

BUDGET MATH

# Cost Per Signed Case Worksheet

The math your managing partner will ask you to show on the next budget meeting. Pull your last 30 days of intake numbers, plug them in, and run the comparison.

## ◆ 1. YOUR INPUTS

<b>LEADS PURCHASED / MONTH</b> _____ count	<b>COST PER LEAD</b> \$ _____ USD
<b>CONTACT RATE</b> _____ % of leads reached	<b>CLOSE RATE</b> _____ % of contacted who sign
<b>AVERAGE CASE VALUE</b> \$ _____ at signing · settlement or fee	

## ◆ 2. CALCULATE

<b>CASES / MO</b>	<b>leads × contact% × close% →</b>	_____
<b>SPEND / MO</b>	<b>leads × cost per lead →</b>	\$ _____
<b>CPSC</b>	<b>spend ÷ cases →</b>	\$ _____
<b>REVENUE / MO</b>	<b>cases × avg case value →</b>	\$ _____

## ◆ 3. COMPARE

<b>TODAY</b> CPSC _____ Cases / mo _____ Revenue / mo _____ Annual revenue _____	<b>IF CPSC DROPPED 50%</b> CPSC _____ Cases / mo (same spend) _____ Revenue / mo _____ Annual lift _____
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