# Cheatography

## Business Backbone© Cheat Sheet by Robin Larsen (57546u) via cheatography.com/25350/cs/6605/

This is the template	Insert your normal numbers here
Template text and calculations	
	Here you insert your numbers and calcul-
Leads	ations
Number of Leads	Leads
<u>^</u>	
Conversion rate	insert number above
Conversion Rate	
=	Conversion rate
Conversion rate is the number of times you	Insert Conversion rate above
approach / Contact a lead that converts into	
a sale. I.E: 100 Contacts / 10 sales = 10%	Number of customers
	Insert number here
Number of customers	Calculate the conversion number
Number of Customers	
=	Number of customers
X	Insert number above
Get the result and take this result and	
Multiply (X) it with the next.	Number of transactions
Number of transactions	
Number of transactions	X
Number of transactions X	X Insert number above
	Insert number above
X Number of transactions as a number	
X Number of transactions as a number Average dollar sale	Insert number above
X Number of transactions as a number Average dollar sale Average dollar sale	Insert number above Average dollar sale
X Number of transactions as a number Average dollar sale =	Insert number above Average dollar sale = Insert number above
X Number of transactions as a number Average dollar sale Average dollar sale	Insert number above Average dollar sale = Insert number above Margins
X Number of transactions as a number Average dollar sale =	Insert number above Average dollar sale = Insert number above Margins Margin
X Number of transactions as a number Average dollar sale = Average dollar sale	Insert number above Average dollar sale = Insert number above Margins
X Number of transactions as a number Average dollar sale = Average dollar sale Total dollar turnover	Insert number above Average dollar sale = Insert number above Margins Margin
X Number of transactions as a number Average dollar sale = Average dollar sale Total dollar turnover Total dollar turnover	Insert number above Average dollar sale = Insert number above Margins Margin Insert number above
X Number of transactions as a number Average dollar sale Average dollar sale  Average dollar sale Total dollar turnover X Total dollar turnover X	Insert number above Average dollar sale = Insert number above Margins Margin Insert number above
X Number of transactions as a number Average dollar sale Average dollar sale Average dollar sale Total dollar turnover X Total dollar turnover X Total dollar turnover X	Insert number above Average dollar sale = Insert number above Margins Margin Insert number above Total dollar turnover
X Number of transactions as a number Average dollar sale Average dollar sale = Average dollar sale Total dollar turnover Total dollar turnover X Total dollar turnover Margins Margin	Insert number above          Average dollar sale         =         Insert number above         Margins         Margin         Insert number above         Total dollar turnover         X         Insert number above
X Number of transactions as a number Average dollar sale Average dollar sale  Total dollar turnover Total dollar turnover X Total dollar turnover X Total dollar turnover X Wargins Margin What is your margin on the product in the	Insert number above          Average dollar sale         =         Insert number above         Margins         Margin         Insert number above         Total dollar turnover         X
X Number of transactions as a number Average dollar sale Average dollar sale = Average dollar sale Total dollar turnover Total dollar turnover X Total dollar turnover Margins Margin	Insert number above         Average dollar sale         =         Insert number above         Margins         Margin         Insert number above         Total dollar turnover         X         Insert number above         Profit
X Number of transactions as a number Average dollar sale Average dollar sale  Total dollar turnover Total dollar turnover X Total dollar turnover X Total dollar turnover X Wargins Margin What is your margin on the product in the	Insert number above          Average dollar sale         =         Insert number above         Margins         Margin         Insert number above         Total dollar turnover         X         Insert number above

Test your exponential potential

## Number of customers

Insert number above

Number of transactions

Х

Insert number above

Average dollar sale

=

Insert number above

Total dollar turnover

X Insert number above

Margins

Margin

Insert number above

Profit

Total profit for you in the Business Backbone©

Total profit for you in the Business Backbone©

You can use this system to automate pipeline	
ActiveCampaign	Free 14 day trial
https://www.active 4T4E78A	campaign.com/?_r=8-

Here you can test and compare your growth potentail here and see your end result.

#### Leads

insert number above

### Conversion rate

Insert Conversion rate above

Number of customers

Insert number here

Calculate the conversion number

By Robin Larsen (57546u) cheatography.com/57546u/ www.activecampaign.com/? \_r=84T4E78A Published 4th April, 2025. Last updated 4th April, 2025. Page 1 of 2. Sponsored by CrosswordCheats.com Learn to solve cryptic crosswords! http://crosswordcheats.com