



You know what you sold. You cannot see what walked.

Work it out on your own numbers. Nothing on this page is an average, a survey, or another shop. If a figure is not yours, it is not here.

One sale

Ball price _____

Drilling fee _____

Add-on on the same ticket _____

Ticket total _____

Ball cost, what you pay for it _____

Card fee, on the whole ticket and not just the ball _____

Supplies for the job _____

Anything else you pay per sale _____

Contribution per sale, the ticket less those four _____

The card fee is first because it is the one owners leave out. It is charged on the drilling fee and the add-on too, not only on the ball. Supplies belong here once, which is why the drilling fee goes in whole above: it is revenue you earn, not a cost you carry.

One month

Monthly fixed expenses, what you pay whether or not a ball goes out the door _____

Break-even sales a month, fixed expenses divided by contribution per sale _____

Balls sold last year _____

Your own sales a month, last year divided by twelve _____

What walked

Regulars _____

How many of your regulars bought a ball last year that you did not sell them? Your best guess _____

The share of those you could have kept, your number _____

Sales recovered a year, the guess times the share _____

Worth a year, recovered sales times contribution per sale _____

Worth a month, and how it reads against break-even _____

That guess is the only estimate on this page, and it is yours. Leave it blank and the page stops at break-even.

You are hoping; this is a list.

- **To order.** The balls your own customers are missing, ranked by how many need one.
- **Open.** The bowlers who tapped through to a ball on your shelf and have not bought it.
- **Due.** The customers with a ball due a cleaning, a resurface, or an oil extraction.
- **Next ball.** The gap in each regular's bag, and the ball that fills it.

These four are in the app today, built from your own records. It does the sale and the month from these same blanks, and the number you had to guess at, what walked, is the one it counts for you instead.



LayoutQ
for pro shops

The brain next to your spec sheets.

Your spec sheets record what you drilled. LayoutQ works out what to drill next, for each customer, from their own numbers.

Your specs. Their ball.

- A Dual Angle Layout for a catalog ball whose core type is on file, computed from their own numbers rather than a per-style chart, with the reasoning the bowler sees on their own screen.
- The gap in their bag, and the ball that fills it, with a starting surface.

Never let a regular become a stranger

- A customer's fit specs and bag, layouts and all, on one screen with your spec sheet attached.
- A claim code puts their fit specs and balls in their app; the balls you drill for them after that land in their arsenal while they stay linked.
- Staff invites, a counter QR for walk-ins, and texting for claim codes.

The next ball is already on your shelf

- Link a ball to your product page and bowlers linked to your shop see "In stock at your shop" with your price, and tap through.
- Your to-order list comes from the gaps in your own customers' bags.
- Shops that offer financing sell bigger balls; LayoutQ takes no cut.

What it does not do

No work orders, invoicing, or point of sale. Stock is a yes or no per ball, not counts. Keep Spectre, AKM or your binder for the rest. LayoutQ sits beside them.

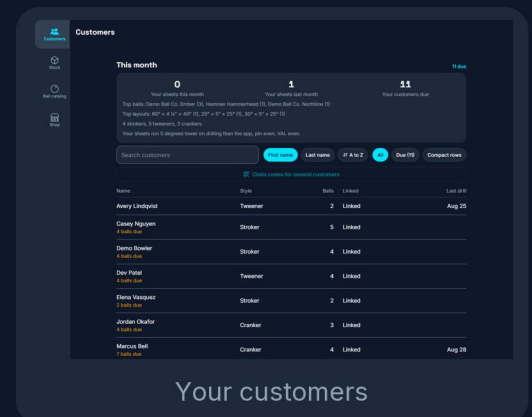
How it works

1. At the counter: create the customer, enter fit specs, drill, record the sheet, text the claim code.
2. They enter the code and their last name in the free app, and their fit specs and balls are in their account.
3. Layouts are LayoutQ suggestions; you verify fit and layout and decide what gets drilled.

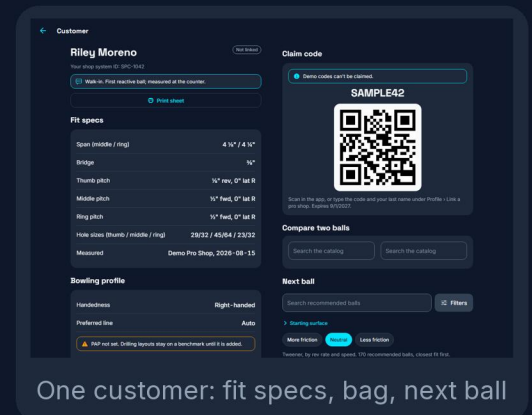
Pricing

Free for bowlers, and for shops with up to 25 customer records. Companion is \$19 a month or \$190 a year. The first 20 shops get Companion at \$9 a month for as long as their subscription stays active without a lapse of more than 30 days. Paid plans open when billing is rebuilt. Counter is free now. Terms at layoutq.com/pro-shop-terms.

Every shop believes most of its regulars come back, but that belief is a memory rather than a count, and the gap between the two is a blind spot rather than a failing. The guess you wrote on the worksheet is kept, and the app sets what it measured that month beside it.



Your customers



One customer: fit specs, bag, next ball

(205) 578-2055 · smartbowlingapp@gmail.com · layoutq.com

Your numbers, drilled right.

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