

Price Increase Worksheet

Figure out your real numbers. Set the right price. Stop guessing.

STEP 1 — YOUR SALON INFO

Salon name: _____ Your name: _____
 City / State: _____ Date of last price increase: _____

STEP 2 — TOTAL MONTHLY EXPENSES (FROM PAGES 2-3)

→ **Complete Pages 2-3 first, then bring category totals back here.**
 Add up every category from those pages and enter each total below.

Rent / Booth Rent \$ _____	Shampoo, Conditioner, Sprays \$ _____
Blades, Scissors, Sharpening \$ _____	Insurance (business + liability) \$ _____
Utilities \$ _____	Credit Card / Booking Fees \$ _____
Equipment & Maintenance \$ _____	Marketing / Advertising \$ _____
Education / Training \$ _____	Payroll / Contractor Help \$ _____
Miscellaneous Supplies \$ _____	Other / Custom \$ _____

TOTAL MONTHLY EXPENSES: \$ _____

STEP 3 — YOUR MONTHLY VOLUME

Grooms per month _____	Days worked per month _____	Avg grooms per day _____	Avg min per groom _____
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STEP 4 — YOUR NEW PRICE CALCULATOR

Service	Current Price	% Increase	New Price
Bath & brush	\$ _____	\$ _____	\$ _____
Full groom (short coat)	\$ _____	\$ _____	\$ _____

■ **Paid Library: Digital Price Increase Calculator**
 Enter your costs and services — get instant new prices, revenue difference, annual impact, and how many grooms you need to hit your income goals.
 Unlock at catgroomingdirectory.com/resources →

Monthly Expense Tracker — Page 1 of 2

List every expense below. Bring your subtotals back to Page 1, Step 2.

FACILITY & OVERHEAD

Expense Item	Monthly Amount	Notes / Frequency
Rent or booth rental fee	\$ <input type="text"/>	
Utilities — electric	\$ <input type="text"/>	
Utilities — water / sewer	\$ <input type="text"/>	
Utilities — gas / heat	\$ <input type="text"/>	
Internet / phone	\$ <input type="text"/>	
Trash / recycling	\$ <input type="text"/>	
<input type="text"/>	\$ <input type="text"/>	
<input type="text"/>	\$ <input type="text"/>	
FACILITY SUBTOTAL	\$ <input type="text"/>	

INSURANCE & LEGAL

Expense Item	Monthly Amount	Notes / Frequency
Business liability insurance	\$ <input type="text"/>	
Professional groomer insurance	\$ <input type="text"/>	
Vehicle insurance (if delivery/mobile)	\$ <input type="text"/>	
Accounting / bookkeeping fees	\$ <input type="text"/>	
Legal / business licenses & permits	\$ <input type="text"/>	
<input type="text"/>	\$ <input type="text"/>	
<input type="text"/>	\$ <input type="text"/>	
INSURANCE SUBTOTAL	\$ <input type="text"/>	

SUPPLIES & PRODUCTS

Expense Item	Monthly Amount	Notes / Frequency
Shampoo & conditioner	\$ <input type="text"/>	
Finishing sprays & colognes	\$ <input type="text"/>	
Ear cleaner, styptic powder	\$ <input type="text"/>	
Nail caps / nail supplies	\$ <input type="text"/>	

Monthly Expense Tracker — Page 2 of 2

Continue listing expenses. Add up all subtotals at the bottom, then transfer to Page 1.

EQUIPMENT & MAINTENANCE

Expense Item	Monthly Amount	Notes / Frequency
Blade sharpening (monthly avg)	\$ <input type="text"/>	
Clipper servicing / repairs	\$ <input type="text"/>	
Dryer servicing / filters	\$ <input type="text"/>	
Scissor sharpening (monthly avg)	\$ <input type="text"/>	
Table maintenance / parts	\$ <input type="text"/>	
Tub / plumbing maintenance	\$ <input type="text"/>	
Small equipment replacements	\$ <input type="text"/>	
	\$ <input type="text"/>	
	\$ <input type="text"/>	
EQUIPMENT SUBTOTAL	\$ <input type="text"/>	

MARKETING, EDUCATION & BUSINESS

Expense Item	Monthly Amount	Notes / Frequency
Website hosting / domain	\$ <input type="text"/>	
Booking software subscription	\$ <input type="text"/>	
Social media tools / scheduling	\$ <input type="text"/>	
Google / Facebook ads (monthly avg)	\$ <input type="text"/>	
Business cards, flyers, printing	\$ <input type="text"/>	
Grooming classes / certifications	\$ <input type="text"/>	
Books, courses, trade shows	\$ <input type="text"/>	
Chamber of commerce / memberships	\$ <input type="text"/>	
	\$ <input type="text"/>	
	\$ <input type="text"/>	
MARKETING, EDUCATION SUBTOTAL	\$ <input type="text"/>	

PAYROLL, CONTRACTORS & OTHER

Expense Item	Monthly Amount	Notes / Frequency
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Your Hourly Rate & Profit Calculator

Figure out what you need to charge to break even — then what it takes to actually profit.

A LESSON FROM 1956: WHY PRICE SIGNALS QUALITY

When Tater Tots launched, they were priced extremely low to move product.

Consumers assumed they were scraps and trash. Sales tanked. When the price went UP, perception changed and sales followed. Your low price isn't attracting clients — it's repelling the right ones.

Most groomers set prices based on what feels right or what competitors charge.

This calculator shows you the math behind what you actually need — to cover your costs, pay yourself, and build a real profit margin. Use numbers from Pages 1–3.

PART A — YOUR BREAK-EVEN HOURLY RATE

- 1 Your total monthly expenses (from Page 1, Step 2) \$ _____
- 2 Hours you groom per month (days worked x hours per day) _____ hrs
- 3 Break-even hourly rate = Line 1 ÷ Line 2 \$ _____ / hr

■ Break-even hourly rate: \$ _____ / hr

Anything you earn below this per hour and you are losing money.

PART B — BREAK-EVEN COST PER GROOM

- 4 Average time per groom in hours (e.g. 1.5 hrs) _____ hrs
- 5 Break-even cost per groom = Line 3 x Line 4 \$ _____ / groom
- 6 Add product cost per groom (shampoo, supplies, etc.) + \$ _____
- 7 TRUE break-even price per groom = Line 5 + Line 6 \$ _____ / groom

■ If your current price is LESS than Line 7, you are losing money on every groom.

This is your absolute floor. Any price below this means you're paying to work.

PART C — YOUR PROFIT TARGET PRICE PER GROOM

Profit Goal	Formula (using your Line 7)	Your Target Price Per Groom
Break-even	Line 7 (zero profit)	\$ _____
5% profit	Line 7 ÷ 0.95	\$ _____
10% profit	Line 7 ÷ 0.90	\$ _____

What to Say to Clients

Copy these word-for-word. Confident, warm, no apologizing.

The rule: give clients 30 days notice. Send it once. Don't over-explain.

Your prices going up is normal business. A short, warm message is all you need.

SCRIPT 1 — EMAIL OR TEXT TO ALL CLIENTS

EMAIL / TEXT

Send this 30 days before your new prices take effect

Hi [Client name],

I wanted to give you a heads-up that starting [DATE], my grooming prices will be updated to reflect the current cost of supplies, equipment, and running the salon.

[Your most popular service] will go from \$[OLD] to \$[NEW].

I truly appreciate your loyalty and I'm so grateful for every visit.

If you'd like to book before the new pricing takes effect, I have a few spots open — just reply here or book online.

Thank you so much,

[Your name]

* **Keep it under 100 words. Warm, not apologetic. One mention of the change, one CTA to book.**

SCRIPT 2 — WHEN A CLIENT PUSHES BACK IN PERSON

IN PERSON

Stay calm. Don't over-explain. Hold your price.

Client: "Oh wow, that's quite a jump."

You: "I completely understand — I held my prices as long as I could.

Supplies and equipment costs have gone up a lot in the last year, and this reflects what it actually costs to run the salon well."

(Smile. Pause. Don't add more.)

(If they say they'll look elsewhere:)

"Of course — I understand. If you ever want to come back, I'd love to have you."

* **Silence is your friend. State it once, don't negotiate, don't apologize twice.**

What to Say to Clients (continued)

Copy these word-for-word. Confident, warm, no apologizing.

SCRIPT 3 — YOUR LONGEST, MOST LOYAL CLIENTS

LOYAL CLIENT

A slightly warmer version for clients you've had for years

Hi [Name],

You've been coming to see me for [X] years and I am so grateful for that. I wanted to personally let you know that starting [DATE], my prices are going up slightly to keep up with costs.

[Service] will be \$[NEW PRICE] going forward.

Your support means everything to me and I can't wait to keep taking care of [pet name] for you.

[Your name]

* **Personalize with their pet's name. That's the only difference from Script 1.**

SCRIPT 4 — NEW CLIENTS (DON'T EXPLAIN ANYTHING)

NEW CLIENT

New clients don't know your old prices. Just quote the new one.

(When a new client asks your prices:)

"A full groom for a [breed/size] is \$[NEW PRICE]. That includes bath, dry, haircut, nail trim, ear cleaning, and a bandana.

Would you like to get them booked in?"

(That's it. No comparison to old prices. No explanation needed.)

* **New clients have zero context. Quote confidently and move to booking.**

SCRIPT 5 — RAISING PRICES MID-APPOINTMENT (LAST RESORT)

Annual Revenue Impact Calculator

See exactly how much more you'll make — before you raise a single price.

This is the page that convinces you to actually raise your prices.

Most groomers underestimate how much a small increase adds up over a year. Run your own numbers.

PART A — REVENUE IMPACT PER SERVICE

Service	Current \$	New \$	Difference	Grooms/mo	Extra/Year
<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL EXTRA REVENUE PER YEAR:					\$ <input type="text"/>

PART B — YOUR FULL PICTURE

Current monthly revenue (approx.)	\$ <input type="text"/>
New monthly revenue (with increases)	\$ <input type="text"/>
Monthly increase	+ \$ <input type="text"/>
Annual increase	+ \$ <input type="text"/>
Annual revenue after increases	\$ <input type="text"/>

A \$10 increase across 8 grooms a day = \$80/day = \$20,000+ a year.

That money is already sitting in your business. You just have to claim it.

Run your numbers. Set the date. Send the message. You've got this.

Your Price Increase Checklist

Run through this before every price increase. Takes 10 minutes.

- CALCULATE** Complete the Expense Tracker (Pages 2–3) with every current expense
- CALCULATE** Transfer totals to Page 1, Step 2 to get your Total Monthly Expenses
- CALCULATE** Complete the Profit Calculator (Page 4) to find your break-even price
- CALCULATE** Choose your profit target (10%, 15%, 20%) and set your new prices
- COMMUNICATE** Fill in the scripts on Pages 5–6 with your specific prices and date
- COMMUNICATE** Send Script 1 to all active clients — 30 days before the change goes live
- COMMUNICATE** Send Script 3 personally to your 5–10 longest-loyal clients
- EXECUTE** Update your booking software, website, and any posted price lists
- EXECUTE** Update your Google Business Profile price list if you have one
- EXECUTE** On the changeover date, start quoting new prices for all new bookings
- TRACK** Run the Revenue Impact table (Page 7) after 30 days to confirm the lift
- TRACK** Put a reminder on your calendar to review prices again in 12 months

■ Upgrade to the Paid Library

Everything in this worksheet — done digitally and automatically:

- * Digital Price Increase Calculator — enter numbers, get instant results
- * Profit margin table auto-calculates across all profit levels
- * Annual revenue projections per service, auto-built
- * Full Client Communication Vault — 30+ scripts for every situation
- * Booking Capacity Planner, Seasonal Promo Kit, and more

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