

What is included in your base highlight?

Take a second to really think about what you want to include in your highlight! Two bowls of lightener? 4 OZ of toner? There is no right or wrong answer. You have to decide for your business behind the chair.

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Let's break down how much it costs you to perform a highlight.

30G of Blondeme + 60G of developer = \$2.24
(\$1.55 + .69 = \$2.24)

56G of Igora Vibrance + 56G of developer = \$8.24
(\$7.61 + .63 = \$8.24)

Booth rent= Take your weekly booth rent / how many hours you work.

Example- \$275 / 30 = \$9.17 per hour

Then take how many hours it takes you to do a highlight, multiply that by your booth rent hour.

\$9.17 X 3 = \$27.51 in booth rent to do the service.

Don't forget to add foil! Everyone grabs different foils but I love the pop ups that are \$21 for 500 sheets.

Example - 21 / 500 = 0.04 cents per foil

.04 X 50 foils per service = \$2.10

Add EVERYTHING UP!

\$40.09

Now how much do you charge?

Let's say you charge \$275

You need to subtract your expenses.

\$275 - \$40.09 = \$234.91 is your profit.

Taxes

Don't forget about taxes. Everyone's tax situation will be different, but it is good to be prepared and set aside tax for every service, day, or week.

$\$275 \times 25\% = \68.75 you need to set aside.

$\$275 - \$68.75 - \$40.09 = \166.16 is your TRUE TAKE HOME

Now it is time to do your numbers! Everyone's base price, booth rent, and tax situation will be different. Make sure you break down your numbers; it will help you no longer emotionally discount!

Notes