



## Minds On Massage

### Daily Deal Parameters Spreadsheet Instructions

Step-by-step instructions to utilize the spreadsheet for determining daily deal feature parameters.

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## Utilizing the Provided Excel Workbook

The Excel workbook included with this section consists of two separate calculators – the Parameters and Expiration Date Calculator and the Pay Per Session Calculator. These sections should help to give you an idea of how many vouchers you want to sell, how long it will take you to fulfill your sales and what your pay per session will be.

### Calculator #1 - Parameters and Expiration Date Calculator

The Parameters and Expiration Date Calculator is designed to help you determine how many vouchers you should aim to sell and how long of an expiration date you should set for the vouchers to last.

To Use This Worksheet:

1. Columns in green need to be completed, columns in white will auto-populate.
2. For Column B, count the number of massage hours worked each day over the past 6 months, and then divide this figure by the number of days worked.
3. In Column C, choose the maximum hours of massage you are willing to perform on a daily basis.
  - a. Remember to factor in additional daily work such as recording S.O.A.P. notes, returning voicemails, etc. These tasks can compound quickly with marketing ventures like daily deal features.
4. Column D will auto-populate to provide the additional number of massage hours you have available each day.
5. Column E will auto-populate to provide the additional number of massage hours you have available each week based on a 5-day workweek.

### Calculator #2 - Payout Per Session Calculator

The Payout Per Session Calculator will help you determine what your pay per session will be based on fees and required discounts.

Remember, many of these fees are negotiable.

To Use this Worksheet:

1. Columns in green need to be completed, columns in white will auto-populate.
2. In Column B, list each service you are willing or considering to offer.
3. In Column C, list the regular price per session for each service in Column B.
4. In Column D, list the discount (in percentage) that the company you are working with requires you to offer.
5. In Column F, list the commission *you will receive* from the sale of each voucher.
6. Column G will auto-populate to tell you your pay per session based on the above factors.