Turn Downtime into Dollars

HOW TO TURN EMPTY STUDIO HOURS INTO EXTRA INCOME

WINS IN THE
LAST **90 DAYS?**

HOW MANY HOURS **PER WEEK** IS YOUR STUDIO IN USE?

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THE SCHEDULE PROFIT SCAN

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8 am							
9 am							
10 am							
11 am							
12 pm							
1 pm							
2 pm							
3 pm							
4 pm							
5 pm							
6 pm							
7 pm							
8 pm							
9 pm							
10 pm							

CALCULATE YOUR PAID TIME

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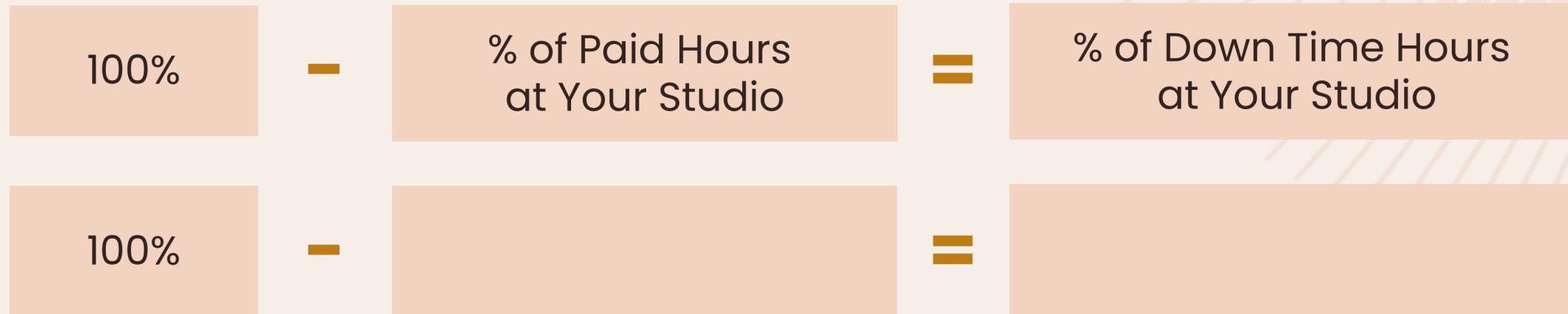| # of Paid Time Hours	÷	105 Hours (8am - 10pm)	X	100	=	% of Paid Hours at Your Studio
	÷	105 Hours	X	100	=	

NOTES

CALCULATE YOUR DOWN TIME

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100%	−	% of Paid Hours at Your Studio	=	% of Down Time Hours at Your Studio
100%	−		=	

NOTES

WAIT!

...IT ACTUALLY GETS WORSE.

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CALCULATE YOUR PAID TIME

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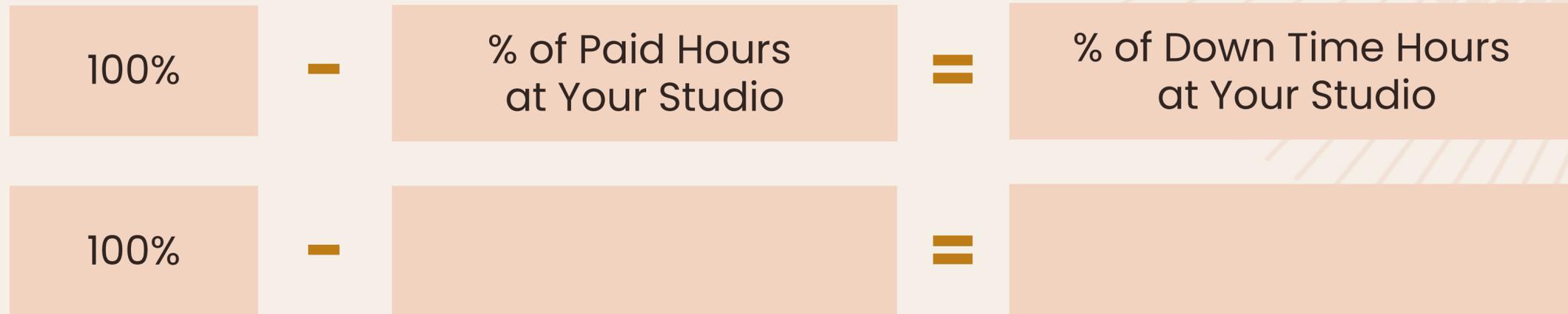| # of Paid Time Hours	÷	168 Hours (24 Hours)	X	100	=	% of Paid Hours at Your Studio
	÷	168	X	100	=	

NOTES

CALCULATE YOUR DOWN TIME

100%	−	% of Paid Hours at Your Studio	=	% of Down Time Hours at Your Studio
100%	−		=	

NOTES

INDUSTRY SNAPSHOT

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MOST STUDIOS OPERATE WITH:

- ## 12-20% Paid Time

- ## 80-88% Downtime

Paid Time
12%

100% of your bills
(rent, payroll, utilities, insurance, taxes, and your salary!)
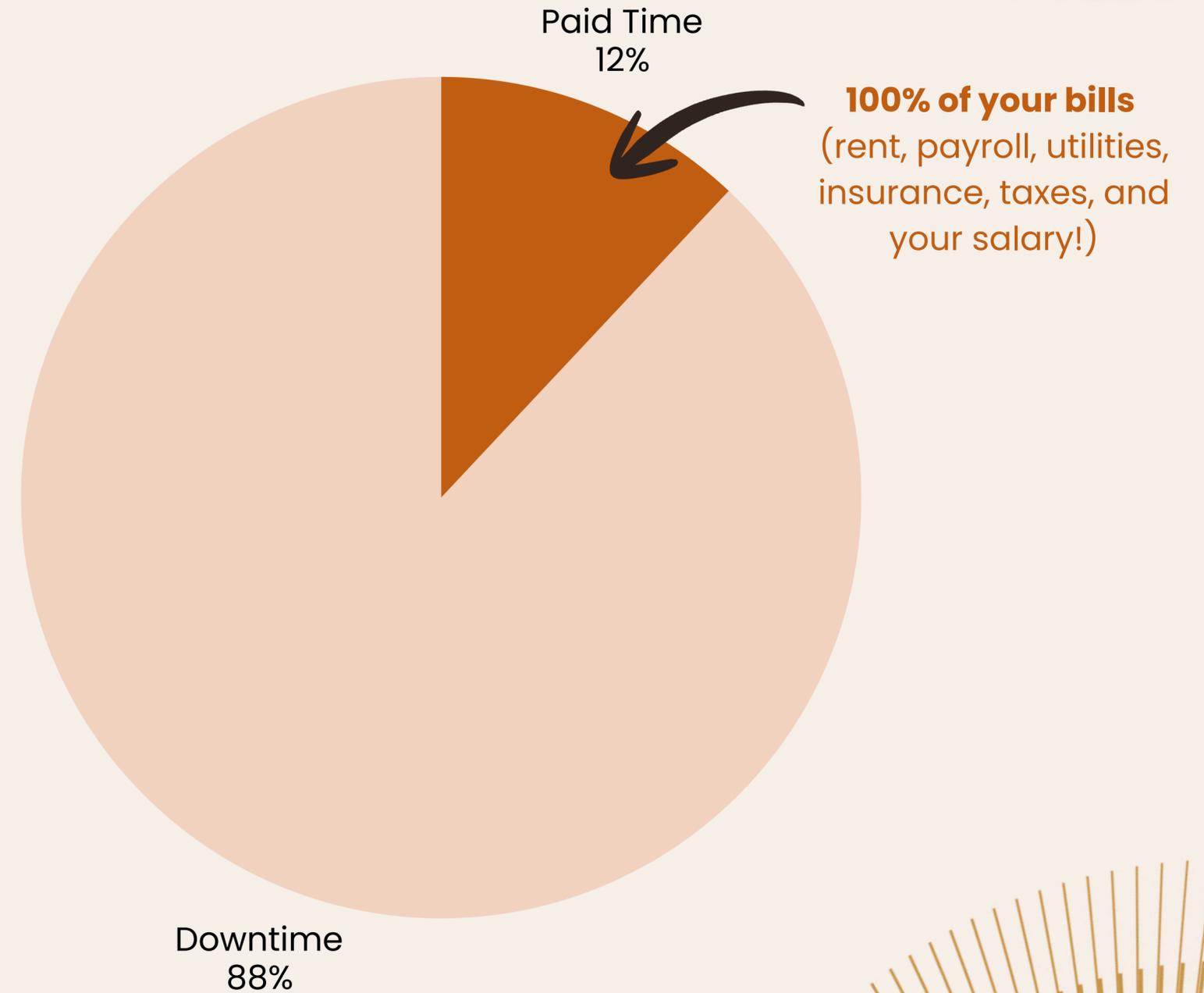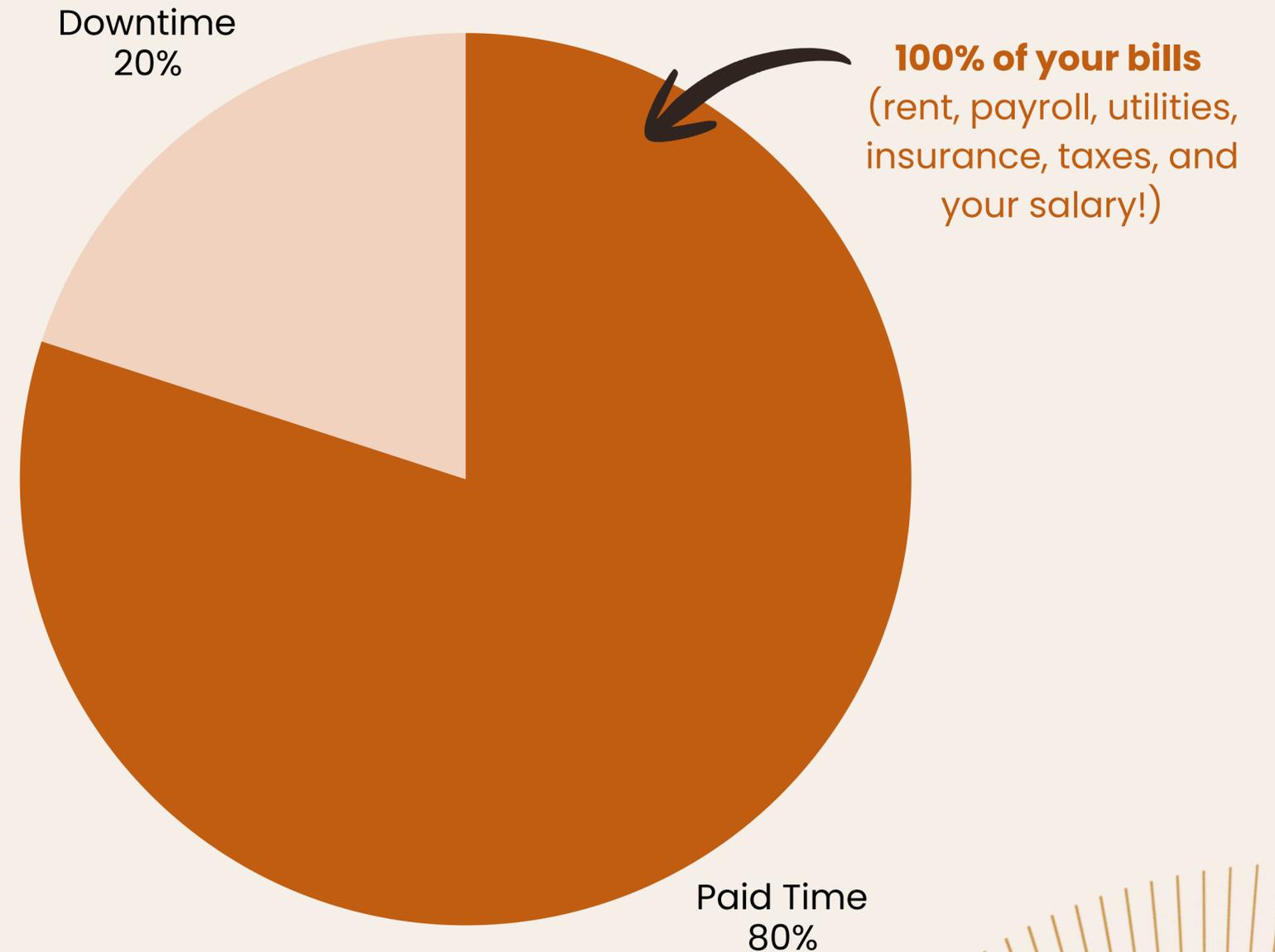
Downtime
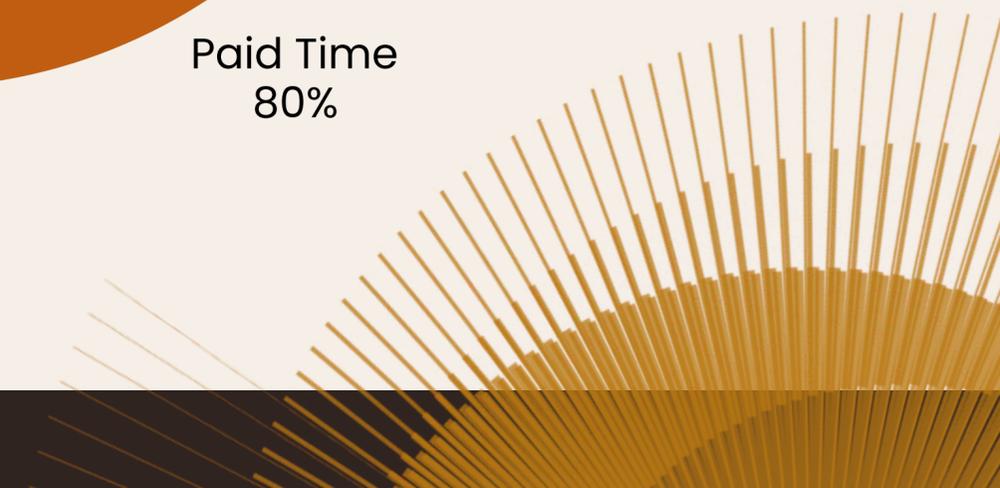88%

BEFORE YOU EXPAND... FILL THE SPACE YOU HAVE

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INSIDE THE INNER CIRCLE, WE RECOMMEND:

80-85%+ Paid Time
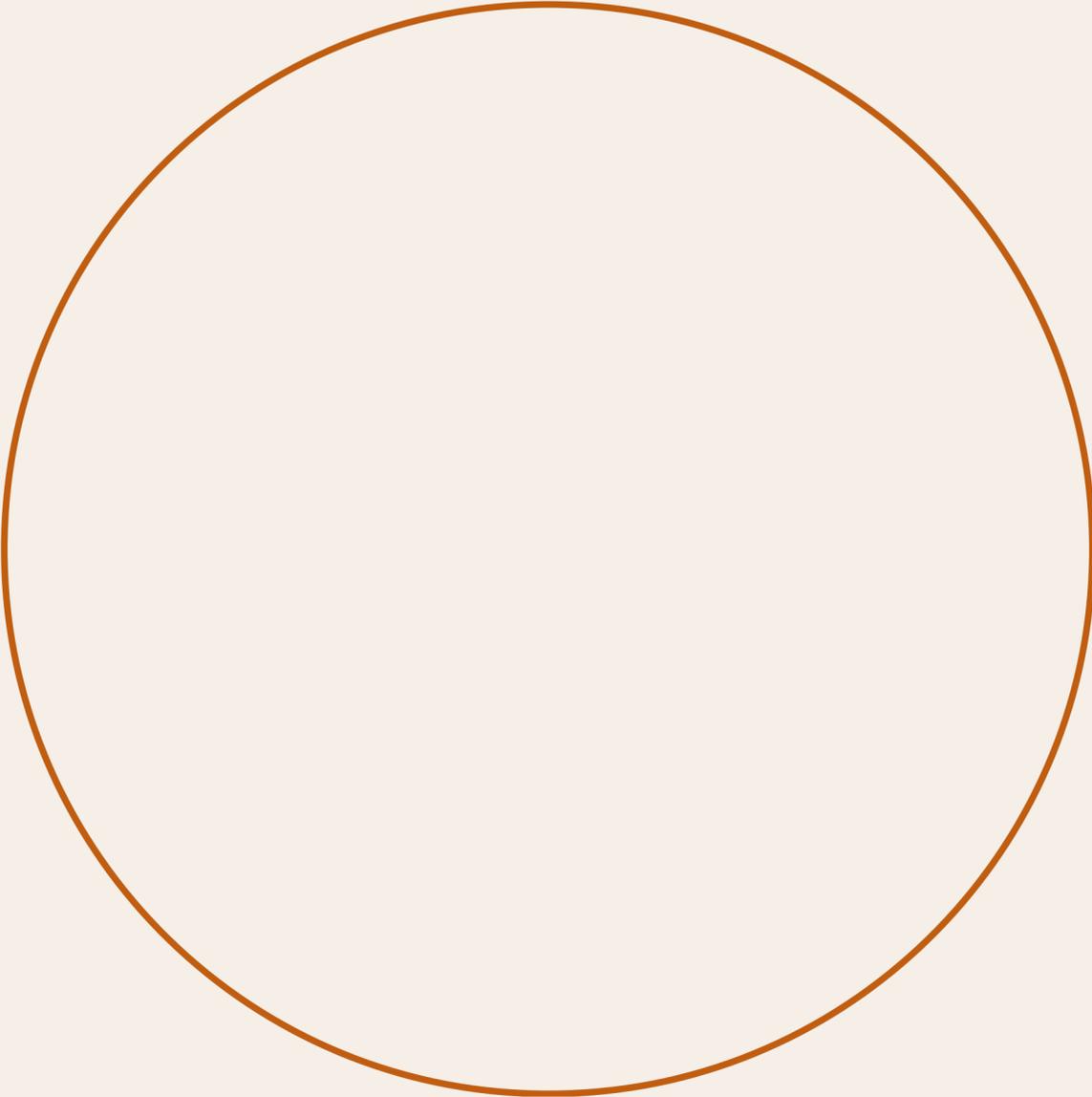before adding another room, building out, or opening another location.

Downtime
20%

100% of your bills
(rent, payroll, utilities, insurance, taxes, and your salary!)

Paid Time
80%

The Studio that Earns All Day: Case Study

WHAT DOES YOUR PERCENTAGE LOOK LIKE?

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YOUR STUDIO'S HOURLY **BURN RATE**

Why your paid hours feel so heavy.

YOUR HOURLY BURN RATE

= the amount of money your studio must earn every hour just to keep the doors open.

*Your **burn rate** includes:*

- Rent
- Utilities
- Insurance
- Software
- Payroll obligations
- Taxes
- Admin costs

These operational costs run 24/7.

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LET'S CALCULATE <u>YOUR</u> BURN RATE.

*You only need **two** numbers:*

1.

2.

STEP 1: WHAT DOES IT COST TO OPEN YOUR DOORS EACH WEEK?

If you know your number - use it.

If not, use a safe estimate:

- Smaller studio: ~$3,000/week
- Mid-size studio: ~$5,000/week
- Larger studio: ~$7,000/week

Write down your number here:

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STEP 2: YOUR REAL COST HOURS

24 hours/day x 7 days = 168 hours

This is the schedule your bills are on.

STEP 3: YOUR HOURLY BURN RATE

Weekly expenses ÷ 168 hours = Cost per hour

Example:

$5,000 ÷ 168 ≈ $30/hour

[   ] ÷ 168 = [   ] / hour

STEP 3: YOUR HOURLY BURN RATE

Weekly expenses ÷ 23 paid hours = Cost per hour

Example:

$5,000 ÷ 23 ≈ $217/hour

_____ ÷ _____ **paid hours =** _____ **/ hour**

AND THIS IS JUST TO BREAK EVEN!!

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THERE ARE ONLY TWO LEVERS
THAT FIX BURN-RATE PRESSURE:

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1 - Increase what each paid hour earns
(pricing, capacity, systems)

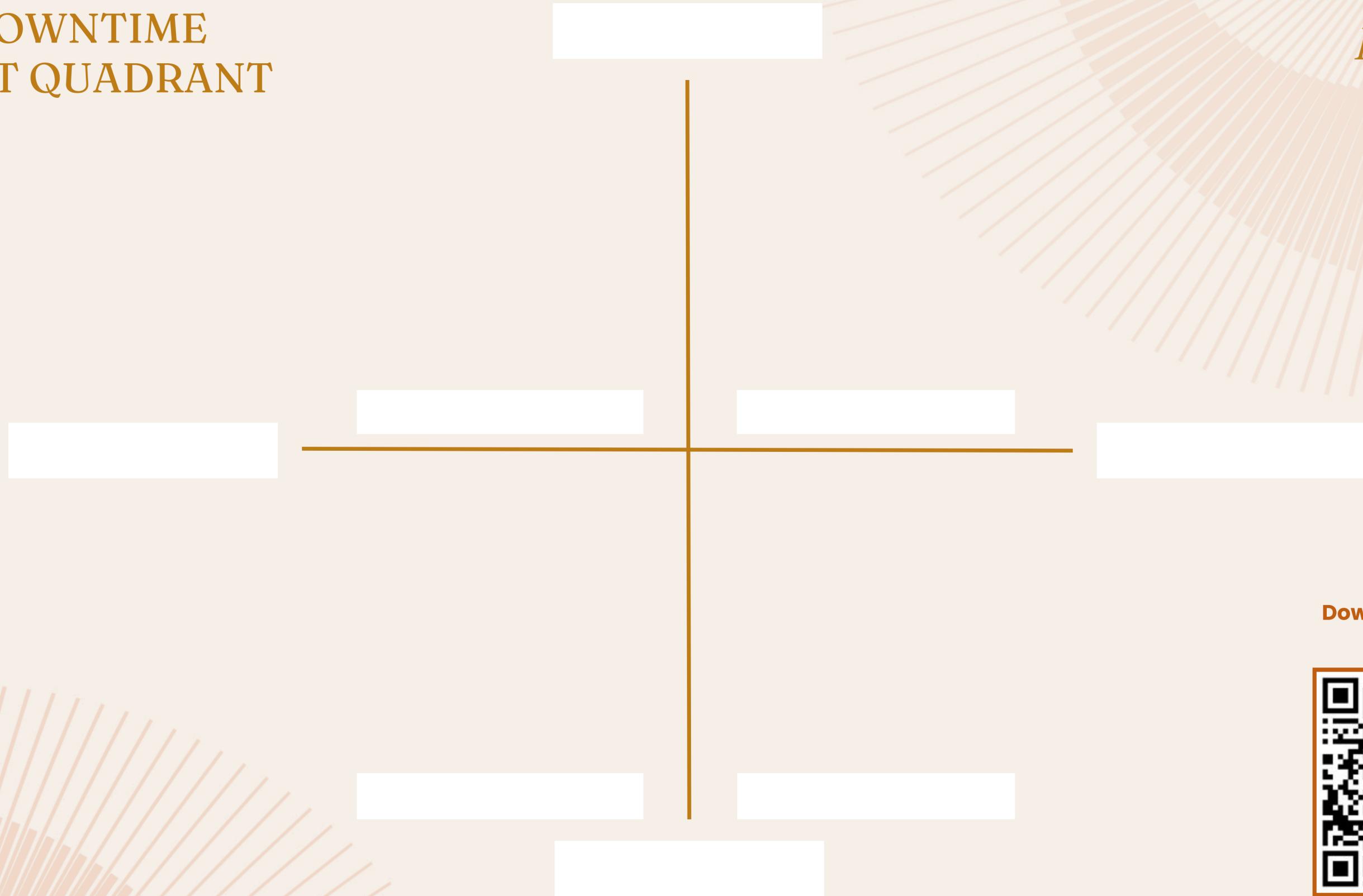## 2 - Increase the number of paid hours
(turning downtime into paid time)

Your Hidden Hours Revenue Matrix

HOW TO STOP GUESSING – AND START CHOOSING PROFIT ON PURPOSE.

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THE DOWNTIME
PROFIT QUADRANT

**Downtime Revenue
Idea Bank**

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Your Hidden Hours Revenue Roadmap

FROM INSIGHT → ACTION → INCOME

STEP 1: DECISION MOMENT

*Select **ONE** option from Quadrant 1, 2, or 3.*

DECISION FILTER
Use these three questions:

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1 - Capacity
Do you have the space, staff, and energy for this?

2 - Market
Is there real demand in your community?

3 - Financial Impact
Will this meaningfully increase paid time or revenue?

IF IT DOESN'T PASS <u>ALL THREE</u> – IT'S NOT THE MOVE.

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STEP 2: DEFINE THE WIN

Before you plan anything...

You need to know:
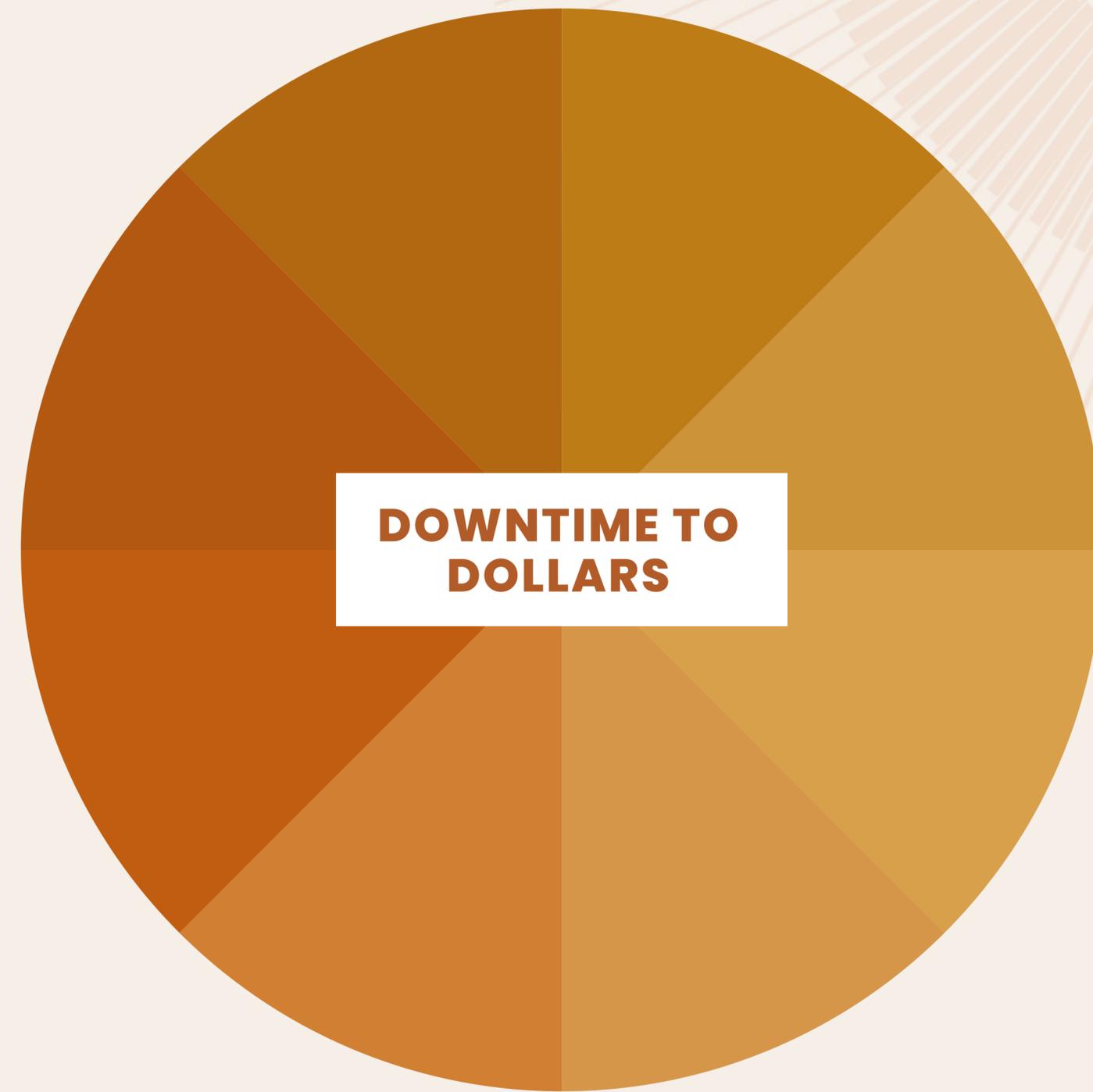What does success look like?

COMPLETE THE FOLLOWING:

By the end of the next 30 days I will implement _____ with a goal of _____ to fill up my downtime.

The Hidden Hours Planning Framework

WHY NOW WHEEL?

DOWNTIME TO DOLLARS

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