



GOING HOURLY BEHIND THE CHAIR

WORKBOOK

Learn how to calculate and rollout being hourly behind the chair to create the career of your dreams!

BY ERIN BACKMAN

WELCOME

Hi There!

I know you're here because you want to do something different in your salon business, you want to go hourly. It's such an exciting time for you!

Thank you for being here and using this resource! I love sharing information with y'all and positively impacting our industry.

I started thinking about changing to hourly back in 2020 but wasn't sure how to begin so I took the step to session based. Then when I realized that while the session based pricing made sense to me, it confused almost ALL of my clientele. So, then I thought, what's the most transparent pricing --- hourly.

Since I love sharing what works for my business and how I learned everything, I'd like to thank the Destroy the Hairdresser community & my coach for inspiring me to share my journey with all of you!

Erin Backman

ABOUT ME

I'm Erin, an entrepreneur and salon owner in Roseville, CA. I'm also a certified Life Coach and love sharing all things business related to our industry.

I love seeing other business owners thriving!



DETERMINING YOUR RATE

One of the best ways to know where you're going to is to know where you've been. In this section we'll determine what your current hourly rate is. Then we can set our new rate!



01 What was the total revenue you brought in last year? And how many hours did you work last year?

02 Determine your gross Hourly Rate:

$$\frac{\text{Revenue}}{\text{Hours Worked}} = \text{Gross Hourly Rate}$$

03 What were your total expenses for 2023?

04 Determine your hourly expenses:

$$\frac{\text{Expenses}}{\text{Hours Worked}} = \text{Gross Hourly Rate}$$

05 Determine your take home hourly rate:

$$\frac{\text{Revenue}}{\text{Hour}} = \text{Take Home Hourly}$$

DETERMINING YOUR RATE - PART 2

Let's determine where our goals are and set a starting point. Maybe we're aiming for an hourly we're truly ready for.



01 How many weeks in the year do you want to work?

02 How many days in a week do you want to work?

03 How many hours do you want to work in a day?

04 How much do you want to take home at the end of the year?

05 Determine your hourly rate:

$$\frac{\text{Annual Take Home Goal}}{\div} \frac{\div}{\text{\# of Weeks}} \frac{\div}{\text{\# of Days}} \frac{\div}{\text{\# of Hours Per Day}} = \frac{\text{Take Home Hourly Rate}}{\times 2} \frac{\text{Hourly Rate to Charge}}$$

FINDING MY WHY

Understanding WHY you're doing something is important to establish to reflect on during challenging times.

What made hourly sound so appealing for your business?

Use this space to provide more details, or to expand on the question that is listed above. Keep this within 2 to three lines

What fears do you have about implementing hourly pricing?

What would the best possible outcome be? What about the worst outcome be? What about the most likely?

How would going hourly improve both your experience behind the chair but also that of your clients?

Hourly is one of the most transparent pricing models but it requires you to be a transparent and candid hairstylist.

ROLLING IT OUT

Once you understand your new rate & why you want to change -- now comes the work of rolling it out in your business.

When will you make this change?

Pick a date and time for your announcement.

Where and how will you make the announcement?

Email/Text/Social Media/In Salon/In Person

What can you do now to prepare yourself for this change?

Doing changes like this in your business might bring up your reactive, so let's review how you can prepare for the fear that might come up:

How will you celebrate once you've achieved your goal?

Do something for yourself! It's time to celebrate your hard work!



I'M SO EXCITED!



I'm so excited for you and your business! Going hourly helps to increase transparency with our clients and to work as a Artist as opposed to a Service Provider!