



The 5 numbers your business should check every month

No complicated spreadsheets: five simple numbers that tell you whether your business is doing well and what to decide.

A DOODLE STUDIO RESOURCE

WHAT YOU'LL FIND

- The 5 numbers explained with examples
- How to measure each one without expensive tools
- What to decide when a number drops
- A monthly template ready to use

● Why look at numbers

Most wellness businesses decide by gut feeling. With 5 numbers reviewed once a month you know what works, what doesn't and where to put your time and money.

● 1. New clients

How many people choose you for the first time each month.

- ☐ How to measure it: count first visits in your diary
- ☐ What it tells you: whether your acquisition works
- ☐ If it drops: check where they used to come from

● 2. Returning clients

Out of every 10 new clients, how many come back within the next 60 days.

- ☐ How to measure it: clients with a second visit ÷ new clients
- ☐ What it tells you: whether your experience hooks people
- ☐ If fewer than 4 in 10 return: review your follow-up after the first visit

● 3. Average ticket

What each client spends per visit on average.

- ☐ How to measure it: $\text{monthly revenue} \div \text{number of visits}$
- ☐ What it tells you: whether you sell your services well
- ☐ To raise it: bundles, packs or add-on services

● 4. Diary occupancy

How much of your available time is booked.

- ☐ How to measure it: $\text{booked hours} \div \text{available hours}$
- ☐ What it tells you: whether you have too many or too few clients
- ☐ Above 85%: it may be time to raise prices

● 5. Where they come from

Which channel each new client found you through.

- ☐ How to measure it: ask "how did you hear about us?" and write it down
- ☐ What it tells you: where to invest time and money
- ☐ Tip: add the question to your booking form

● Your monthly template

Each month, write down: new clients · how many return (%) · average ticket · occupancy (%) · main channel.

- ☐ Review it on the first Monday of each month, in 20 minutes
- ☐ Compare with last month, not with other businesses
- ☐ Pick one action to improve the lowest number

● What next

If you'd like these numbers to calculate themselves, Doodle can build you a management dashboard. And if you don't know where to start, the data diagnosis is the first step.

Want to apply it to your business?

Book a free 30-minute consultation at the-doodlestudio.com and we'll look at it with you.