

RETAIL SPACE WORKSHEET

This worksheet is to help you determine whether you are ready to make the leap from home studio to retail space!

To find out, fill out what your estimated monthly expenses would be with a home studio vs retail studio.

We've included two blank spaces for you to write in any additional expense you'd like to consider.

Only you will know whether you can currently afford to cover the additional expenses required when running a retail studio. If you are unsure, I'd highly suggest sticking with a home studio until you are sure you have enough clients to support a retail studio.

Note: Since you already have to pay utilities for your home, you can put "\$0" for these items, or consider what fraction of your bills would be used for your home studio.

You may want to revisit this sheet after completing Module 2: Packaging and Pricing. In that module, you will create realistic estimates of what your revenue and expenses will be over the next few months, as well as how many customers you will need to reach your revenue goals.

MONTHLY EXPENSES	HOME	RETAIL
Rent		
Taxes		
Electricity		
Heating/Cooling		
Repairs & Renovations		
Furniture & Decor		
Total Monthly Expenses		

There are two ways you can cover the additional costs of moving to a retail space:

1. How many more clients would you need per month? _____

AND / OR

2. How much more would you have to make per client, on average? _____

3. Is this realistic? _____