Your Next $100,000 CHEAT SHEET

1. **The Last 12 Months:** How much did my existing customers generate in sales for me during the last twelve months?
$ _____

2. **The Next 12 Months:** If I don't change my approach, how much is that group of customers likely to spend with me over the course of the next 12 months? $ _____

3. **The Potential of My Existing Customers**: What is the POTENTIAL spend for my existing client base over the course of the next twelve months? $ _____

4. **My Happiness Threshold**: If my clients' potential spend represented my total sales for the next year, would I be happy with that number? _____ Yes _____ No

5. **My Desired Level of Sales**: What is my DESIRED LEVEL OF SALES for the next twelve months? This is a number that I would be really happy with! $ _____

6. **New Client Sales**: How much in sales do I need to bring in from new clients to hit my numbers? In other words, what is the difference between my DESIRED LEVEL OF SALES and my clients' potential spend (Line 5 minus Line 3.)
$ _____

7. **New Client Value**: On average, how much is a new client worth to me in its first year?
$ _____

8. **New Client Number**: How many new clients do I need to reach my DESIRED number? (Line 6 divided by Line 7)
_____

9. **How's My Seasonality?** Which months need the most help?
_____

10. **My Plan**: What will I do to better and differently to maximize revenues from my existing clients, and add or layer in the appropriate new accounts while balancing seasonality and deal flow?
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Bonus Question: What will I need to STOP doing and how can I make that happen?
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