

This is the revolutionary formula to demonstrate how your company reaches its bottom line. It can be customized for your business model, but even in this basic form will clearly show your potential growth. If you don't know your current numbers, make your best guess for now and begin tracking them as soon as possible.

Step 1: Fill in your Current Annual Numbers (Column A.) Make sure the math works using the formulas from top to bottom.

Step 2: Enter the percentage change goal for each area (Yellow boxes in Column B.) Base the change percentage on what you believe you can achieve with focus and follow through.

Step 3: Do the math, as indicated across each part of the formula (Column C,) then calculate the math in the New Results (Column D) to see your Revenue and Profit growth potential.

Formula	Previous Yr. #s (A)		% Change Goal (B)	=	Change # (C)	=	New Results (D)
Leads - Number of leads generated through marketing efforts.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> (A + C)
X	X						X
Conversion % - The percentage of time a lead is converted to a customer.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> (A + C)
-	-						-
New Customers - Number of customers purchasing for the first time.	<input type="text"/>						<input type="text"/>
+	+		Retention				+
Existing Customers - # of customers you already have that may buy again.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> = (C)
-	-				-		-
Total Customers - Total customers that made a purchase.	<input type="text"/>						<input type="text"/>
X	X						X
# of Transactions - The avg # of times each customer buys from you annually.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> (A + C)
X	X						X
Average \$ Sale - The average amount of each sale.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> (A + C)
-	-						-
Sales/Revenue - Total Annual Sales.	<input type="text"/>						<input type="text"/>
X	X						X
Net Profit Margin % - Percentage kept after all expenses.	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/> (A x B)	=	<input type="text"/> (A + C)
-	-						-
Net Profit - Dollars kept after all expenses.	<input type="text"/>						<input type="text"/>

Schedule a FREE Focus Session to see how you can put your Profit Multiplier formula to work today!