

### This is the template

Template text and calculations

### Leads

Number of Leads

X

### Conversion rate

Conversion Rate

=

Conversion rate is the number of times you approach / Contact a lead that converts into a sale.

I.E: 100 Contacts / 10 sales = 10%

### Number of customers

Number of Customers

=

X

Get the result and take this result and Multiply (X) it with the next.

### Number of transactions

Number of transactions

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

What is your margin on the product in the funnel?

### Profit

Total profit for you in the Business Backbone©

### Insert your normal numbers here

Here you insert your numbers and calculations

### Leads

insert number above

### Conversion rate

Insert Conversion rate above

### Number of customers

Insert number here

Calculate the conversion number

### Number of customers

Insert number above

### Number of transactions

X

Insert number above

### Average dollar sale

=

Insert number above

### Margins

Margin

Insert number above

### Total dollar turnover

X

Insert number above

### Profit

Total profit for you in the Business Backbone©

### Test your exponential potential

### Number of customers

Insert number above

### Number of transactions

X

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©

**You can use this system to automate pipeline**

ActiveCampaign      Free 14 day trial  
[https://www.activecampaign.com/?\\_r=8-4T4E78A](https://www.activecampaign.com/?_r=8-4T4E78A)

Here you can test and compare your growth potential 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](https://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>