

Your next twelve months

Every task from every review, in the order to do them. Tick each box when it's done. The reasoning behind each task is in the report it came from.

Month 1 Free moves that pay back immediately Cost: \$0	Months 2-3 Automate the follow-up Cost: \$29/mo	Months 4-6 Measure what is working Cost: \$29/mo	Months 7-12 Make it routine Cost: \$29/mo
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Month 1: Free moves that pay back immediately \$0

Task	Who	From
☐ Export the customer list out of Square Done when: A copy lives outside Square	Owner	Marketing
☐ Email the lapsed customers Done when: Sent to all 1,461	Owner	Marketing
☐ Open a sales-tax account Done when: This quarter's tax moved in	Owner + bookkeeper	Finance
☐ Start the weekly savings transfer Done when: First \$1,100 moved	Owner	Finance
☐ Move one Tuesday shift to Saturday Done when: On the next schedule	Owner	Operations
☐ Ask every customer to rebook at checkout Done when: Asked at every checkout for two weeks	Front desk	Marketing

Months 2-3: Automate the follow-up \$29/mo

Task	Who	From
☐ Turn on Square Plus rebooking reminders Done when: Reminders going out automatically	Owner	Marketing
☐ Raise gel and pedicure prices by \$3 Done when: New price list printed	Owner	Finance
☐ Steer win-back offers to Tuesday and Wednesday Done when: Offer live	Owner	Operations

Months 4–6: Measure what is working \$29/mo

Task	Who	From
☐ Split the customer list by service and visit frequency Done when: Four segments in place	Owner	Marketing
☐ Add tracking to the booking page Done when: Drop-off measured in dollars	Owner	Marketing

Months 7–12: Make it routine \$29/mo

Task	Who	From
☐ Quarterly win-back email Done when: On the calendar for the year	Owner	Marketing
☐ Open rent renewal talks Done when: First meeting held	Owner	Finance

Not now, and why

Paid advertising	Filling a leaky bucket. Fix retention first.
Hiring another technician	Tuesday and Wednesday capacity is still unused.
A new booking system	Wait for the technology recommendation before changing platforms.

How you'll know it worked

Customers who come back for a second visit	28% → 40%
Cash on hand	5 weeks → 8 weeks
Tuesday–Wednesday chair use	41% → 55%
Marketing emails sent	0 → Monthly