

How to Design a Signature Program

Financial Viability Worksheet

Once you have created and priced your signature program, you need to make sure you can get to your revenue goals with it, within the number of hours you're willing to work each week. Use this worksheet to determine that. And if your math doesn't work, now is the time to make adjustments.

Step 1: Establish 2 Monthly Revenue Goals

- 1) Your Monthly Cash Flow Requirement (*how much you need to make*)
- 2) Your Ideal Monthly Revenue Goal (*what you'd love to make*)

Step 2: Calculate Number of Clients

Look at your Signature Program Price and determine how many clients you need to sell into your Signature Program each month to reach your two goals.

Step 3: Calculate Hours Per Client Per Week, and Total Hours Per Week

If it takes 2 hours to service each client per week, and you need 10 clients to reach your goal, that's a total of 20 hours per week.

Double Those Hours

You'll need to plan to spend at least as many hours per month on marketing and administrative tasks as on delivering your services. So you need to double the weekly hours you came up with in the exercise above to determine your total weekly hours for the business.

EXAMPLE:

(A) Minimum Monthly Cash Flow	\$5000
(B) Signature Program Price	\$1000
(C) Divide A/B = # of Monthly Clients	5
(D) Weekly Hours Per Client	2
(E) Multiply C x D = Client Hours Per Week	10
(F) Multiply E x 2 = Total Hours Per Week	20

CALCULATE YOUR PROGRAM

(A) Minimum Monthly Cash Flow	\$
(B) Signature Program Price	\$
(C) Divide A/B = # of Monthly Clients	
(D) Weekly Hours Per Client	
(E) Multiply C x D = Client Hours Per Week	
(F) Multiply E x 2 = Total Hours Per Week	

Step 4: Calculate Your Revenue Projections

You can use the accompanying Cash Flow spreadsheet. This is where you'll take payment plans and any hard costs into account.

Step 5: Identify any Client-Service-Related Hard Costs

Include on your Cash Flow spreadsheet. Keep in mind you may not have any. Do not include general business expenses; only include client-service-delivery-related costs.