

Last week you made \$47,820 — your strongest since March — and you left another \$4,180 on the table. Here's the call that gets \$640 of it back by Friday.

DO THIS WEEK

*Call the four clients who haven't rebooked since their Tuesday treatments.*

Average ticket **\$420** · 38% callback rate · roughly **\$640** back in the account by Friday. Fifteen minutes of phone time — the highest hourly rate you'll earn this week.

MONEY IN LAST WEEK

**\$47,820**

+\$3,720 vs 4-wk avg

WHAT THIS WEEK COST YOU

**\$4,180**

-\$620 vs 4-wk avg

No-shows, unfilled chairs, and clients who didn't rebook.

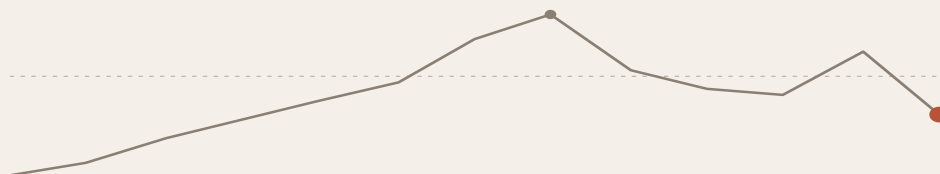
CASH IN THE BANK

**\$38,400**

after Friday's payroll

WHAT IT COST YOU — LAST 12 WEEKS

▲ **\$4,180 this week** · 4-wk avg \$4,800 · peak \$5,800



Why this week's call matters: of the \$4,180 you lost, almost half — \$1,870 — came from one place: eleven no-shows last week, nine of them on Thursday between 2 and 5pm. Same shape as the week of 3 March, when you lost \$2,100 to the same Thursday window. Last time it tracked to the 24-hour SMS reminder not firing. Two minutes in *Fresha* → *Settings* → *Notifications* recovers around \$1,600 a week on top of the call.