

# *The Esthetician Client Gap Calculator*



“Wondering why you’re not booked out yet? This **free calculator** shows you exactly how many new clients you actually need to hit your income goals and where your gap really is.”



# CLIENT GAP CALCULATOR OUTLINE



## **STEP 1:** INPUTS (YOU FILL THESE IN)

SERVICE NAME(S):

PRICE PER SERVICE:

AVERAGE # OF CLIENTS PER WEEK:

REBOOKING RATE % (HOW MANY ACTUALLY COME BACK:)

TARGET MONTHLY INCOME:

## STEP 2: AUTO-CALCULATIONS



**“IF YOUR REBOOKING RATE IMPROVED JUST 20%, YOU’D CLOSE \$X OF THIS GAP WITHOUT FINDING A SINGLE NEW CLIENT.”**

### **CURRENT MONTHLY INCOME**

FORMULA: = (CLIENTS PER WEEK \* 4 WEEKS) \* PRICE PER SERVICE \* REBOOKING RATE%

### **INCOME GOAL GAP**

FORMULA: = TARGET INCOME - CURRENT MONTHLY INCOME

### **# OF CLIENTS NEEDED TO CLOSE GAP**

FORMULA: = INCOME GOAL GAP ÷ PRICE PER SERVICE



☞ AFTER YOU CALCULATE, THE FORMULA WILL GIVE A BOLD STATEMENT LIKE:



“YOU’RE CURRENTLY \$2,300 AWAY FROM YOUR MONTHLY GOAL. THE BIGGEST LEAK ISN’T MORE CLIENTS IT’S RETENTION. FIX THAT, AND YOU’D ALREADY BE 70% BOOKED OUT.”



***“NOW THAT YOU SEE YOUR  
CLIENT GAP, HERE’S THE TRUTH:***

*GETTING BOOKED OUT ISN’T  
ABOUT WORKING HARDER OR  
CHASING MORE CLIENTS.  
IT’S ABOUT BUILDING THE RIGHT  
SYSTEMS FOR PRICING,  
REBOOKING, RETENTION, AND  
MARKETING.*

***“THIS CALCULATOR REVEALED  
THE LEAK. MY PROGRAM GIVES  
YOU THE ROADMAP TO PLUG IT  
FOR GOOD. READY TO STOP  
GUESSING AND START  
GROWING?”***



*TEXT START GROWING HERE*  
*(631)766-5858*