

# 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: \_\_\_\_\_