

## 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

Fixed Expense Line Item	\$\$\$	Fixed Expense Line Item	\$\$\$
Rent			
Phone			
Utilities			
<b>Total Monthly Fixed Expenses</b>			<b>A</b>

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

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

Variable Expense Line Item	\$\$\$	Variable Expense Line Item	\$\$\$
Supplies			
Marketing			
<b>Total Monthly Variable Expenses</b>			<b>B</b>

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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
- 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.

Personal Expense Line Item	\$\$\$	Personal Expense Line Item	\$\$\$
Rent / Mortgage			
Phone			
Utilities			
Food			
Transportation <small>Gas + Car payment, etc.</small>			
<b>Total Monthly Personal Expenses</b>			<b>C</b>

**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.

Estimated Monthly Taxes:  **D**

**TOTAL MONTHLY EXPENSES**

$$\begin{matrix}
 \text{A} & + & \text{B} & + & \text{C} & + & \text{D} & = & \text{E}
 \end{matrix}$$

**COST PER CLIENT** - This is how much you need to average per client to BREAKEVEN

<b>E</b>	Total Monthly Expenses	
	Average Days a Week You'll Work	
<b>F</b>	Average Days a Month You'll Work <small>Multiply Days a Week x 4 Weeks</small>	
<b>G</b>	Average \$ You Need to Make a Day	
<b>H</b>	Average # of Clients a Day	
<b>Average Breakeven Price Per Client</b>		

$$\begin{matrix}
 \text{E} & \div & \text{F} & = & \text{G}
 \end{matrix}$$

$$\begin{matrix}
 \text{G} & \div & \text{H} & = & \text{Average Breakeven Price Per Client}
 \end{matrix}$$