Coaching by Danni V

$80K

ASSISTANT BLUEPRINT

How Hiring an Assistant Can Add $80,000+ to Your Bottom Line

A practical workbook for salon owners who want to hire profitably - not emotionally.

PLAN THE ROLE. PROTECT THE PROFIT. BUILD THE TEAM.

Before You Hire

Use facts, not frustration, to decide whether the business is ready.

Hire from demand - not desperation. The goal is a profitable position with a clear reason to exist.

READINESS CHECKLIST

	Readiness statement
☐	I am consistently booked at least 80-90%.
☐	I have recurring demand and can identify missed opportunities.
☐	I have documented systems someone else can follow.
☐	I know my average ticket and yearly revenue.
☐	I know my monthly payroll budget and full hiring cost.
☐	I know exactly why I am hiring and what success will look like.

BASELINE NUMBERS

Booked %	Average ticket	Monthly service revenue	Monthly payroll budget
__________ %	$ __________	$ __________	$ __________

WHY DO YOU WANT TO HIRE?

Name the capacity problem or growth opportunity. Avoid writing only: 'I need help.'

HONEST DECISION | ☐ Ready now ☐ Close, but I need to strengthen gaps ☐ Not ready yet - clarity is still a win

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What Does an Assistant Actually Cost?

Calculate the full annual investment before you set a revenue target.

Hourly pay is only the beginning. Use your real payroll, insurance, training, product, software, and benefit costs whenever possible.

ANNUAL COST WORKSHEET

Cost item	Your input	Annual amount
Hourly wage	$ ______ / hour	
Hours per week	______ hours	
Annual wages = hourly wage x hours/week x 52		$ __________
Employer payroll taxes / required payroll costs	______ %	$ __________
Payroll software / bookkeeping	$ ______ / month	$ __________
Education and training	$ ______	$ __________
Backbar, supplies, and tools	$ ______	$ __________
Uniforms, benefits, insurance, and other	$ ______	$ __________
TOTAL YEARLY COST		**$ __________**

SET THE REVENUE REQUIREMENT

Target	Formula	Your number
Minimum target	Total yearly cost x 2	$ __________
Ideal target	Total yearly cost x 3	$ __________

Planning note: 2x is a minimum target; 3x creates more room for profit, taxes, training, and slow seasons. Educational planning tool only.

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The $80,000 Calculator

See how small capacity gains can create meaningful annual revenue.

Start with the simplest driver: more guests served because your assistant gives you capacity back.

CORE SERVICE REVENUE

Average ticket	Additional guests / day	Days / week	Weeks / year	Annual service revenue
$ ______	______	______	______	$ __________

Average ticket x additional guests/day x days/week x weeks/year

ADDITIONAL ANNUAL REVENUE DRIVERS

Revenue driver	How will the assistant help?	Annual increase
Extension upgrades / installs	Prep, removal, retape, faster installs, consultations	$ __________
Higher-ticket services / color add-ons	Support that makes complex services easier to offer	$ __________
Retail	Product education, aftercare, and checkout support	$ __________
Consultation conversions	Follow-up, prep, photos, and booking	$ __________
Retention and referrals	Luxury touches, rebooking, reviews, and follow-up	$ __________
Other	____	$ __________
TOTAL POTENTIAL YEARLY INCREASE		**$ __________**

Your $80K goal	Total potential increase	Goal gap / amount above goal
$80,000	$ __________	$ __________

Example: $300 x 1 extra guest/day x 6 days x 52 weeks = $93,600. Revenue impact is not the same as profit.

If I am below the goal, the first revenue lever I will test is:

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Revenue Drivers

Move the right work off your plate - then use the capacity intentionally.

For every task, ask: Could an assistant own this? And does it create revenue directly, indirectly, or by protecting production time?

TASK-TRANSFER AUDIT

Task I currently do	Transfer? Y / N / Partly	Revenue connection / time saved
Answer DMs and follow up		
Fold towels / laundry		
Mix or help apply color where legally permitted		
Film, edit, and post content		
Check clients out and pre-book		
Wash bowls / turn over stations		
Inventory and hair ordering		
Client prep, photos, and aftercare		
Consultation and extension prep		
Scheduling and client communication		
Other: ___________________________		

WHAT WILL YOU DO WITH THE TIME?

☐ See more guests ☐ Add consultations ☐ Market ☐ Lead the team ☐ Educate ☐ Leave on time

My highest-value use of the freed capacity is:

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Revenue vs. Time Audit

Track one day in 15-minute blocks; repeat for a full week.

Estimated production value per hour = average monthly service revenue ÷ 173. Print this page for each workday, then total the categories below.

Monthly service revenue: $ __________ ÷ 173 = $ __________ estimated production value/hour

CATEGORY KEY: R = Revenue | A = Administrative | C = Cleaning | M = Marketing | L = Leadership

Time	Activity (15 minutes)	Cat.	Time	Activity (15 minutes)	Cat.

WEEKLY ROLL-UP

Revenue	Admin	Cleaning	Marketing	Leadership	Delegable
______	______	______	______	______	______

The biggest low-value time leak I found:

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The Revenue Replacement Exercise

Turn minutes saved into guests served and annual revenue.

Complete all three scenarios or circle the one that best matches your services. Use conservative numbers first.

COMPARE THE SCENARIOS

Calculation	30 min saved	45 min saved	60 min saved
Clients served per week	______	______	______
Total hours gained per week	______	______	______
Average service length (hours)	______	______	______
Additional guests possible / week	______	______	______
Average ticket	$ ______	$ ______	$ ______
Additional weekly revenue	$ ______	$ ______	$ ______
Working weeks per year	______	______	______
ADDITIONAL YEARLY REVENUE	**$ ______**	**$ ______**	**$ ______**

FORMULA MAP

1	Minutes saved/client x clients/week ÷ 60 = hours gained/week
2	Hours gained/week ÷ average service length = additional guests/week
3	Additional guests/week x average ticket x working weeks = annual revenue

CAPACITY CHOICE

☐ Double-book strategically ☐ Add consultations ☐ Add extension installs ☐ Improve client experience
☐ Create content ☐ Lead / train ☐ Protect personal time

MY MOST REALISTIC SCENARIO: ______ minutes saved/client → ______ extra guests/week → $ __________ potential annual revenue

Build Your Dream Assistant

Define ownership, training, and measurable success across the first 90 days.

Do not write: 'help me.' Decide what the assistant will own, how you will train it, and what good performance looks like.

FIRST 90 DAYS SUCCESS PLAN

Milestone	Tasks they will own	Training / support needed	Definition of success
WEEK 1 Observe + learn			
DAYS 8-30 Practice + repeat			
DAYS 31-60 Own core routines			
DAYS 61-90 Increase production			
MONTH 6 Operate with confidence			

THREE NON-NEGOTIABLES

1	Behavior / standard	How it will be measured
2	Behavior / standard	How it will be measured
3	Behavior / standard	How it will be measured

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Assistant ROI Tracker

Measure the role like any other business investment.

Choose a baseline before the assistant starts. Review monthly for the first 90 days, then quarterly.

KPI SCORECARD

Metric	Baseline	Month 1	Month 2	Month 3	90-day target
Production hours gained					
Additional guests served					
Additional service revenue	$	$	$	$	$
Retail sold	$	$	$	$	$
Extension consultations					
Consultation conversion rate	%	%	%	%	%
Rebooking rate	%	%	%	%	%
Average ticket	$	$	$	$	$
Content pieces published					
Reviews / referrals					
Assistant cost	$	$	$	$	$
TOTAL MEASURABLE REVENUE IMPACT	**$**	**$**	**$**	**$**	**$**

ROI MATH

Total revenue impact	Assistant cost	Estimated net impact	Estimated ROI
$ __________	$ __________	$ __________	__________ %

Estimated ROI = (measurable revenue impact - assistant cost) ÷ assistant cost x 100

One adjustment I will make next month:

The Systems Checklist

A profitable hire needs a business that can teach, repeat, and measure.

If the process lives only in your head, your assistant will need you for every decision. Mark what is ready and assign the gaps.

OPERATIONAL READINESS

System	Ready	Needs work	Owner / deadline
Consultation system	☐	☐	
Color formulas and technical documentation	☐	☐	
Pricing and service menu	☐	☐	
Standard operating procedures (SOPs)	☐	☐	
Assistant onboarding and training	☐	☐	
Client journey and luxury experience	☐	☐	
Marketing and content system	☐	☐	
Team expectations and communication	☐	☐	
Quarterly performance reviews	☐	☐	
Daily assistant checklist	☐	☐	
Opening checklist	☐	☐	
Closing checklist	☐	☐	

Readiness score: ______ / 12

MY FIRST THREE SYSTEMS TO FINISH

1	System	Owner	Deadline
2	System	Owner	Deadline
3	System	Owner	Deadline

Final Decision & 30-Day Action Plan

Turn the workbook into one clear business decision and a short execution plan.

If you completed this workbook and realized you are ready to hire, congratulations - you are thinking like a business owner. If you realized you are not ready yet, that is not failure. Clarity saves money.

YOUR DECISION

I am ready	I am not ready yet
☐ Confirm the budget and start date ☐ Finalize the role and 90-day plan ☐ Build the KPI baseline ☐ Begin legal payroll onboarding	☐ Finish the systems gaps ☐ Increase demand or pricing ☐ Protect a payroll reserve ☐ Revisit this workbook on: __________

YOUR 30-DAY ACTION PLAN

Priority action	Owner	Deadline	How I will know it is done
1. ________________________________	________	________	___________________________
2. ________________________________	________	________	___________________________
3. ________________________________	________	________	___________________________
4. ________________________________	________	________	___________________________

REVISIT THE DECISION

Next review date	Demand / booking target	Payroll reserve target	Systems score target
___________	___________	$ _________	_____ / 12

THE NEXT BEST BUSINESS DECISION I WILL MAKE IS:

____
____

Educational planning tool only. Results are not guaranteed. Labor rules, scope of practice, wages, payroll taxes, insurance, and worker classification vary by location. Confirm decisions with your CPA, payroll provider, attorney, and state cosmetology board.