

1. How much money do you earn from your business (take-home) per month (NOB)?

1	2	3	4	5	6	7	8	9	10
\$500	\$1,000	\$1,500	\$2,500	\$3,500	\$4,500	\$5,500	\$6,500	\$7,500	\$8,500

2. How many clients do you have on recurring memberships?

1	2	3	4	5	6	7	8	9	10
5	10	30	50	70	90	110	130	150	150+

3. What is your average revenue per member per month (ARM)?

1	2	3	4	5	6	7	8	9	10
<\$95	\$95	\$115	\$135	\$155	\$175	\$205	\$250	\$300	\$350

4. What is your average length of engagement (LEG) in months?

1	2	3	4	5	6	7	8	9	10
<6	8	10	12	14	16	18	20	22	24+

5. What is your time worth—what is your Effective Hourly Rate (EHR)?

1	2	3	4	5	6	7	8	9	10
\$7	\$14	\$21	\$28	\$35	\$42	\$49	\$56	\$63	\$70+

6. What percentage of your money goes toward paying recurring expenses, not including payroll?

1	2	3	4	5	6	7	8	9	10
>65%	60%	55%	50%	45%	40%	35%	30%	25%	20%