

Step 2 – Add your own business data

Once you have removed any surplus months, you can replace the template data in your first two rows with your own “real-world” data, as soon as you have it available (e.g. at the end of January and February). Do this by following the instructions in your Easy Numbers sheet and **REMEMBER, your Leads data (column D) is always pulled from your Easy 500 sheet, so DO NOT overwrite this!**

This will provide you with your performance data for your first 2 months. Adding data to your sheet will automatically update your totals for the year (see *Total* row) and your rolling averages for the year (see *Average* row). Your Totals and Averages data will change whenever you add new performance data to your document, and you should never manually add data to these two rows. See fig. 2 below.

Fig. 2

Month	Marketing Spend	Leads	E1 Cost per Lead	Consultations	Avg. Cost per Consultation	E2 Conversion: Lead to Consultation	Enrolments	E3 Conversion: Consultation to Enrolment	E4 Enrolment Value	Avg. Cost per Enrolment	E5 Leads per Enrolment
2023											
Jan-23	1749	47	37.21	24	72.88	51.1%	14	58.3%	17,487.00	124.93	3.4
Feb-23	1687	34	49.62	19	88.79	55.9%	11	57.9%	14,312.00	153.36	3.1
TOTAL	3436	81		43			25		31,799.00		
AVERAGE	1718	40.5	42.42	21.50	80.83	53.1%	12.5	58.1%	1,271.96	139.15	3.2
TARGET	1950	30	65.00	21	130.00	70%	15	70%	1,300.00	132.65	2.0

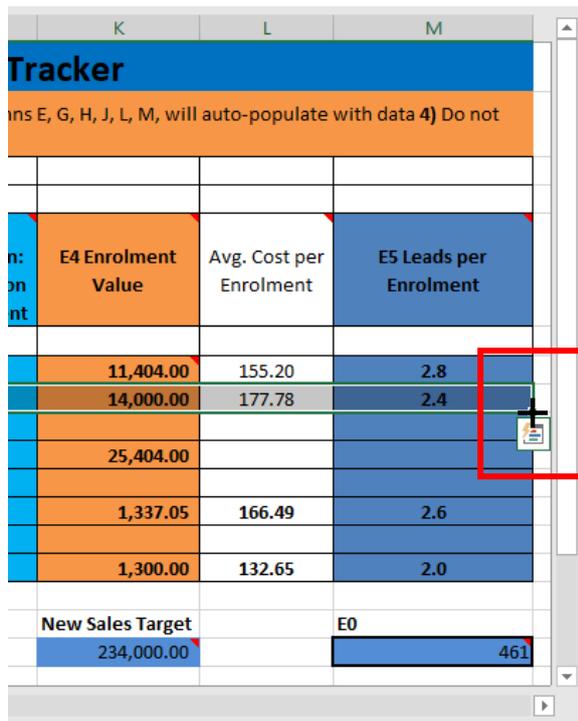
Step 3 – Add new months of data to your sheet

We can now add new rows whenever we need to add business data for a new month of the year. We do this by using the *Fill Handle* function. First, create a new empty row to insert your new data into (in this case hover the mouse over row 10 (Total) and right click > Insert) See fig. 3 below.

Fig. 3

Then highlight the appropriate range of cells from your existing month of data (in our example it is cells B8:M8). Move to the bottom right hand corner of your highlighted section and hover your mouse cursor over the corner, until it turns into a cross symbol. See fig. 3.1 below.

Fig. 3.1



Left click on the cross and hold, then drag down one row to duplicate the data into your new blank row underneath. (Note, in some cells this action will simply duplicate the data, in others it will enter the next natural number in a sequence, such as the following month, year, etc.) See fig. 3.2 below.

Fig. 3.2

	Month	Marketing Spend	Leads	E1 Cost per Lead	Consultations	Avg. Cost per Consultation	E2 Conversion: Lead to Consultation	Enrolments	E3 Conversion: Consultation to Enrolment	E4 Enrolment Value	Avg. Cost per Enrolment	E5 Leads per Enrolment
2023	Jan-23	1749	47	37.21	24	72.88	51.1%	14	58.3%	17,487.00	124.93	3.4
	Feb-23	1687	34	49.62	19	88.79	55.0%	11	57.0%	14,312.00	153.36	3.1
	Mar-23	1688	0	43.42	20	84.40	53.5%	12	60.0%	14,313.00	140.67	0.0
	TOTAL	5124	81		63			37		46,112.00		
	AVERAGE	1708	27.0	63.26	21.00	82.02	77.8%	12.3	58.7%	1,246.27	139.65	2.1
	TARGET	1950	30	65.00	21	130.00	70%	15	70%	1,300.00	132.65	2.0

Step 4 – Replace the duplicated data

Replace the duplicate data you have just created, with your own business data for that month, just as you did in step 2. In our example in fig. 3.2 above, we would ignore the month cell, as this has updated automatically to *March*. But we would enter all other performance data into the new row, as per the instructions. Note that your new leads data cell will read as 0, until you complete your lead numbers in your *Easy 500* sheet.

Step 5 – Maintain your *Leads* data in your Easy 500 sheet

Your Easy Numbers and Easy 500 sheets are linked by formulas. Your leads data must only be manually recorded in your Easy 500 sheet, NOT in your Easy Numbers sheet. The leads data is then pulled through to your Easy Numbers sheet by the formulas in column D. See fig. 5 below.

Fig. 5

	A	B	C	D	E	F	G
42	Networking Groups (number)	2	10	20		1	
43	Local Authority Visits (number)	1	10	10			
44	Other Lead Sources (not CMA)						
45	PPC (Google ads) / Website					3	
46	Bark					2	
47	Advertisements / Commercials						
48	TV/Radio					1	
49	Print advertising					1	
50	Sponsorships						
51	Billboards (non-electronic)					1	
52	Public transport advertising					2	
53	Electronic display boards					1	
54	Referrals					1	
55	Promotional Campaigns					1	
56	Public Relations					1	
57							
58							
59							
60							
61		Weighted Score (Total)	538			Total Leads (month):	
62		Target Score	500			47	

Your Easy 500 sheet should be completed on a monthly basis, along with your Easy Numbers, to provide you with an accurate picture of which marketing activities are driving your leads. See the *Easy 500: Completion Guide* for more detailed information on using your Easy 500 scorecard. **Do not attempt to add lead data manually to column D of your Easy Numbers sheet.**

Summary Notes

- Every time you add new data, the *Total* and *Average* row data will update automatically.
- You can always check your *E0* (total leads required) is correct, by running the simple calculation that you learnt in your training session:
 $E0 \times E2 \times E3 \times \text{Average Sale Price} = \text{'New Sales' Target}$
- For the formulas to function correctly, you MUST maintain the single blank rows between:
 - 'Month' & 'Total' rows
 - 'Total' & 'Average' rows (see template).
- Remember, your **Easy Numbers** tracker sheet is linked to your **Easy 500** sheet on the next tab of the Workbook, and they are designed to work in tandem with one and other.
- Your Leads data (column D) is always pulled from your Easy 500 sheet.
- You must NEVER delete the first 2 rows of monthly data (rows 7 & 8 in the template).
- If you spot any errors with the formulas in your documents, please flag them with us.

Target data: explanation

You will notice that your Easy Numbers sheet comes with a row of pre-populated “**Target**” data, to help guide you with your fundamental numbers. These data have not been randomly inserted and there are underlying reasons determining each value. Let’s have a look at each of them below –

Marketing Spend, Leads, & E1 (Cost Per Lead)

- Your E1 cost per lead is set to 65 and is considered the maximum amount a lead should ever cost you. Certain leads may end up costing you more than 65, but your average should never exceed 65.
- The guide volume of 30 leads per month is the necessary number of leads you must achieve, based on: a lead cost of 65, your target conversion rates (E2 & E3) of 70% *and* your target average sale price of 1,300.
- The marketing spend of 1,950 p/month is equal to 30 leads at 65 p/lead. However, this figure of 1,950 also has significance, as we will see in the next section. See fig. 6 below.

Fig. 6

Month	Marketing Spend	Leads	E1 Cost per Lead
Jan-22	1552	28	55.43
Feb-22	1600	22	72.73
Mar-22	1436	25	57.44
Apr-22	1436	25	57.44
TOTAL	6024	100	
AVERAGE	1506	25.0	60.24
TARGET	1950	30	65.00

Consultations, E2, Enrolments, E3 & E4

- The number of consultations and enrolments you achieve are a function of the number of leads you generate *and* your E2/E3 conversion rates.
- At a conversion rate of 70% for both your E2 & E3, 30 leads achieve 21 consultations and 15 enrolments (sales).
- Therefore, at your target enrolment value of 1,300 (E4), your 15 enrolments will generate 19,500 of sales p/month. As we mentioned earlier, your target monthly marketing spend of 1,950 is significant, because it is exactly 10% of your monthly sales, which is the minimum required marketing spend in your business. See fig. 7 below.

Fig. 7

Consultations	Cost per Consultation	E2 Conversion: Lead to Consultation	Enrolments	E3 Conversion: Consultation to Enrolment	E4 Enrolment Value
15	103.47	53.6%	10	66.7%	11,404.00
14	114.29	63.6%	9	64.3%	14,000.00
17	84.47	68.0%	11	64.7%	17,457.00
46			30		42,861.00
15.33	100.74	61.3%	10.0	65.2%	1,428.70
21	130.00	70%	15	70%	1,300.00

New Sales Target

- Although the figure is not included on your spreadsheet, your target total *monthly* sales of 19,500 is also significant, as it equals 234,000 over a 1-year period.
- It is widely considered that a turnover of between 220,000 and 240,000 is the revenue figure achievable for a single owner/operator franchisee, operating a single territory, with no staff. And, although our Easy Numbers tool only accounts for new business (not re-enrolments), it works well as a “stretch target”.
- You will notice that your *new sales* target is pre-set to 234,000. See fig. 8 below.

Fig. 8

E4 Enrolment Value	Avg. Cost per Enrolment	E5 Leads per Enrolment
17,487.00	124.93	3.4
14,312.00	153.36	3.1
31,799.00		
1,271.96	139.15	3.2
1,300.00	132.65	2.0
New Sales Target	E0	
234,000.00		596

Summary

Your *New Sales Target* can be set to whatever value you choose and it will vary depending on the stage of your business. The target numbers, although significant, remain a guide only. They demonstrate that good sales figures can be achieved from realistic performance figures *and* that you can spend more on marketing/lead generation than you perhaps first imagined.

Your *E0* will constantly reflect the number of leads you must generate (regardless of time period) to achieve your *New Sales Target*, and it will change in relation to your *Average* numbers. It is worth noting that even if some of your average performance numbers are below target, your *E0* can be maintained (or even improved), as long as other performance numbers are above target. Use your fundamental numbers to improve aspects of your business and plan your lead generation activity.

*Please also refer to our how-to video series guide for help with using your *Easy Numbers Tracker*.