The Doors-Open Number

What it costs just to unlock the door every morning — and how many services you have to sell before you've made a single dollar.

Here's the idea. Some costs only show up when a client does: product, commission. The rest — rent, insurance, software, guaranteed wages, utilities — bill you no matter what. That second family is your overhead, and it makes a quiet Tuesday expensive. Two small divisions turn it into a number you can use every morning.

STEP 1 — YOUR DAILY NUMBER

Monthly overhead ÷ Operating days = Doors-open number

STEP 2 — YOUR BREAK-EVEN DAY

Doors-open number ÷ House-take per service = Services per day to break even

A worked example

MONTHLY FIXED COST	AMOUNT
Rent	$6,500
Guaranteed wages + payroll costs	$7,800
Insurance	$700
Software (booking, CRM, accounting)	$600
Utilities, phone, internet	$900
Everything else that bills you regardless	$1,500
Total monthly overhead	**$18,000**

Illustrative numbers only, to show the math. Your real bills are the ones that matter.

Step 1: $18,000 ÷ 26 operating days = **$692 a day.** Every morning starts $692 in the hole.
Step 2: Average ticket $100, minus $40 that leaves with the service (commission + product) = the house keeps $60. So $692 ÷ $60 = **about 12 services a day just to break even.** Service 13 is where the money starts.

This is deliberately simplified — a napkin version of break-even analysis. A number you'll actually use beats a perfect number you'll never calculate.

© Power in Numbers · The Doors-Open Number

My Doors-Open Number

FIXED COST THAT BILLS ME WHETHER OR NOT A CLIENT SHOWS	MONTHLY AMOUNT
Total monthly overhead	

Step 1

Total overhead ÷ operating days this month

_____

= my daily doors-open number

Step 2

Average ticket − what leaves with the service (commission + product)

_____

= my house-take per service

Step 3

Daily number ÷ house-take

_____

= services per day to break even

What your number is telling you

- **Feels impossibly high?** You likely have an overhead problem. Look at the biggest lines first — small subscriptions aren't what's sinking you.
- **Feels reachable, but you're still not profitable?** The overhead isn't the issue — pricing or service mix is. Revisit your Revenue Per Hour Menu Audit (No. 1 of 7).
- **Either way:** tape the number to the back of the front desk. A slow Tuesday looks different once you know exactly what it costs.

Which lever do you pull first — costs or pricing? They're opposite fixes, and pulling the wrong one makes things worse. That judgment call is what this series is building toward. Tomorrow, No. 3 of 7: **what one client is really worth per year** — and the $45 refund policy that quietly protects it.

All figures in this worksheet are illustrative examples used to demonstrate the calculation. This is financial education, not advice specific to your business.

© Power in Numbers · The Doors-Open Number