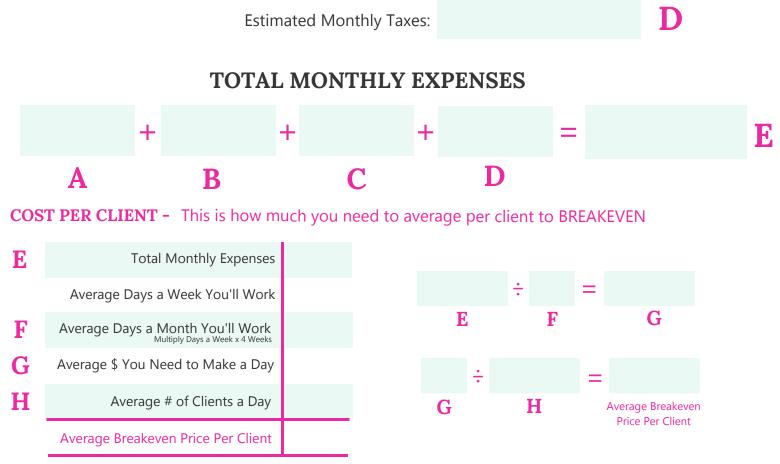
PERSONAL EXPENSES - You need to know what you NEED to be taking home to survive.

This is not what you WANT to make, this is what you NEED to make to be able to live. We're not trying to budget for a Mercedes car payment or lavish trips to Mexico when you're trying to figure out your breakeven analysis.



TAXES - This will vary between countries and depending on your business' legal structure.

An accountant can help you figure out your number. You may not even owe taxes in your first year if you're not profitable.



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