



Profit Margin Worksheet: Take Control of Your Bottom Line

Take control of your company's net profit margin by enacting small changes. Consider the questions below to determine which strategies will work best for your company. The worksheet may take anywhere from 20 minutes to one hour, depending on the level of detail you wish to incorporate.

Are there functions that your company is performing manually that could be outsourced to an ASP? (payroll, advertising e-mails, 401(k) management, etc.)

Yes _____ **No** _____

Realistically, how often can you set aside time to consider ways to improve efficiency and outsourcing (weekly, monthly, etc.)? _____

Brainstorm 10 ways to improve your company. Choose your five best ideas and consider cost-effective ways to try them out.

Consider if your pricing structure is based on "cost-driven pricing." Regardless of cost, what's an ideal price for the product? Determine how you would achieve this ideal price.

Ideal price: _____

How to set it: _____

List all the things you spend your time on in a day. Are you focusing on opportunity, or is your day consumed with putting out fires? _____

Time

Tasks

8:00 a.m.

8:30 a.m.

9:00 a.m.

9:30 a.m.

10:00 a.m.

10:30 a.m.

11:00 a.m.

11:30 a.m.

12:00 p.m.

12:30 p.m.

1:00 p.m.

1:30 p.m.

2:00 p.m.

2:30 p.m.

3:00 p.m.

3:30 p.m.

4:00 p.m.

4:30 p.m.

5:00 p.m.

5:30 p.m.
