# Financial Projections Worksheet

## Map out your revenue (& cost) streams

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

### Example: landscaping company

- **Revenue Streams**
  - Grass cutting – charged per cut
  - Fertilizing – charged per job
  - Snow plow – annual contract

- **Direct Costs**
  - Travel, fuel for mower, hourly labor
  - Travel, fuel for machine, hourly labor
  - 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: ____________