Financial Projections Worksheet

Map out your revenue (& cost) streams

	Revenue Streams	Direct Costs
1		
2		
3		

Example: landscaping company

	Revenue Streams	Direct Costs
1	Grass cutting – charged per cut	Travel, fuel for mower, hourly labor
2	Fertilizing – charged per job	Travel, fuel for machine, hourly labor
3	Snow plow – annual contract	Travel, hourly labor, rock salt

Create the equations that represent your revenue (& cost) streams

Common Examples:
(# of units sold) X (price)
(# of customers) X (avg. order value)
(# of customers) X (subscription fee)

Break down your revenue driving marketing & sales activities

Definitions

Marketing activity – a way that you attract your customers
(examples: online advertisements, salespeople, referral partners, commercials, outside signs, etc.)

Lead – a potential customer who has just become aware of your product/service
(example: someone who sees your website as a Google search result, someone who sees on your advertisement, someone who walks past your store, someone who sees your phone number, etc.)

Opportunity – a lead who decides to take the next step toward purchasing your product/service
(example: someone who clicks on your website/advertisement, visits your store, phone calls, etc.)

Customer – an opportunity who purchases your product/service

Exercise

Marketing Activity #1:

How many leads per month will you get from this activity? _____

What % of those leads will convert to an opportunity? _____ How many is that: _____

What % of the opportunities will convert to a customer? _____ How many is that: _____

Marketing Activity #2:

How many leads per month will you get from this activity? _____

What % of those leads will convert to an opportunity? _____ How many is that: _____

What % of the opportunities will convert to a customer? _____ How many is that: _____

Marketing Activity #3:

How many leads per month will you get from this activity? _____

What % of those leads will convert to an opportunity? _____ How many is that: _____

What % of the opportunities will convert to a customer? _____ How many is that: _____

jumpstart