

empowering you®

THE BEAUTY CEO SUCCESS GUIDE

5 Moves to Grow a Profitable, Sustainable Beauty Business

Leading a team takes vision, structure, and no small amount of grit.

This Beauty CEO Success Guide will
give you 5 actionable moves you can
make right now to step fully into your
CEO role—building stronger systems,
empowering your team, and
maximizing profitability while
protecting your freedom.

Use it as your playbook for scaling your
salon or spa sustainably,
without getting stuck in the daily grind.



MOVE #1

KNOW YOUR NUMBERS — ALWAYS

If you don't know your numbers, you can't grow them.
Profit doesn't happen by accident—it's created with clarity.
Numbers give you the power to make smart decisions, spot leaks, and grow with confidence.

Key Numbers to Track:

- Monthly revenue goals (*service + retail*)
- Service-to-retail ratio (*ideally 10–15% retail to service*)
- Pre-booking % (*aim for 65–75% minimum*)
- Breakeven point (*the weekly/monthly revenue you must hit to cover expenses*)
- Profit margin per provider (*after labor + product*)

START HERE



Track 30 days of
income and expenses



Identify your weekly
break-even number



Set a revenue goal
at least 20–30%
above that baseline

Coaching Insight

Numbers don't lie—and they don't judge.
Once you face them, you gain freedom.



MOVE #2

CREATE A REBOOKING & RETENTION CULTURE

You don't need endless new clients.

You need the right systems to keep the ones you already have.

Retention builds stability, consistency, and profit.

TRY THIS!



**Train your team
to always offer
the next
appointment.**



**Use simple
retention scripts
and check-ins**
*(a quick text or
email shows clients
they matter).*



**Track retention
monthly and
set goals with
your team.**



**Reward
long-term
loyalty with
value-based perks**
*(VIP upgrades,
exclusive events)*
—not discounts.

Retention Boost Example:

"Let's get your next appointment booked now. That way we can protect your results and make sure you get the time you love."

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A salon with 75%+ retention grows steadily—even in slow seasons.

MOVE #3

PRICE FOR PROFIT, NOT PANIC

Pricing isn't personal—it's strategic.

Many salon owners undercharge out of fear or comparison instead of facts.
When you charge properly, you protect your business, your team, and your future.

Ask Yourself

- Do my prices cover labor, product, AND overhead?
- When was my last price increase?
- Does my pricing reflect the experience, expertise, and transformation we deliver?



PRO TIPS!



Build pricing based on
time + product + value,
not what "everyone
else" is charging.



Review prices at
least annually—if
costs have risen, your
pricing must follow.



Introduce price increases
with confidence:
communicate value,
not just numbers.

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Every dollar you *don't* charge is profit you're giving away.

Stop discounting your worth.

MOVE #4

BUILD A TEAM-DRIVEN CULTURE

You can't grow alone.

A strong team scales your vision—but only with clear leadership and systems behind them. Without structure, even great talent will leave.

IMPLEMENT



Weekly check-ins or morning huddles to align and motivate.



Career paths and growth incentives, show your team what's possible.



Clear expectations, SOPs, and accountability, confusion kills culture.



Recognition and appreciation, what gets celebrated, gets repeated.

Culture Tip:

People don't leave salons—they leave *confusion, chaos, or culture* that doesn't feel like home

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Your culture is either designed with intention—or by default.

Make sure yours fuels growth, not turnover.



MOVE #5

PROTECT TIME FOR CEO WORK

If you're stuck "doing it all," your growth will plateau.

As the owner, your highest ROI comes from strategy, not just services.

Protecting CEO time is non-negotiable if you want sustainable success.

USE YOUR CEO TIME FOR



Financial Reviews

(weekly/monthly)



Team Coaching + Development



Marketing + Promotions Planning



Long-Term Vision + Business Growth Strategy

Start Small:

Block 1–2 hours weekly for CEO time—treat it like a non-negotiable client appointment.

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You're not just the owner—
you're the visionary leader.

Start acting like the person running
a million-dollar business
(before it happens).



READY TO BUILD A BUSINESS THAT DOESN'T BURN YOU OUT?

You don't have to figure it all out alone.
These 5 moves are your starting point—but the magic happens when you
implement them with **SUPPORT AND ACCOUNTABILITY.**

Let's create your customized 90-day growth plan together!

Book Your Free Strategy Call

You've got the talent and the drive.
Now it's time to back it up with the right systems.