

# Your Number

One calculation that tells you whether your business model is actually working. Most owners have never done it.

## BEFORE YOU START

Most business owners track revenue and watch the bank balance. Neither of those numbers tells you whether the model is healthy. **Your One Number is the profit you make per Signature delivered** — after the real cost of delivering it. It's the single calculation that tells you whether the business is working, and the only target worth setting for growth.

### Step 1 What does one client pay you per month?

Your pay varies with what's left in the account at the end of the month. You've never set a fixed, non-negotiable salary for yourself — your take-home goes up when things are good and quietly disappears when they're not.

PRICE PER SIGNATURE

The fixed monthly (or per-project) amount one client pays

£

#### EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

£500 per client per month, all in. Fixed, reviewed annually.

### Step 2 What does it actually cost to deliver that?

This is where most owners get a surprise. The cost to deliver is your time plus your team's time — at an honest hourly rate. Include the calls, the emails, the admin. Don't optimise. Be honest.

PRICE PER SIGNATURE

Total time — yours and your team's. Include everything.

£

HONEST HOURLY RATE FOR THAT TIME

What does your or your team's time genuinely cost the business?

£

COST TO DELIVER (HOURS × RATE)

Calculate and write your answer here

£

#### EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

3 hours per client × £40/hr = £120 cost to deliver. She had always assumed it was about £80. The extra hour of client queries she'd never properly counted.

### Step 3 Your One Number – profit per Signature

Price minus cost to deliver. That's it. This is the number your business actually generates per client, per month. Everything else – your targets, your team, your decisions – gets expressed in terms of this number.

YOUR ONE NUMBER (PRICE MINUS COST)

Gross profit per Signature delivered

NOW SCALE IT – WHAT DOES YOUR BUSINESS ACTUALLY LOOK LIKE?

Multiply your One Number by how many Signatures you currently deliver, and by where you want to be. This is the only growth conversation worth having.

<b>YOUR ONE NUMBER</b>	<b>CURRENT SIGNATURES</b>	<b>MONTHLY PROFIT NOW</b>
<input type="text" value="£"/>	<input type="text" value="£"/>	<input type="text" value="£"/>

**TARGET NUMBER OF SIGNATURES (YOUR LONG GAME)**

**MONTHLY PROFIT AT THAT TARGET**



THERE ARE ONLY THREE WAYS TO IMPROVE YOUR ONE NUMBER

<p><b>More</b></p> <p>Win more Signatures</p> <p>More of the right clients at the right price. Revenue grows. The number stays the same.</p>	<p><b>Better</b></p> <p>Enhance the Signature</p> <p>Increase the value, deepen the commitment, raise the price. The number goes up.</p>	<p><b>Leaner</b></p> <p>Reduce the cost to deliver</p> <p>Systematise delivery, remove wasted time. Same price, lower cost. The number goes up.</p>
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THE FORMULA – EVERYTHING IN ONE VIEW

$$\text{PRICE } \text{£} \_\_\_\_ - \text{PRICE } \text{£} \_\_\_\_ = \text{YOUR ONE NUMBER } \text{£} \_\_\_\_$$

Sarah: £500 price – £120 cost = **£380 per Signature**. With 35 clients: £13,300/month. Long Game: 50 clients × £380 = **£19,000/month gross profit**. One number. One conversation. Everything else flows from it.