

The Six Numbers Worksheet

If you understand these six numbers, you understand every service business on earth. Fill them in for your business or your idea.

Revenue is not the number that matters. The chain below is. Work top to bottom with real figures. If you do not know a number yet, that is the finding: go measure it. The calculator at actionscale.vercel.app/calculator runs this whole chain automatically.

1. Gross profit per job

Average ticket minus parts, materials, and the direct labor to do the job. Example: a \$450 ticket with \$190 of direct costs leaves \$260 gross profit per job.

My average ticket: \$ _____

My direct costs per job: \$ _____

My gross profit per job: \$ _____

2. Lead cost

What one lead costs you in money (ads) or time (organic outreach). If you do not track this, you cannot judge any marketing decision.

My cost per lead: \$ _____

3. Booking rate

Of the people who contact you, how many book an estimate or appointment. Slow answering is the silent killer here.

My booking rate: % _____

4. Close rate

Of the estimates you give, how many become paid jobs.

My close rate: % _____

5. Jobs required

Your monthly income target divided by gross profit per job. Example: \$10,000 a month at \$260 per job is 39 completed jobs, roughly 9 a week. Ask honestly: is that physically possible for you right now?

My income target: \$ _____

Jobs required per month: _____

6. Break-even

The jobs needed each month just to cover fixed costs and marketing before anything is profit. Know this number cold.

My monthly fixed costs: \$ _____

My break-even (jobs per month): _____

THE POINT

Being good at marketing or sales just means moving one of these six numbers. Every lesson in the ActionScale community moves one of them. When something feels wrong in the business, find the number that moved.