

The Profit RESET

**The 2026
Playbook for
Salon & Spa
Owners**



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WELCOME

CLARITY ONLY COMES WHEN WE HAVE SPACE.

Today, we create that space together.

THE STATE OF THE INDUSTRY:

2026 Landscape for Salon & Spa Owners

Why Profitability Looks Different Now

Reflect Honestly:

What pressures are you feeling most right now?

- ☐ Rising costs
- ☐ Commission pressure
- ☐ Team expectations
- ☐ Client behavior changes
- ☐ Owner burnout

Where do you feel the biggest disconnect between effort and income?



THE PRICING REALITY CHECK

*People don't leave because you charge too much.
They leave because you fail to show them the value.*

Inflation Outpaces Standard Pricing

If you charged \$100 for color in 2021 and never increased pricing:

- That service is worth ~\$85 today in real value.
- Meanwhile, your costs have gone up, not down.

Answer honestly:

- Have you raised prices consistently since 2021? ☐ Yes ☐ No
- If no, why not?
 - ☐ Fear of losing clients
 - ☐ Team pushback
 - ☐ Unsure how to calculate
 - ☐ "Industry standard" thinking

Copycat Pricing Check

Who are you subconsciously pricing against?

- ☐ Nearby salons
- ☐ Instagram comparisons
- ☐ Old industry norms
- ☐ "What feels fair"

What happens when pricing is based on comparison instead of cost?

Color Cost Reality

Professional color costs have increased 15–35% in recent years.

Write down your reality:

- Cost per tube (today): \$ _____
- Cost per tube (a few years ago): \$ _____
- Monthly color usage: _____ units
- Extra cost you are absorbing monthly: \$ _____



COST-RESPONSIVE PRICING MODELS THAT WORK

Start With Breakeven Analysis

Fill this out for ONE core service (ex: Color):

Service Name: _____

→ Product cost per service: \$ _____

→ Labor cost per hour: \$ _____

→ Time required (hours): _____

→ Overhead allocation: \$ _____

True cost of service: \$ _____

Build Profit Intentionally

→ Target profit margin (15–25% minimum): _____ %

Pricing Formula:

Cost × (1 + Margin) = Price

Correct Price for 2026:

→ \$ _____

Compare:

→ Current Price: \$ _____

→ Gap: \$ _____

THE TEAM MODEL THAT ACTUALLY WORKS

Profit Leaks in Old Pay Structures

Check what applies:

- ☐ High commission without accountability
- ☐ Pay tied only to service dollars
- ☐ No metrics beyond “busy”
- ☐ Booth rent used to avoid leadership

Where does payroll feel misaligned with results?



No Clarity = No Buy-In

Do your team members clearly know:

- ☐ What success looks like
- ☐ How performance is measured
- ☐ What behaviors matter
- ☐ How they grow

If not, what's missing?

THE CLIENT EXPERIENCE MISTAKES OWNERS STILL MISS

Loyalty in 2026: What's Changed

Clients are loyal to:

- ☐ Convenience
- ☐ Consistency
- ☐ Professional systems
- ☐ Experience — not discounts

Where is your experience inconsistent?

Silent Drop-Offs

Check all that apply:

- ☐ Clients leave without rebooking
- ☐ No automated follow-ups
- ☐ Inconsistent handoffs
- ☐ No loyalty data tracking

Which leak hurts the most right now?



THE OWNER BOTTLENECK PROBLEM

You can't scale chaos. You can only scale systems.

Answer YES or NO:

- The business slows when I'm gone

☐ Yes

☐ No
- Decisions wait on me

☐ Yes

☐ No
- I fix most problems

☐ Yes

☐ No
- Delegation feels risky

☐ Yes

☐ No
- I'm exhausted but essential

☐ Yes

☐ No

If YES to 3+, you are the bottleneck.

What would break if you stepped back tomorrow?

SYSTEMIZING FOR SCALE (EXPANDED)

Systems Audit

Area	Documented SOP	Automated	Priority
Check-in	☐	☐	☐
Consultation	☐	☐	☐
Rebooking	☐	☐	☐
Inventory	☐	☐	☐
Reporting	☐	☐	☐

Which system would immediately reduce stress?



FASTEST PROFIT FIXES YOU CAN MAKE IN 90 DAYS

Choose **ONE** action per category:

Pricing Fix:

Add-On / Ticket Builder:

Retention System to Automate:

Team Rhythm to Implement (daily/weekly):

YOUR 2026 PROFIT RESET PLAN

- Fix pricing with a formula
- Restructure team accountability
- Systemize everything that repeats
- Lead with data, not emotion

What will you implement FIRST?

90-DAY CEO COMMITMENT

Momentum comes from 90-day action — not 12-month overwhelm.

In the next 90 days, I commit to...

This will improve my business by...

Signature: _____

Date: _____

Profit isn't selfish.

It's what lets you serve, lead, and live well.

It's time to stop reacting — and start leading.

