30-DAY CYCLE · CORNERSTONE RESULT

A million a year, and still short on cash.

A husband-and-wife salon outside Chicago, eight stylists, books full. The same keratin service now returns $840 in the first 30 days instead of $210.

SERVICE MEASURED	CYCLE	INSTALLED
Keratin smoothing	**30 days**	**All three parts**

THE RESULT IN ONE LINE

$840 gross profit per new client in 30 days, up from $210	**$5** to acquire one, down from $40	**$10k+** added gross profit per month from new clients	**6 days** to recover what a new client cost, down from 19

Nothing about the treatment changed. What changed is what the salon sold around it and what happened in the 30 days after somebody sat down.

The measure that matters here is not revenue. It is how many days it takes a new client to pay back what it cost to win and serve them, because until that happens the money is coming out of the clients the salon already had.

The Cornerstone is one complete 120-day installation with three connected parts: a reason clients choose the salon, a way to see how quickly the client investment is recovered, and written next steps the front desk can run.

BEFORE THE WORK

Funding their own growth out of the regulars' till, and they never decided to.

About a million a year, eight stylists, and no room to open a second door without borrowing.

A salon runs two economies through one register. The regulars pay the rent, the staff, the product and the owners. Everybody new this month has a different job: cover what it cost to get them, what it cost to serve them, and the cost of going out for the next one.

Here the second till was not paying for itself. A $300 keratin treatment cost $40 in advertising to sell and left $210 in gross profit, which meant about 19 days before the money spent on that client was recovered. That works. It also means every new client was partly funded by the regulars, so the business could only grow as fast as the existing book allowed.

PART 1 OF 3

Give the client a reason to choose this salon

The advertising ran at every woman within reach of the salon, selling a treatment by its name. A keratin treatment is a thing a salon does. It is not a thing anybody wants.

What they want is thirty days of not fighting their hair before work. So the $300 one-off was rebuilt as a **$450 thirty-day package**: the smoothing treatment, a precision cut, a home-care kit, and a blowout two weeks in. Targeting narrowed to women 28 to 55 within five to seven miles who had shown interest in frizz and keratin, built on lookalikes from past clients.

WHAT CHANGED AFTER THE MESSAGE WAS APPLIED

The ad spend stopped bleeding on clicks that were never going to book. Cost to acquire fell from **$40 to $18**, and the hook pulled people toward the bigger package rather than the single service.

THE MESSAGE INSTALLED

"30 days without fighting your hair every morning."

The treatment was never the offer. Thirty mornings were.

PART 2 OF 3

Show how quickly the client investment is recovered

A lower cost to acquire only builds anything if gross profit moves at the same time. Cutting acquisition in half on a client worth $210 still leaves a salon waiting.

WHERE THE MONEY LANDED

A $70 gloss add-on, in-chair upgrades, and an automated second visit brought total revenue per new keratin client to around **$1,000 inside 30 days**. Against roughly $160 of product and chair time across the package and the follow-up visits, that left **$840 in 30-day gross profit**. With a referral system running at about 30 percent, the salon puts its effective cost per paying client at $5.

REVENUE PER NEW CLIENT, 30 DAYS	about $1,000
COST TO SERVE	about $160
30-DAY GROSS PROFIT	**$840**, up from $210
COST TO ACQUIRE	**$5**, down from $40
DAYS TO RECOVER	**6, down from 19**

The bill does not care when the money arrives. An obligation cycle is 30 days, which is the whole reason 30 days is the measure. Recovering in 6 instead of 19 is the same margin and the same budget, funding roughly three times as many new clients out of the same cash.

PART 3 OF 3

Give every inquiry a next step

Before this, there was no structured follow-up at all. An inquiry that did not book was gone, an upsell happened when a stylist thought of it, and a second visit happened if the client remembered.

WHAT HAPPENED

Gross profit from new clients rose by more than **$10,000 a month**. That surplus is what paid for the expansion: one location doing about $1.15M became five locations doing $6.2M in revenue and $1.32M in profit by year five, with no debt taken on to get there.

WHAT WAS INSTALLED

01
Scripts and deposits

Front desk trained to steer an inquiry to the full package, with a deposit taken before the visit to cut no-shows.

02
The in-chair checklist

Stylists work a set list of add-ons rather than remembering: brow shaping, upgraded kits, extra blowouts. Worth about $35 of gross profit per client.

03

Automated second visits

Scheduling and SMS reminders that hold a 90 percent show rate, plus a day-20 check-in that brings a quarter of clients back for extra styling.

THE CONNECTED OUTCOME

Three parts, and each one carrying the next.

THE REASON

Thirty mornings instead of a treatment name gave the right client a reason to book the bigger package, and cut the cost of finding her from $40 to $18.

THE NUMBER

Gross profit per new client went from $210 to $840, and the time to recover what that client cost went from 19 days to 6.

THE NEXT STEP

Deposits, a checklist, and automated second visits turned surplus into more than $10,000 a month, which funded five locations without debt.

CLOSING

More inquiries are useful when the salon is ready for what happens next.

A reason to choose the salon. A number showing how quickly the client investment is recovered. A next step for every lead the advertising produces.

Those three connected parts are the Cornerstone. The advertising comes after them, when there is somewhere for every click, call, and visit to go.

Next step. Bring one period of advertising spend, your service records, gross-profit figures, and your current booking rates. We'll show you what can be measured and what is still missing.

Book the 15-minute call: neovora.com/schedule