

Business Analysis

For: _____

12 months ending: _____

1 How much TOTAL income did you make in the last 12 months? (your 1099) \$

2 How much commission income from CLOSED Transactions did you receive? \$

3 How much in referral income (\$) did you receive? \$

4 How much in other business related income did you receive? \$

5 How many transactions you **OPENED** in the last 12 months? #

6 Calculate or estimate as accurately as possible the total number of transaction # that fell out.

7 How many **CLOSED** transactionS in the past 12 months #

8 Calculate the average value per **Opened** transaction to you. (total income ÷ total # of **Opened** transactions: Line 2 ÷ Line 5) \$

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9 Calculate the average value per **Closed** transaction to you. (total income ÷ total # of **Closed** transactions: Line 2 ÷ Line 7) \$

10 Calculate or estimate as accurately as possible the total number of clients you **worked** with to close these transactions. # (Not just deals fell through, but clients who didn't buy + client's who bought =total)

List and identify all sources of marketing expenses related to your business.

Company Name	Amount Spent
_____	\$ _____
_____	\$ _____
11 _____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total:	\$ _____

13 Calculate the Average marketing cost of each transaction: Line 11 ÷ Line 7 \$

14 Calculate or estimate as accurately as possible the total hours spent creating, managing and developing the marketing program.

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15 Calculate or estimate as accurately as possible the TOTAL time spent on closed clients (B and S) Productive time only #

16 Determine your hourly billing rate. This is the total dollars generated by closed transaction (Line 2) divided by the total hours spent by you personally working with the client; not the prospecting or admin time (Line 15) \$/hr

17 Calculate the costs of Your marketing hours by multiplying total Marketing hours \times your personal hourly billing rate. (Line 14 X Line 15) \$
