

Week \_\_\_\_ of 13    Starting \_\_\_\_/\_\_\_\_/\_\_\_\_  
Filled in by \_\_\_\_\_

fill it in after each class, or from the check-in log on Friday

[illegible]

**No-shows** = booked – used. **Used ÷ booked** is your show rate: the share of booked seats that got sat in. **Used ÷ cap** is how full the room actually was. Copy the week total to page 2.

**Cap is the number the booking system enforces**, not how many reformers you own. If the instructor is the cap, write down what they'd say the cap is and fix that next.

**Why by class, not by week.** The week total tells you the room leaks. The class rows tell you which Saturday slot is doing the leaking. Circle any slot that shows up in the bottom three two weeks running.

# NINETY DAYS, ONE NUMBER

Copy each week's total here. Then watch one number: the share of your booked seats that actually got used. Compare it to last week and to the week before. That's the whole exercise.

Started \_\_\_\_/\_\_\_\_/\_\_\_\_ Ends \_\_\_\_/\_\_\_\_/\_\_\_\_

## WEEKLY ROLLUP

| WEEK         | WEEK STARTING | CLASSES RUN | SEATS CAPPED | SEATS BOOKED | SEATS USED | NO-SHOWS | USED ÷ BOOKED | USED ÷ CAP | UP / DOWN VS LAST WEEK |
|--------------|---------------|-------------|--------------|--------------|------------|----------|---------------|------------|------------------------|
| 1            |               |             |              |              |            |          |               |            |                        |
| 2            |               |             |              |              |            |          |               |            |                        |
| 3            |               |             |              |              |            |          |               |            |                        |
| 4            |               |             |              |              |            |          |               |            |                        |
| 5            |               |             |              |              |            |          |               |            |                        |
| 6            |               |             |              |              |            |          |               |            |                        |
| 7            |               |             |              |              |            |          |               |            |                        |
| 8            |               |             |              |              |            |          |               |            |                        |
| 9            |               |             |              |              |            |          |               |            |                        |
| 10           |               |             |              |              |            |          |               |            |                        |
| 11           |               |             |              |              |            |          |               |            |                        |
| 12           |               |             |              |              |            |          |               |            |                        |
| 13           |               |             |              |              |            |          |               |            |                        |
| 90-day total |               |             |              |              |            |          |               |            |                        |

## THE SLOTS THAT KEEP SHOWING UP

| CLASS / SLOT | WEEKS IT WAS IN THE BOTTOM THREE | TYPICAL NO-SHOWS | WHAT YOU TRIED | CHANGED? |
|--------------|----------------------------------|------------------|----------------|----------|
|              |                                  |                  |                |          |
|              |                                  |                  |                |          |
|              |                                  |                  |                |          |
|              |                                  |                  |                |          |
|              |                                  |                  |                |          |

## WHAT THE NUMBER IS TELLING YOU

- **Used ÷ booked is falling.** People book and don't come. Reminders the night before, and a no-show policy the booking system enforces.
- **Used ÷ booked is fine but used ÷ cap is low.** The room isn't full because nobody booked it. That's a schedule or a marketing problem, and it's a different fix.
- **One slot carries most of the no-shows.** Change the slot before you change the policy. Time, instructor, or what's next to it on the schedule.
- **Both numbers are flat.** You have a baseline now. Change one thing for the next thirteen weeks and run the sheet again.

## THE TRAP

There is no industry number for what your show rate "should" be, and this sheet doesn't give you one on purpose. The only comparison that means anything is this week against last week, and one slot against another, in your room. Move the number up and everything else you do gets easier.

**When the sheet gets old:** a booking system with capacity limits, self check-in, and no-show detection fills every column here on its own, and can fire a follow-up off a no-show before it turns into a cancellation.