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## **Build your Business with Results Guaranteed Internet Marketing**

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Revenue Review Worksheet



Get More Leads, Exposure and Credibility- Guaranteed.

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## Revenue Review Worksheet:

Let's see what worked and what didn't in 2011. Review last year's sales figures and fill out the following table.

See an example below. In this case accessories are the highest profiting business segment.

Business Segment	Sales in \$	Costs in \$	Profit Margin in %	% of total sales
<i>Service</i>	\$10,000	\$8,000	20%	20%
<i>Accessories</i>	\$10,000	\$3,000	70%	20%
<i>Product 1</i>	\$10,000	\$9,000	10%	20%
<i>Product 2</i>	\$10,000	\$5,000	50%	20%
<i>Product 3</i>	\$10,000	\$6,000	40%	20%

Now it's your turn!

Business Segment	Sales in \$	Costs in \$	Profit Margin in %	% of total sales

Highlight the product or service that provides the highest profit margin. This is the offering you want to focus on this year.

Triple Last Year's Sales for this Segment: \_\_\_\_\_

Divide this number in Half: \_\_\_\_\_ ← This is your revenue goal for 2012.

**Now fill out this sentence:**

\_\_\_\_\_ (My company name) generated  
 \_\_\_\_\_ (revenue goal) in sales of \_\_\_\_\_ (target product or  
 service) in 2012.

**Post this somewhere you can see it every day.**

### How did you get where you did?

Review the numbers for this business segment only. Look for patterns in the data.

What's the average profile of the customer who bought this product or service?

Look for patterns in age, marital status, location, hobbies, type of business, what else they bought, time of year they bought, whether they were a new or repeat customer.

Write down 3 repeating characteristics here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Congrats! You made it to the end of this worksheet! Keep this in a safe place. Next week we'll go over how to leverage this information to generate more profits!

### ***Thank you!***



Thank you for downloading this worksheet. In the weeks that follow, you will learn how to craft a strategy to boost your revenues to the next level.

I know you're busy and I appreciate the time you've given me.

I promise the time you've spent this week will help you build the solid strategy needed to generate more sales.

Should you have any questions, please contact me

directly.

Sincerely,

Laurel Lindsay



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