

empowering you®

THE SOLO BOSS

SUCCESS GUIDE

**5 Smart Moves to
Grow with Confidence**
(And Without Burnout)

Running a solo beauty business
means you wear *all* the hats
provider, bookkeeper, marketer, and CEO.

This guide is your roadmap to
simplify your systems, boost profits,
and carve out more freedom, so your
business feels as good behind the
chair (*or treatment table*) as it looks
on your bank statement.



MOVE #1

PROTECT YOUR ENERGY LIKE IT'S PROFIT

As a solo, your energy *is* the business.

When you run out of fuel, everything stalls. Breaks, boundaries, and CEO time are not luxuries—they're lifelines.

TRY THIS!

☐ Time block 1–2 hours weekly as "CEO Time" to review finances, plan marketing, or improve systems.

☐ Build recovery into your week
(stretch breaks, lunch away from the chair, a clear "no client" cutoff time).

Coaching Insight

You can't pour from an empty cup.
Protecting your energy *is* protecting your revenue.



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MOVE #2

KNOW YOUR NUMBERS EVEN IF YOU'RE NOT A "NUMBERS PERSON"

Guessing creates stress.

Clarity creates control. Even as a solo, knowing your breakeven and average service profitability changes the game.

Key Numbers to Track:

- Monthly Expenses + Breakeven Point
- Weekly revenue needed to stay profitable
- Service profit margin (*after product + time*)



TRY THIS!



Track 30 days of income and expenses with a simple app or spreadsheet.



Set a weekly target that's 20–30% above breakeven.

Coaching Insight

Numbers don't judge—they just tell the truth.
Once you see them clearly, you can finally plan with confidence.

MOVE #3

PRICE FOR PROFIT, NOT PANIC

If it's been more than a year (or ever) since your last increase,
you're leaving money on the table.

In 2025, you can't grow a thriving business with 2019 prices.

Ask Yourself

- Do my prices cover products + overhead + time?
- Am I charging what my expertise and client experience are worth?

TRY THIS!

☐ Raise one service by \$5–\$15

☐ Add a small value boost
(hot towel, scalp massage, or mini
skincare upgrade) to increase
confidence in the change

Coaching Insight

Every dollar you undercharge is profit you're giving away.
Value first. Pricing second. *That's the winning formula.*



MOVE #4

AUTOMATE REBOOKING & RETENTION

New clients are expensive.

Your stability comes from keeping the ones you already have.
Build systems that make rebooking and client follow-up automatic.

TRY THIS!



Script it simply: “Let’s get your next appointment on the books now—I want to protect your results and your favorite time.”



Pair this with text or email reminders that keep you top-of-mind between visits.

Coaching Insight

Even a 10% boost in client retention can add thousands in annual revenue without adding new clients.



MOVE #5

WORK SMARTER, NOT HARDER

More hours won't fix burnout—better structure will.
Designing rhythm into your week helps you stay consistent without losing your sanity.

TRY THIS!



Use “theme days” to focus your energy:

- **Money Monday:**
review finances + expenses
- **Content Tuesday:**
schedule social posts + marketing
- **Wellness Wednesday:**
self-care + CEO time



Batch tasks (like ordering supplies or posting content) instead of spreading them randomly across the week.

Coaching Insight

Success isn't about doing more,
it's about doing the right things, *consistently*.



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READY TO BUILD A SOLO BIZ

THAT DOESN'T BURN YOU OUT?

These 5 moves are your starting point
but the real results come 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.