Financial Projections Worksheet

Map out your revenue (& cost) streams

<table>
<thead>
<tr>
<th>Revenue Streams</th>
<th>Direct Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Grass cutting – charged per cut</td>
<td>Travel, fuel for mower, hourly labor</td>
</tr>
<tr>
<td>2 Fertilizing – charged per job</td>
<td>Travel, fuel for machine, hourly labor</td>
</tr>
<tr>
<td>3 Snow plow – annual contract</td>
<td>Travel, hourly labor, rock salt</td>
</tr>
</tbody>
</table>

Example: landscaping company

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: _________