

Choose Your Growth Lever

Revenue grows through only a few levers. Pick ONE as your main focus for the next 90 days. Do the math with your own numbers to see which lever is the most promising and realistic.

Lever	Question to ask	My numbers now	A realistic change
1 • More customers	Can I reach more of the right people?		
2 • Higher price	Am I charging enough for the value?		
3 • Bigger sale	Can I add something at checkout or a premium option?		
4 • More repeat sales	Do customers come back or renew?		
5 • Lower costs / time	Where do I lose money or hours?		

Do the math (use your own numbers)

Revenue now = customers × average sale × purchases per year

If customers grew by (your choice) ...

If average sale grew by (your choice) ...

If repeat purchases grew by (your choice) ...

Seeing the result of a small change in each lever shows where a modest effort has the biggest effect. These are your estimates, not predictions.

My ONE main lever for these 90 days

Why this one

Focus: Choose the lever where you have the most control and evidence. If you are unsure, pick the one that needs the least new spending.

Price Calculator (1 of 2)

Work out the cost of one product or job, add your target profit, and see the price. Make a copy for each item.

Item

Product / service

Date

Unit (each / hour / project)

Notes

Step	My figure	Where the number comes from
A. Materials and supplies		
B. Packaging, shipping, fees		
C. Hours of work for this item		
D. Hourly rate needed (from time page)		
E. Labor cost (C x D)		
F. Share of fixed costs for this item		
G. TOTAL COST (A + B + E + F)		
H. Profit margin I want, as a share of price (like 0.30)		
I. Price to charge (G / (1 - H))		
J. Check: profit per item (I - G)		

Example (made-up numbers): If G is 40 and H is 0.30, then I = 40 / 0.70 = about 57.14.

My Sales Process and Stages

Name the stages a lead moves through in YOUR business and what has to be true to move forward. Keep it to 4 to 7 stages.

Stage name	What has to happen to move on	Typical next step	Follow up after (days)
1			
2			
3			
4			
5			
6			
7			

Example stages (rename them)

New lead · Contacted · Conversation held · Proposal sent · Decision pending · Won · Not now / lost

Where do leads usually drop out of my process?