

What is your Job Profitability?

Revenue is vanity. Profit is sanity. Use this sheet to one you've handed off a project to look back on where your *profits* went?

Section 1:

The Reality Check (Calculator)

Instruction: Don't guess. Pick one specific project you recently finished that felt "a bit off" and plug in the real numbers below.

1. The Expectation

Total Quoted Price (excl. tax): _____ \$

Estimated Hours: _____ hrs

2. The Reality

Total Invoiced Amount: _____ \$

Actual Hours Worked: _____ hrs
(Be honest: did you include the unbilled late-night revisions?)

3. The True Cost

Staff Cost (Hours × Hourly Rate): _____ \$

External Costs (Contractors/Materials): _____ \$

Overhead Allocation (The hidden killer): _____ \$
(Rent, software, admin time, usually 15–20% of revenue)

4. The Final Score

Net Profit (Invoiced - Costs): _____ \$

Profit Margin %: _____

Section 2:

The Leak Detector (Checkbox Audit)

Instruction: Where did the margin go? Tick every box that happened on this job.

The "Friday Memory Test"

(Time Tracking)

- ☐ Staff logged hours days (or weeks) after the work was done.
- ☐ We guessed how long tasks took rather than using a timer.
- ☐ Admin and meeting time wasn't logged against the job.

The "Just One More Thing"

(Scope Creep)

- ☐ The client asked for "small tweaks" that we didn't charge for.
- ☐ We did work outside the original brief to be "nice."
- ☐ We didn't send a change order because it felt awkward.

The "Discount Trap"

(Billing)

- ☐ We discounted the final invoice after the client complained.
- ☐ We wrote off hours because we took longer than expected.
- ☐ We forgot to bill for expenses (couriers, prints, travel).

The Team Mix

(Resourcing)

- ☐ A Senior did work that a Junior could have done (inflating costs).
- ☐ The team sat idle waiting for client feedback (burning overhead).

Section 3:

Your Confidence Score

Instruction: Rate your current operations on a scale of 1 (Mess) to 5 (Control).

	1	2	3	4	5
Visibility: I can see exactly which jobs are profitable in real-time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quoting: Our quotes are accurate based on historical data, not guesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WIP: I know exactly how much unbilled work is sitting in the pipeline right now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacity: I know who is overworked and who is free next week without asking them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The Diagnosis

Mostly Unchecked Boxes & High Scores:

You're in Control.

You know your numbers. Now, focus on optimization. Utilize data to refine your niche and further increase margins.

Many Ticks & Low Scores:

You're Leaking Profit.

Your team is working hard, but your workflow is working against you. You don't need more clients; you need more clarity.

Stop Guessing. Start Knowing.

Spreadsheets can track data, but they can't tell you the future. WorkflowMAX gives you the visibility to spot leaks before they drain your project.

- ✓ Track time easily (so you capture every billable minute).
- ✓ Manage scope (so you get paid for extra work).
- ✓ See profit in real-time (so you can fix issues, not just regret them).

Start Your 14-Day Free Trial →

No credit card required. Just clarity.

