



HOW TO | **DOUBLE YOUR BUSINESS OVER THE NEXT 12 MONTHS** |

Worksheet

There are only three ways for any business to make more money:

1. Get more _____
2. Increase the number of _____ to each _____.
3. Increase the _____ of each sale

1 | SET YOUR 12 MONTH DESTINATION |



My monthly profit target for this time next year is:

£ _____ e.g £500k

This number excites me []

I believe I can achieve it []

This monthly profit target is important to me because:

My *current* profit margin is:

_____ e.g. 30%

If you don't know your profit margin, then by golly go and find it out! Quick!

The Monthly Revenue required to hit my target monthly profit is:

(To calculate this, do $(100/\text{profit margin}) \times \text{target monthly profit}$)

£ _____ e.g. £150k/month

2 IDENTIFY HOW MANY CUSTOMERS | YOU NEED UNDER CURRENT CONDITIONS | TO HIT YOUR GOAL |



To calculate your 12-Month Customer Value:

My average order size is £_____ (e.g. £500)

On average, each customer makes _____ orders per year (e.g. 2)

Multiply these to give your 12MCV: £_____ (e.g. £500 x 2 = £1000)

To calculate how many customers we need in order to hit our revenue and profit goal, we simply divide our monthly revenue target by our 12MCV:

Monthly Revenue Target: £_____

Divided by

12MCV: £_____

Equals:

Number of customers required per month _____

For example:

Monthly Revenue Target: £150,000

Divided by

12MCV: £1,000

Equals:

Number of customers required per month 150

Divide this by the number of days per month (30 if you sell 7 days per week, 22 days if you only sell during the week e.g. consultants).

150 customers per month / 30 days = 5 customers per day

I need _____ customers per day to hit my profit goal.

4 IDENTIFY YOUR TARGET DAILY VISITORS



Target daily sales (from step 2) £_____ (e.g. 5)

Your conversion rate (from step 3) _____% (e.g. 2.5%)

To find out how many daily website visitors you need to hit your goal, simply divide your target daily sales by your conversion rate and multiply by 100:

Target Daily Sales £_____ / Conversion Rate _____% X 100 = Target Daily Visitors _____ visitors.

E.g. 5 sales / 2.5 conversion rate x 100 = 200 visitors per day.

This shows that if you drive 200 visitors to your site per day, you will hit your profit target.

I need to drive _____ visitors to my website per day to hit my profit target.

5 | PICK YOUR TRAFFIC CHANNELS |



Long-term channels (these tend to be much cheaper per visitor):

- SEO
- Organic social media
- PR and D-PR
- Blogging and guest blogging
- YouTube
- Amazon

Short-term channels (these tend to be much faster to bring in visitors):

- Facebook ads
- Google ads
- Shopping ads
- Twitter ads
- LinkedIn ads
- YouTube ads

The traffic channels that I want to test over the next 12 months:

6 DECIDE | NOW HOW TO PROCEED |



The things I'm going to start doing IMMEDIATELY:

I have requested my free website and marketing review from Exposure Ninja at www.exposureninja.com/review []

(For DIY Marketers) I have checked out www.marketingu.ninja []

I hope you've found this exercise useful, and that the next 12 months sees you smash your visitor, sales, revenue and profit targets. Don't forget to come back next year and tell us how you got on!

Tim