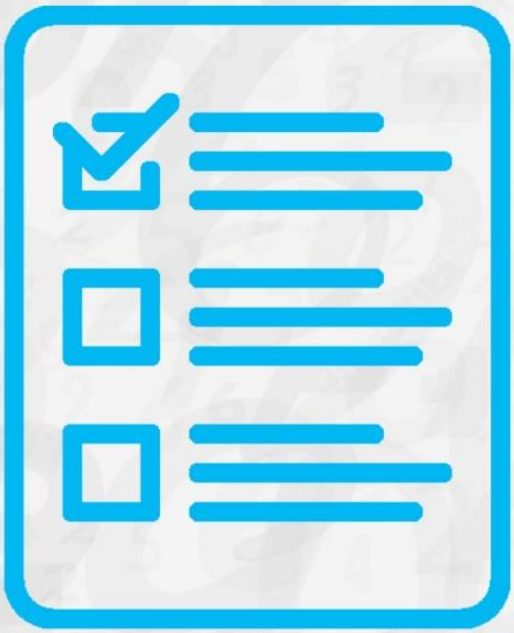
BUSINESS GROWTH GURU

THE BUSINESS POWER NUMBERS CHECKLIST™



The 6 Essential Numbers to Track for Rapid Business Transformation.

Neil "Snowy" Phillips



Neil is best known for creating Rapid Business Transformations, for action oriented business owners, who are ready to turn their businesses into cash generating powerhouses.

Most businesses fail because of one or more of these three reasons., Clarity, Direction or Strategy.

- **Clarity** - Knowing exactly without deception your current situation.
- **Direction** - Knowing exactly the outcome you expect from your business.
- **Strategy** - A Step-by-Step plan to take you from where you are, to your most desired destination.

Without those three things your business will always struggle, you will always be fighting fires. You will always be running up hill. With no real opportunity to grow. Always worried. Always relying on hope as your best strategy.

So if you are wondering where your next customer is going to come from. How you pay that stack of bills, never mind your employees or yourself. Forever wondering if you will be here this time next year, or a month from now. You must remember Clarity - Direction - Strategy... and DRUM THAT INTO YOUR HEAD. That is what will take you from where you are, to where you know you should be.

This report deals with the First Most Fundamental Step in Taking Control of Your Business.

CLARITY

"In order to fix or improve a thing one first has to know what that thing is."

The BUSINESS POWER NUMBERS.

If you are like most business owners, you track the wrong number or don't track numbers at all.

Even after 15+ years of consulting, I'm still amazed how few people can produce an answer to even the simplest questions about their business. Things like... Exactly how much revenue did you bring in last month? What were your outgoings? How much profit did you make? (Can you answer those questions?)

They don't track these things because either: -

a. They don't know how to track them, or
b. They don't want to know.

Ignorance is the opposite of Clarity whether it is deliberate or accidental.

Those numbers as important as they are, and as important that you should know them, are not "The Business Power Numbers".

Knowing The Essential Business Numbers creates Clarity. Clarity allows for Rapid Improvements.

So...

What are these numbers? Why do you need to know them? What questions should you ask to Improve them?

The Business Power Numbers Checklist™

(FILL OUT YOUR NUMBERS ON THE BUSINESS POWER NUMBERS SHEET)

Total Leads Generated.

Why You Need to Know

Lead flow is the life blood of your business. Without a predictable stream of qualified leads, your business is at best always in a reactive mode. At worst is shrivels and dies.

Q: How many leads are you getting per month from:-

Marketing online: _____

Marketing offline: _____

Referrals/Word of mouth: _____

Totals: _____ (Fill in the master numbers power sheet)

ASK: Is this enough to reach my business goals? Which area needs to be focused on or improved? How can I improve these numbers?

Percentage of Leads Converted into Customers

Why You Need to Know

You are needlessly wasting fortunes if you are not tracking your conversion rate. Besides that improving conversion is also one of the fastest ways to rapidly improve your business. It reveals the giant holes in your Sales Approach/Offers/Marketing. It allows you to assess your lead quality, saving time, money and wasted effort.

Q: What percentage of leads do you convert?

Example: Leads 25. Customers from Leads 5. Conversion 20%

Percentage _____% (Fill in the master numbers power sheet)

ASK: Are these percentages too high or too low. (Too high maybe you need to charge more, too low maybe you need to improve Lead Quality/The Offer/Sales Skills). How Can We Increase Conversions?

Average Transaction Value

Why You Need to Know

This number gives you Power to improve the value of what each transaction is worth to you. It allows you to make calculations that other business owners miss. Giving you methods to out-smart, out strategize, and out earn your competition. It is also integrates, as an essential part of the latter Power Numbers.

(To Calculate Total Revenue by Total Number of Transactions in a year/month i.e. £1,000,000 (revenue) / 250 (transactions) = £4000)

Total Revenue £_____ / Number of Transactions _____

= Average Trans Value £_____ (Fill in the master numbers power sheet)

ASK: What can I do to increase the value of each transaction? What extra value can I add to my offer to increase price? How can I focus on more value producing transactions?

Frequency of Purchase.

Why You Need to Know

Knowing how often people are buying from you is essential to improve that number. Think about it. All things staying the same, if your average customer purchases from you 2 times a year and you figure out how to increase that to 3, that's a 50% bump in your business with no real effort. (There are dozens of ways to do this which I discuss in the Increasing the Numbers Video)

Number of transactions (Per year/month) _____ Divided by / Number of Customers _____

= Purchase Frequency _____ (Fill in the master numbers power sheet)

ASK: What can I do to get my Customers/Clients to use me more/buy more often? What else can I offer to my customers?

Lifetime Value of the Customer

Why You Need to Know

This allows you to calculate exactly what a new customer is worth to you. Most business owners fail to understand the real worth of a customer to their business, because they are only thinking short term. It allows them to make bad decisions because they cannot see the big picture. (Many of my clients have used this number to dominate their marketplace. They were free to make what their competitors saw as seemingly crazy decisions, because the competitors only saw the short term view. I'll talk a bit more about that in the next essential number)

Average Transaction (above) _____ X Purchase Frequency (above) X

Average Number of Years/Months (they stay with your business) _____

= Lifetime Value of the Customer £_____ (Fill in the master numbers power sheet)

Allowable Cost for Customer Acquisition.

Why You Need to Know

When you know how much a client is worth to you (Lifetime Value), you know exactly what (cash flow willing) you can spend/invest to buy a new customer. You can figure out what to spend on ads, marketing, salespeople, schmoozing, networking everything, because you have the numbers to guide you. When you know you can spend £X to buy a customer at and they will earn you £X. You can invest all the money you can, knowing that it will produce a positive return on investment. This allows you to massively scale your business as long as the ratios remain constant. This puts those who don't know these numbers at a MASSIVE DISADVANTAGE TO YOU! I hope you can see the power of that.

ASK: How much can I spend on a new customer/client and still make money. Where are all the places I can invest that money and make a profit?

Next Steps

1. Make sure you fill out the Worksheet. Remember you need three things to improve any business Clarity, Direction, Strategy. The Business Power Numbers give you the first step in gaining Clarity. Once you have Clarity it will be time to make some improvements. So…
2. Now ask yourself the Improvement Questions. If you give it some serious thought, I am sure you will come up with some answers. Or you can make it easy on yourself.

Just head to…

http://businessgrowthguru.com/improvingthenumbers/

Where we run you through some quick fix ideas for improving each of The Business Power Numbers

The Business Power Numbers Checklist™

Simply complete the form with your existing numbers. Create percentage improvement Goal for the following Month. Track improvement. Repeat each month for consistent and never ending improvement.

The Numbers	Month _____	Percentage Improvement Goal	New Month Result _____
Total Leads		%	
Conversion Percentage %	%	%	
Average Transaction Value	£	%	
Frequency Of Purchase	Per Month/Year	%	
Lifetime Value Of Customer/Client			
Allowable Cost For Client Acquisition	£_____	New Allowable Cost £_____	

For ideas on improving The Business Power Numbers. Head to

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