

Is your business healthy? Here's how to find out:

Expenses

Fixed Expenses:

What are your monthly “fixed” expenses? These are the recurring monthly costs of doing business, e.g. rent, internet, phone, etc.

Total Fixed Expenses:	\$
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Variable Expenses:

What are your major “variable” expenses throughout the year? What months do they occur?

For example, my accountant's fee is a variable expense because his charge depends on how long or complicated my taxes are. I put this expense in March as that is when he usually bills me.

May	June	July	August	September	October
\$	\$	\$	\$	\$	\$

November	December	January	February	March	April
\$	\$	\$	\$	\$	\$

Total 12 months of Variable Expenses	\$
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Divide by 12 to get monthly variable expense	\$
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Fixed Expenses per Month	\$
Variable Expenses per Month	\$
Total Expenses per Month	\$

Income:

What is the average monthly income of your business? Take 12 months of your monthly income, total the amount, and then divide by 12.

May	June	July	August	September	October
\$	\$	\$	\$	\$	\$

November	December	January	February	March	April
\$	\$	\$	\$	\$	\$

Average Monthly Income	\$
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Total:

(subtract expenses from income to get total)

Average Monthly Income	\$
Average Monthly Expenses	\$
Total	\$

Important question: Did you include your draw in the expense numbers? If not, go back and fix this.

Now you know your expenses and income.

Is your business healthy?

Important questions about your business:

How many clients do you need to have on a monthly basis to achieve your current income?

What is your fee per client?

How much more income would you like?

How many more clients a month would you need to reach that goal at your current fee rate?

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Is there other meaningful income other than your clients?

Examples: Speaking, workshops, seminars, classes, products, etc. Please list:

Other Source of Income	Amount of Income
	\$
	\$
	\$
Total	\$

Describe your ideal client:

What are your primary approaches to getting new clients?

NEXT STEP:

After you have finished the worksheet call Abigail at 202-674-1025 or email her at abigail@abigailwurf.com to schedule your appointment for a free consultation to help you get your business healthy or healthier. You will not have to show or send the worksheet to Abigail. The consultation is confidential. You need not disclose your expenses or income during the consultation.